

Publication/Website	Issue / Run Dates	Ad Size	Cost	Impressions	CPM	Placement
MTOT Co-ops Madden Media	April 16-May 13, 2012		\$5,682.00	2,500,000	\$ 2.27	Placement on travel/lifestyle sites, TBD; Expanded banner panel; listing and photo on vacationfun.com; email and postal leads
iExplore	March 1-June 30, 2012		\$5,682.00	525,000	\$ 10.82	Homepage Billboard Logo; Co-op e-newsletter; Homepage Advertorial; 300k Banner Ad impressions
Trip Advisor	March 1-June 30, 2012		\$3,977.40	195,000	\$ 20.40	Advertorial feature with quick links and banner placement on adv page; targeted banner campaign to key feeder states along w/ active individuals planning trips to MT
Audubon	May/June 2012	1/3 page	\$7,932.07	420,000	\$ 18.89	
Budget Travel	April 2012	1/6 page	\$8,284.36	675,000	\$ 12.27	
History	May/June 2012	1/3 page	\$6,060.42	300,000	\$ 20.20	
Online						
yellowstonepark.com	TBD		\$6,250.20	1,050,000	\$ 5.95	Banner ads; newsletter banner ad placement in two issues; reader service listing in 99 Things to do in Yellowstone and Backpacker (June issue)
American Heritage	March - May 2012		\$0.00	NA	\$ -	Free banner ad placement as part of the FY11 buy.
Magazines						
AAA Living	May 15, 2012	1/6 page	\$4,163.77	975,000	\$ 4.27	ND/MN/IA/NE/WI. Receive two months of reader service with a circulation of 2.4 mil.
Better Homes & Gardens	TBD	1/6 page	\$6,471.80	675,000	\$ 9.59	
Readers Digest	May 2012	1/6 page	\$4,716.06	3,100,000	\$ 1.52	Family Travel Guide
	Total Advertising Budget		\$59,220.08	10,415,000	\$ 5.69	
	FY12 Cons Ad Budget		\$57,750.00			
	FY12 Joint Venture		\$2,000.00			
	Funds from Bed Tax		\$59,750.00			
	Difference (+/-)		\$529.92			