

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – Consumer Marketing Campaign – 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.

Glacier Country will focus its consumer advertising and marketing efforts in our primary and secondary marketing target areas as well as our feeder and regional drive markets as listed in our narrative marketing plan. We will continue to maintain a strong presence in our traditional markets but also explore other areas that offer some potential in light of the economic challenges we are facing.

Our warm season print plan has two parts (national and in-state). Our national media plan includes Via, Seattle Met Magazine, Texas Monthly, Minneapolis/St.Paul Magazine, CAA/Westworld, AARP and Fly Fisherman. We will also have ads in Outside, Pacific Northwest Golfer and Sunset but these will be available for partners to buy into the opportunity as a coop. Total circulation for the national media plan is 4,155,514. Total for the plan will be \$63,600. Glacier Country's responsibility will be \$44,400 and cooperative partners will be \$19,000.

Our in-state media plan includes Bozeman Daily Chronicle, Great Falls Tribune and Rediscover. Rediscover is a statewide publication and with the media placement in this publication we receive free placement in Helena IR, Billings Gazette, Butte MT Standard, Missoulian and Ravalli Republic. Total circulation for the in-state media plan is 534,000 at a total cost of \$8,600.00. *See detailed media plans attached 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 our marketing plan goals numbered: 1, 2, 3, 4, 5, 6, and 7 as well as plan and strategy number 1. Other marketing elements numbered 1, 2 and 3 also support this project.

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.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
 - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 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.**
 - 9.2 Foster opportunities to pool public and private marketing dollars
 - 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 - Consumer Marketing Campaign - Warm Season (National & In-State)

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
MARKETING/ADVERTISING:					
Media Placement - National	\$	44,400.00	+	\$	19,000.00 = \$ 63,400.00
Media Placement - In-State	\$	8,600.00	+	\$	- = \$ 8,600.00
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
TOTAL	\$	53,000.00	+	\$	19,000.00 = \$ 72,000.00
TRAVEL:					
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
TOTAL	\$	-	+	\$	- = \$ -
OTHER:					
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
TOTAL	\$	-	+	\$	- = \$ -
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PROJECT TOTAL	\$	53,000.00	+	\$	19,000.00 = \$ 72,000.00

MEDIA PLAN

Client: Glacier Country
Sales: FY12 Warm Season Print

Date: November 30, 2011
REVISED: 02/01/11
JOB NO.: 146710



Publication	Target Demographic	Issue	Ad Size	Distribution Region	Deadlines		On Sale	RS	Editorial	Negotiated Bonus
					Circulation	Space				
Print Media Allocation										
Via Discover Insert	Regional Traveler	May/June	Half Page 4C Plus Half Page Advertorial	Full Circulation No CA, UT, NV	2/19	2,680,000	4/15	Yes	Half page ad plus half page Advertorial	Online link - extra month of reader service Insert rate - advertorial
Seattle Met Magazine	Regional Traveler	April	Full Page 4C	Full Circulation Pacific Northwest	2/24	52,150	3/23	No	April Travel Getaway issue	3X Frequency 15% Discount
Texas Monthly <i>Postcard from Glacier Country - Montana</i>	Regional Traveler/Fly Market	March	Full Page Match Full Page Advertorial 2 Page spread	Full Circulation Texas/SW US	12/15	300,000	2/22	Yes	Spring Travel Planner - Great Escapes	65% Discount 36X Rate 3 month listing on texasmonthly.com
Minneapolis/St. Paul Magazine	Regional Traveler/Fly Market	May	1/3 Page 4C Travel Section	Full Circulation Minnesota/Midwest	3/16	70,158	4/26	No	Destination: Go West Content - editorial on Western Travel	24X Rate/Non Profit Rate
CAA/Westworld <i>Alberta</i>	Regional Traveler	June	Half Page 4C	Full Circulation Alberta	4/15	578,600	5/10	No	David Thompson Trail	25% Discount not including exchange rate
Active Mature AARP	Regional / Active Mature	April/May	1/3 Pg 4C	Pacific Northwest 60-69	12/12	394,300	3/24	Yes	Info Express Reader Service Issue	15% Discount Online link of aarp.com/infoexpress
Outdoor Recreation Fly Fisherman	Fly Fishing/Outdoors	April/May	Full Page 4C	Full Circulation	1/4	80,306	3/6	No	Fly Fishing	15% Discount off 8X rate
Partner Opportunities Outside \$2,319 for 3 Partners within Ad	Outdoor Enthusiast/Parks	April	Full Page Co-op Travel Directory Section 1/6 Page 4C-3 Partners	Full Circulation	2/18	675,000	4/12	Yes	Trip Finder Issue	15% Discount 2x rate Online line/5 Months travel kiosk on outdoors Weblink/online listing within digital issue
Pacific Northwest Golfer PGA Official Publication	Golf/Outdoors	May	Full Page Co-op 1/2 Page 4C-1 or 2 Partners	Full Distribution Mailed to Private Golf Membership ID, WA, BC, OR	3/30	120,000	5/1	No	Family Vacation Ideas	4X Rate - Online Tile Ad 150x225 PR Pitch for Editorial Coverage
Sunset \$3,313 per partner For both Publications	Family /Active Lifestyle	April	Full Page Co-op PNW Travel Planner 1/6 Page 4C-3 Partners	Full Circulation	1/15	270,000	4/1	Yes	Pacific Northwest Travel Planner	Online reader service/hotlink at Sunset.com 35% Discount 3X Rate
Sunset	Family /Active Lifestyle	May	Full Page Co-op Summer Travel SIP 1/6 Page 4C-3 Partners	Full Circulation Western US	1/15	250,000	5/1	Yes	Summer Travel Planner -Special Interest Pub	Online reader service/hotlink at Sunset.com 35% Discount 3X Rate Summer Celebration Literature Distribution
TOTAL PRINT PLAN - \$63,500						4,155,514				BONUS:
Less: Partnership Contributions - (\$18,800)										
TOTAL - \$44,500										

