

Approval Requested	
<input checked="" type="checkbox"/>	Final - Production
<input type="checkbox"/>	Preliminary – Media Placement

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – Online Advertising- Winter DIGITAL (National)
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.

We will place online advertising on major primary market online newspaper and mobile websites and as well as other targeted websites across the country (including social media advertising) in conjunction with other tourism partners in Glacier Country. We have had great success in the past in partnering with private tourism businesses, CVBs, etc. and purchasing large online campaigns in identified markets.

We have decided to put considerable emphasis on this year’s winter season with a national and in-state digital media placement. The national placement consists of \$25,000 (see attached media placement sheet). Digital will be supported with a print component being submitted under that line item. Total placement of print and digital will be over \$100,000.

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
 - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- 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
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- Goal 9: Increase funding to maintain sustainable tourism and recreation.
 - 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
 - 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 - Online/Mobile Advertising - Winter DIGITAL (National)

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Production	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
MARKETING/ADVERTISING:					
Media Placement	\$	25,000.00	+	\$	25,000.00
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	25,000.00	+	\$	25,000.00
TRAVEL:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
OTHER:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
<hr/>					
PROJECT TOTAL	\$	25,000.00	+	\$	25,000.00

MEDIA PLAN

Client: Glacier Country

Subject: 2011 Winter Season Digital

Date: July 26, 2011

Notes: Impressions to be targeted to travel, outdoor and winter adventure content as available

Windfall, Inc.

Proposed	Website Placement	Schedule	Ad Size	Placement	BUDGET
Digital Media					
OregonLive.com - Portland Oregon		Oct/Nov	728x90 and 300x250	Travel & Outdoors	\$ 1,000
PortlandTribune.com - Portland Oregon		Nov	728x90 and 300x250	Run of Site	\$ 1,500
DallasNews.com - Dallas Texas		Oct/Nov	728x90 and 300x250	Travel & Winter Adventure Section	\$ 1,500
Chron.com - Houston Texas		Oct/Nov	728x90 and 300x250	Travel & Outdoors	\$ 1,500
Sfgate.com - San Francisco CA		December	728x90 Leader	Travel	\$ 1,000
Chicagotribune.com - Chicago IL		Nov/Dec	728x90 and 300x250	Travel & Outdoors	\$ 2,500
StarTribune.com - Minn, MN		Nov/Dec	728x90 and 300x250	Outdoors & Lifestyles	\$ 2,500
SeattleTimes.com - Seattle, WA		Nov/Dec	728x90 and 300x250	Travel	\$ 3,000
LA Times - Los Angeles, CA		Nov/Dec	728x90 and 300x250	Travel	\$ 2,500
AZCentral.com - Phoenix AZ		Nov	728x90 and 300x250	Travel	\$ 2,000
Facebook		Nov/Dec		Age: 25+ , Interests: Ski, Snowboard, Snowmobile	\$ 6,000
TOTAL					\$25,000