

MEDIA PLAN

Client: Great Falls CVB

Date: December 16, 2010

Subject: FY11 Consumer Magazine

Job No.: 248-700



Publication	Creative	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Deadlines			Editorial	Negotiated Bonus	
								Space	Material	On Sale			RS
Sunset	Kayak	April	1/6 pg 4C Travel Directory	Pacific Northwest	270,000	\$ 3,076	\$ 11.39	1/15	2/1	3/19	Yes	Destination Pacific Northwest Travel Section	Online listing reader service Sunset.com
Sunset Travel Planner	Shopping	May	1/6 pg 4C	Newstand 13 Western States	200,000	Bonus		2/20	3/1	4/27	Yes	Summer Travel Planner Newstand	Included with April Travel Directory ad
Travel 50	Culture*	Spring Or Summer	Photo/Copy 4" TD Travel Directory	Full Circulation	115,000	\$ 1,023	\$ 8.90	1/11	1/29	2/15	Yes	Spring Issue - Montana Museums Summer Issue - Yellowstone	30% discount
Outside	Kayak	May	1/6 pg 4C Travel Directory	Full Circulation	675,000	\$ 3,029	\$ 4.49	2/1	2/18	4/12	Yes	National Parks Issue	12X rate 33% Discount Online Kiosk reader service at www.outsideinfo.com
History Channel	Culture*	Mar/April	4" 4C Travel Directory	Full National Circulation	287,111	\$ 2,500	\$ 8.71	1/4	1/15	2/20	Yes	Travel Directory Section (Same issue as MTOT Co-op on High Plains)	30% Rate Discount, reader service of 35 words & logo
CAA Westworld Alberta	Shopping	June	1/6 pg 4C	Full Circulation	562,611	\$ 3,285	\$ 5.84	4/1	4/16	5/20	No	Canada Travel- CAA publicaton	3X rate
Fly Fisherman	Fly Fisherman*	June	4.5" Travel Directory	Full Circulation	100,989	\$ 750	\$ 7.43	2/22	3/8	5/10	No	Fly Fishing	12X frequency rate
TOTALS					2,210,711	\$13,663	\$ 6.18				BONUS:		

Creative Costs

\$1,337

Total

\$15,000

Budget \$15,000

Added-Value
\$ 600
\$ 1,800
\$ 375
\$ 985
\$ 350
\$ 175
\$ 400
\$ 4,110