

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 – Consumer Marketing Campaign – Winter PRINT
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.

We have decided to put considerable emphasis on this year’s winter season with a print media placement of \$31,200 (see attached media placement sheet). *Print will be supported with an online 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 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.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.d Continue marketing to international travelers
    - 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 - Winter PRINT

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	<b>\$</b>	<b>-</b>	<b>+</b>	<b>\$</b>	<b>-</b>
<b>MARKETING/ADVERTISING:</b>					
Media Placement	\$	31,200.00	+	\$	5,750.00 = \$ 36,950.00
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
<b>TOTAL</b>	<b>\$</b>	<b>31,200.00</b>	<b>+</b>	<b>\$</b>	<b>5,750.00 = \$ 36,950.00</b>
<b>TRAVEL:</b>					
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
<b>TOTAL</b>	<b>\$</b>	<b>-</b>	<b>+</b>	<b>\$</b>	<b>- = \$ -</b>
<b>OTHER:</b>					
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
	\$	-	+	\$	- = \$ -
<b>TOTAL</b>	<b>\$</b>	<b>-</b>	<b>+</b>	<b>\$</b>	<b>- = \$ -</b>
<hr/>					
<b>PROJECT TOTAL</b>	<b>\$</b>	<b>31,200.00</b>	<b>+</b>	<b>\$</b>	<b>5,750.00 = \$ 36,950.00</b>

# MEDIA PLAN

Client: Glacier Country  
 Date: July 26, 2010  
 Subject: FY12 Winter Magazine-Approved  
 Job No.: 148-700



Publication	Issue	Ad Size	Distribution Region	Circulation	NET Cost	CPM	Space	Deadlines Material	On Sale	RS	Editorial	Negotiated Bonus	Added-Value
<b>Print Media \$27,000-\$31,000</b>													
<b>SnoWest</b> <i>Western Guide to Snowmobiling in the West</i>	Oct/Nov	1/3 pg 4C	Full Circulation	35,684	\$ 1,429	\$ 40.05	9/2	9/16	10/17	No	Top 15 Trails / Annual Guidebook	30% Discount	\$709
<b>SnoWest</b>	December	1/3 pg 4C	Full Circulation	101,350	\$ 2,519	\$ 24.85	9/2	9/16	10/17	No	Western Trails - Mountain Sleds	6X rate	\$445
<b>American Snowmobiler</b>	November	1/3 pg 4C	Full Circulation	52,533	\$ 1,857	\$ 35.35	8/8	8/15	10/4	No	Getaway Guide Pre-season Tune up	3X Rate	\$150
<b>Outside Magazine</b>	December	1/6 pg 4C	Full Circulation	675,000	\$ 3,090	\$ 4.58	9/3	9/17	11/9	No	Winter Adventure: Directory Section	Online Kiosk Reader Service 10% discounted rate	\$360
<b>Delta Sky Passport/Ski Destinations</b>	December	Half Page Advertorial 1/4 page image 1/4 page editorial	Full Circulation	4,700,000	\$ 9,000	\$ 1.91	10/1	10/24	12/1	No	Ski Passport Feature/ Frequent Ski Club	Online Banners - 728x90 - on deltaskymag.com 160x600 on delta.com QR code on FSC opening page 2X rate - 75% discounted placement rate	\$24,600
<b>Powder Magazine</b>	November	1/3 pg 4C	Full Circulation	72,500	\$ 2,917	\$ 40.23	8/19	8/27	10/18	No	Resort issue	12X Frequency Rate	\$1,099
<b>Ski Magazine</b>	December	Custom Full Page Co-op Half Page GC Three 1/6 Page partners - \$1,916 each	Full Circulation	450,000	\$ 5,750	\$ 12.78	10/7	10/12	12/6	No	Ski Market Tourism Section Custom Formatted ad for Glacier Country and 3 partners	6X frequency Rate Discounted Co-op Partnership	\$7,200
<b>MasterSkiier/Cross Country Journal</b>	October Annual	Half Page 4C	Full Circulation	58,500	\$ 1,900	\$ 32.48	8/13	8/23	10/15	No	Annual Journal/Race and Technique articles	Bonus two banner ads on website 468x60 120x600	\$1,500
<b>BackCountry</b>	November	Full Page 4C	Full Circulation	27,145	\$ 2,738	\$ 100.87	9/2	9/16	10/12	No	Powder People/Destinations	2x rate plus 20% Client Discount	\$1,105
<b>TOTAL With Co-op Partners</b>				6,172,712	36,950	\$ 5.99						BONUS:	\$37,168
<b>TOTAL FOR GLACIER COUNTRY</b>				6,137,028	31,200	\$ 5.08						BONUS:	\$37,168

\*Delta Sky placement cost could be offset with private side funding