

## Application for Projects over \$500

**Date of project application: August 20, 2010**

Organization Name: **Great Falls Convention & Visitors Bureau**

Project Name: **Canadian Neighbor Campaign Project FY11  
Job No; 248-700**

Application Completed by: **Carol Lindseth**

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

***Need for the project:***

The Canadian Market, especially southern Alberta has been a constant source of visitors for Great Falls, Montana. We would like to target Lethbridge and Medicine Hat for advertising especially around the Canadian Holidays. Media placement will include newspaper and online throughout the months of September, October, and November of 2010. The Great Falls TBID will also partner on this campaign.

Costs will provide for the creation of one new ad to be placed in the Medicine Hat News and the Lethbridge Herald. The ads are 5 col. X 5", black/white. We will use photos from our summer photo shoot. These ads will be similar to the banner ads for both newspapers and for Yahoo. The copy and logo will be provided to Facebook and search terms will be provided for Google.com. We will also send out an HTML e-mail. All ads will be tracked as follows: phone callers will be asked where they saw our ad; banner ad click-throughs will be tallied, and the email click-throughs will be recorded.

All media will include our phone number and web address.

***Objectives in marketing plan that support this project***

- 1) Increase the amount of Accommodation Tax collections in FY11 by 2%.
- 2) Increase the number of visitor sessions to our website in FY11 by 10%

***Portions of Marketing Plan supporting this project:***

**FY11 Goals #1, #2**

***This project supports the following Strategic Plan Goals:***

**#1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.**

**#4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.**

PROJECT BUDGET: **Canadian Neighbor Campaign Project FY11-1**

PROJECT COSTS TOTAL	STATE TOURISM FUNDS	OTHER FUNDS	TOTALS
Professional services:			
Newspaper Ad Creative			
<b>Account Management</b>	<b>55.00</b>		
<b>Layout/Design</b>	<b>220.00</b>		
<b>Art Production</b>	<b>160.00</b>		
<b>Copywriting/Editing/Proofing</b>	<b>220.00</b>		
<b>Production/Planning/Supervision</b>	<b>60.00</b>		
<b>Web Banner Ad/ Email Creative</b>			
<b>Account Management</b>	<b>55.00</b>		
<b>Layout/Design</b>	<b>120.00</b>		
<b>Art Production</b>	<b>750.00</b>		
<b>Production/Planning/Supervision</b>	<b>60.00</b>		
<b>Creative Total</b>	<b>\$1,700.00</b>		<b>\$1,700.00</b>
<b>Media Placement</b>	<b>\$8,300.00</b>	<b>\$7,000.00</b>	<b>\$ 15,300.00</b>
<b>PROJECT TOTAL</b>	<b>\$10,000.00</b>	<b>\$7,000.00</b>	<b>\$17,000.00</b>

# MEDIA PLAN

Client: Great Falls CVB

Subject: FY11 Fall Canadian Campaign - APPROVED

Date: July 28, 2010  
 REVISED August 11, 2010  
 Job No.: 248-700



**APPROVED PLAN**

Media	Dates	Location	Creative Unit	Impressions	Cost	CPM
<i>Google.com</i>	September 1 - November 15	Geo-targeted search terms Alberta /Sask	Text & Hotlink Shopping/Events/Hotels	275,000	\$ 932	\$ 3.39
<i>Lethbridgeherald.com</i>	September 15 - November 15	ROS	Banner Ads: 300x250, 160x600	110,000	\$ 1,750	\$ 15.91
<i>Medicinehatnews.com</i>	September 15 - November 15	ROS	Banner Ads: 300x250, 160x600	110,000	\$ 1,750	\$ 15.91
<i>Yahoo Ad Network</i>	September 15 - November 15	Geo-targeted to Alberta and Saskatchewan	Banner Ads: 300x250, 160x600, 728x90	200,000	\$ 1,500	\$ 7.50
HTML E-blast <i>YesMail/ Encompass</i>	Week of October 5	Geo-targeted to Alberta Active Travelers 30+	HTML Email	5,000	\$ 2,530	\$ 506.00
<i>Facebook</i>	September 1 - November 15	Geo-targeted to towns in AB Men/Women 28+	Image/Copy	600,000	\$ 1,500	\$ 2.50
<i>Medicine Hat News</i>	4 Insertions September 25 & October 2 October 30 & November 6	Medicine Hat Saturday, Travel Page	5 col x 5", B/W	13,563	\$ 1,687	\$ 124.38
<i>Lethbridge Herald</i>	4 Insertions September 25 & October 2 October 30 & November 6	Lethbridge Saturday, Travel Section	5 col x 5", B/W	18,299	\$ 3,651	\$ 199.52
<b>Media Total (in US dollars)</b>				<b>1,331,862</b>	<b>\$ 15,300</b>	<b>\$ 11.49</b>
<b>Production</b>					<b>\$ 1,700</b>	
<b>TOTAL</b>					<b>\$ 17,000</b>	

Please note, Canadian Thanksgiving is October 11 and Canadian Remembrance day is November 11.

Please note, all media costs are in U.S. dollars at the current exchange rate but the CVB will be billed for the Newspaper placement in U.S. dollars are the current exchange rate at the time the ads run in each paper.