

Publication/Website	Issue / Run Dates	Ad Size	Cost	Impressions	CPM	Placement
Community Pages TripAdvisor.com	Feb 1 - Aug 31, 2011 ↓		\$2,580.00 \$1,920.00 \$0.00	161,250 120,000 14,065	\$ 16.00 \$ 16.00 \$ -	MT Destination Content UT, WY, ID Destination Content ROS
MTOT Online Co-ops TripAdvisor.com	March 1 - September 30, 2011		\$20,000.00	1,700,000	\$ 11.76	Nat'l Park Content; ID, WY, WA, CO, UT Content
Yahoo.com						Behaviorial Target Placements and Yahoo! Travel section
National Geo						100 Adventure Towns, Adventure Mag Rotation, Traveler Mag Rotation, Ravel Adventure Rotation
Backpacker						ROS
Travel Channel						Site section rotation across property
24/7 Media Network						Behaviorial/Psychographic/Demo Targeted
Discovery Channel						Discovery.com and digital network (Discovery, Animal Planet, How Stuff Works, Planet Green, Science, etc)
Magazines AAA Living	May 15, 2011	1/12 page	\$2,323.09	2,400,000	\$ 1.24	ND/MN/IA/NE/WI
American Heritage	Spring 2011 April / May/ June 2011	1/6 page Banner	\$3,622.28	350,000	\$ 10.35	Includes 3 mo reader service resp. Sponsorship banner / museum collection
Audubon	May/June 2011	1/3 page	\$7,138.86	375,000	\$ 19.04	

Publication/Website	Issue / Run Dates	Ad Size	Cost	Impressions	CPM	Placement
Magazines, cont.						
Good Housekeeping	April 2011	1/6 page	\$6,000.00	784,100	\$ 7.65	Play In Montana: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Ore Utah, Washington, Wyoming
MTOT Vacation Planner	Annual	1/4 page	\$0.00	650,000	\$ -	GWC Lodging Section
Readers Digest	May 2011	1/6 page	\$4,716.06	3,100,000	\$ 1.52	Family Travel Guide
Budget Breakdown	Total Advertising Budget		\$48,300.29	9,654,415	\$ 5.00	
	Funds from Membership (Tri Advisor)		\$4,500.00			
	Remaining Balance		\$43,800.29			
	Funds from Bed Tax					
	FY11 Budget		\$19,080.00			
	Rollover Funds		\$25,000.00			
	Total from Bed Tax		\$44,080.00			
	Difference (+/-)		\$279.71			