

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – Online Advertising – Warm Season (National & In-State)
Application Completed by:	Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Our warm season online digital plan has two parts (national and in-state). This plan continues to target our primary markets while also adding exposure in markets that either continue to show up on our tracking reports indicating strong interest or are test markets within a reasonable drive market. Examples of these markets are New York, North Dakota and the Fort McMurray Alberta area.

We will place advertising in Seattle Times.com, Oregonlive.com, ChicagoTribune.com, LATimes.com, StarTribune.com, AZCentral.com, SFGate.com, Chron.com, Dallasnews.com, TimesUnion.com (Albany, NY), BismarkTribune.com (ND), Canada.com - Edmonton Journal, Canada.com - Calgary Herald, Canada.com - Ft McMurray, Canoe.ca and Facebook advertising targeting Age 25+ Interests: Hiking, Outdoors, Biking, Camping, Backpacking, Fishing, Total impressions for the national plan is a little over 4.3 million for a budget of \$30,800.

The in-state part of our plan includes online advertising on the mobile site of Bozeman Daily Chronicle, Great Falls Tribune, Helena IR, Billings Gazette, Butte MT Standard targeting 85,000 impressions for \$1,700. Mobile site advertising is new to Glacier Country but we are interested is seeing if this performs as highly as we hope.

Overall budget for warm season online marketing is \$32,500. *See detailed media plans attaché to application.*

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

Refer to the portions of your marketing plan, which support this project.

This project is addressed in all of our marketing plan goals and other marketing elements 1, 2 and 3..

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors
 - 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.3.b Implement the new Montana tourism brand
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets
 - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- Goal 9: Increase funding to maintain sustainable tourism and recreation.
 - 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
 - 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: Yes No

Budget page must be attached for approval.



PROJECT BUDGET

Consumer Advertising - Online/Mobile Advertising - Warm Season (National & In-State)

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
MARKETING/ADVERTISING:					
Media Placement - National	\$	30,800.00	+	\$	30,800.00
Media Placement - In-State	\$	1,700.00	+	\$	1,700.00
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	32,500.00	+	\$	32,500.00
TRAVEL:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
OTHER:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
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PROJECT TOTAL	\$	32,500.00	+	\$	32,500.00

MEDIA PLAN

Client: Glacier Country

Subject: 2012 Spring/Warm Season Digital

Date: November 22, 2011



Proposed Website Placement	Schedule	Ad Size	Placement	Impression Est
Digital Media				
Seattle Times.com	Mar/Apr	300x250 and 728x90	Travel, Travel Newsletter	200,000
Oregonlive.com	Mar/Apr	300x250 and 728x90	Travel, Travel Newsletter	175,000
ChicagoTribune.com	Mar/Apr	300x250 and 728x90	Travel, Sports, Travel Newsletter	200,000
LATimes.com	Mar/Apr	728x90	Travel BT, Travel Sponsor	200,000
StarTribune.com	Mar/Apr	728x90	Travel	200,000
AZCentral.com	Mar	300x250 and 728x90	Travel, Travel Newsletter	125,000
SFGate.com	Mar/Apr	728x90	Travel	125,000
Chron.com	Mar/Apr	300x250 and 728x90	Travel	115,000
Dallasnews.com	Mar/Apr	300x250 and 728x90	Travel & Lifestyles	115,000
TimesUnion.com (Albany)	Mar	300x250 and 728x90	Travel & Lifestyles	170,000
BismarkTribune.com (ND)	Mar/Apr	300x250 and 728x90	Local News, Lifestyles	75,000
Canada.com - Edmonton Journal	Mar	728x90	Travel	43,000
Canada.com - Calgary Herald	Mar	728x90	Travel	43,000
Canada.com - Ft McMurray	Mar	728x90 and 300x250	Ft McMurray Geo	40,000
Canoe.ca	Mar/Apr	300x250 and 728x90	Travel, Geo - Ft McMurray, Alberta	75,000
Facebook	Mar/Apr	Age 25+ Interests: Hiking, Outdoors, Biking, Camping, Backpacking, Fishing		2,400,000
TOTAL (\$30,750)				4,301,000

MEDIA PLAN

Client: Glacier Country

Subject: 2012 Spring Warm Season In-State Proposal

Date: November 28, 2011

Notes: Dates, pricing and impressions estimated



Publication	Dates	Ad Size	Distribution Region	Impressions	Negotiated Bonus
Online Plan					
Bozeman Daily Chronicle	4/15 - 5/15	728x90, 300x250	Bozeman Full Circulation	20,000	
Great Falls Tribune	4/15 - 5/15	728x90, 300x250	Great Falls Full Circulation	20,000	
Helena IR	4/15 - 5/15	728x90, 300x250	Helena Full Circulation	15,000	20K bonus impressions with Rediscover Sponsor
Billings Gazette	4/15 - 5/15	728x90, 300x250	Billings Full Circulation	15,000	20K bonus impressions with Rediscover Sponsor
Butte MT Standard	4/15 - 5/15	728x90, 300x250	Butte Full Circulation	15,000	20K bonus impressions with Rediscover Sponsor
TOTAL ONLINE PLAN - \$1,700				85,000 BONUS:	