Media Plan

Approved Audits/Applications Committee 1/14/10

G&G Advertising
2804 3rd Ave. North
Billings, MT 59101
Ph:406-294-8113

Campaign: GWC
Brand: GWC
Job: 2010-GWC-100
Task: PMB
Date printed 12/29/2009

Attn: Sarah Bannon
1105 Main Street
Deer Lodge MT 5972

Client: Gold West Country
Job: 2010 Media Buy

Publication	Issue	Cost	Circulation	Ad Size	Closing Date	Materials Due	On-Sale Date	CPM	Ad	Ad Code	Editorial/Value Added/Comments
National Print											
Readers Digest	March	$8,700.00	4,600,000	1/6-pg; 4C	1/15/2010	TBD	March	$1.89	TBD	102	
AAA Living	March	$3,805.00	2,445,146	1/6-pg; 4C	1/11/2010	TBD	March	$1.55	TBD	103	
Travel 50 & Beyond	March	$3,940.00	375,000	1/2 pg. 4c	1/15/2010	TBD	April	$10.50	TBD	104	
Yellowstone 99 Things	Spring/Summer	$6,495.00	500,000	email	1/1/1904	1/1/1904	March	$12.99	TBD	107	
Glacier Country VG	Summer	$1,960.00	140,000	1/2 pg. 4c	1/11/2010	TBD	Summer	$14.00	TBD	108	
History Magazine	March/April	$2,500.00	275,000	1/6-pg; 4C	1/11/2010	TBD	March/April	$9.09	TBD	109	
Total Natl. Print		**$27,400.00**									
MT Travel Planner	Yearly	$0.00	465,000	2 x 6 3/8; 4C	7/1/2009	8/28/2009	1/1/2009	$0.00	Cover Ad	100	
Winter Online											
Family Travel Files (approved)		**$ 3,600.00**									
CO-OP's											
Better Homes and Gardens- co/o	March	$6,053.00	700,000	1/4 pg- 4c	1/15/2010	TBD	March	$8.64	TBD	105	
Audubon-co/op	March/April	$4,337.00	1,673,000	1/6-pg; 4c	1/15/2010	TBD	March	$2.59	TBD	106	
	Total	**$10,390.00**									