Publication	Issue	Ad Size	Distribution Region	Circulation	Space	Deadlines	On Sale	RS	Editorial	Negotiated Bonus
Joint Venture										
Better Homes & Gardens <i>Special Advertising Section-MT</i>	April	Half Page 4C <i>Sponsored Section</i>	Custom West WA/OR/ID/No.CA AZ/ND/SD/MN	969,000	12/14	12/23	3/15	Yes	Play in Montana Special Section / Advertiser	In Book Reader Service, Online Reader Service Advertiser E-Newsletter 80,000 travelmeredith.com
National Geographic Traveler <i>State-Sponsored Section</i>	May/June	MTOT Co-op 1/2 Page 4C <i>Plus advertorial</i>	Full Circulation	715,000	12/14	3/14	4/15	Yes	Montana advertorial Montana is within the section	Full Circulation Bonus and Advertiser bonus 49% Discount on rate
Backpacker <i>State-Sponsored Section</i>	June	MTOT Co-op Full Page 4C	Full Circulation	340,000	12/14	3/23	5/15	Yes	Montana Co-op -Layout to be determined	61% off open rate
Budget Travel <i>State-Sponsored Section</i>	May/June	MTOT Co-op 1/3 Page 4C	Full Circulation	675,000	1/15	2/14	4/24	Yes	Montana Co-op -Layout to be determined	61% off open rate
TOTAL JOINT/COOP - \$59,000				2,699,000						BONUS:

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	Circulation	Negotiated Bonus
Print Media					
Bozeman Daily Chronicle	15-Apr	3 col x 10.5 4C	Bozeman Full Circulation	18,000	
	29-Apr	3 col x 10.5 4C	Bozeman Full Circulation	18,000	Discount on rate
	13-May	3 col x 10.5 4C	Bozeman Full Circulation	18,000	
Great Falls Tribune	15-Apr	3 col x 11 4C	Great Falls Full Circulation	28,000	
	29-Apr	3 col x 11 4C	Great Falls Full Circulation	28,000	
	13-May	3 col x 11 4C	Great Falls Full Circulation	28,000	
Helena IR	15-Apr	3 col x 10.5 4C	Helena Full Circulation	13,500	
	29-Apr	3 col x 10.5 4C	Helena Full Circulation	13,500	Quarter page ads bonus for Rediscover Sponsor
	6-May	3 col x 10.5 4C	Helena Full Circulation	13,500	
	13-May	3 col x 10.5 4C	Helena Full Circulation	13,500	
Billings Gazette	15-Apr	3 col x 10.5 4C	Billings Full Circulation	39,000	
	29-Apr	3 col x 10.5 4C	Billings Full Circulation	39,000	Quarter page ads bonus for Rediscover Sponsor
	6-May	3 col x 10.5 4C	Billings Full Circulation	39,000	
	13-May	3 col x 10.5 4C	Billings Full Circulation	39,000	
Butte MT Standard	15-Apr	3 col x 10.5 4C	Butte Full Circulation	13,000	
	29-Apr	3 col x 10.5 4C	Butte Full Circulation	13,000	Quarter page ads bonus for Rediscover Sponsor
	6-May	3 col x 10.5 4C	Butte Full Circulation	13,000	
	13-May	3 col x 10.5 4C	Butte Full Circulation	13,000	
Missoulian	15-Apr	3 col x 10.5 4C	Missoula Full Circulation	28,000	
	29-Apr	3 col x 10.5 4C	Missoula Full Circulation	28,000	Quarter page ads bonus for Rediscover Sponsor
	6-May	3 col x 10.5 4C	Missoula Full Circulation	28,000	
	13-May	3 col x 10.5 4C	Missoula Full Circulation	28,000	
Ravalli Republic	13-Apr	3 col x 10.5 4C	Hamilton Full Circulation	5,500	
	20-Apr	3 col x 10.5 4C	Hamilton Full Circulation	5,500	Quarter page ads bonus for Rediscover Sponsor
	27-Apr	3 col x 10.5 4C	Hamilton Full Circulation	5,500	
	4-May	3 col x 10.5 4C	Hamilton Full Circulation	5,500	
Rediscover	May	Full Page 4C	Statewide	140,000	Quarter page ads and 728x90 banners, 20% Off
TOTAL PRINT PLAN - \$8,600				534,000 BONUS:	