

# MEDIA PLAN

Client: Helena CVB  
 Subject: FY11 Consumer Magazine

Date: October 21, 2010  
 Job No.: 275-700



\$28,200

Publication	Target Audience	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Deadlines				Editorial	Negotiated Bonus	Added-Value
								Space	Material	On Sale	RS			
<b>Good Housekeeping</b> <i>Special Advertising Section</i>	Family/Active Mature	April	1/6 pg 4C	Pacific Circulation Western US	784,100	\$ 6,670	\$ 8.51	12/3	12/10	3/23	Yes	Play in Montana Special Section / Advertorial	In Book Reader Service, Online Reader Service, Advertorial	\$1,000
<b>Sunset</b>	Family/Active Mature	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 Directory	Online listing reader service Sunset.com	\$600
<b>Sunset Travel Planner</b>	Family/Active Mature	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 May Travel Directory ad .	\$1,800
<b>National Geographic Traveler</b> <i>MT Supported Sponsored Section</i>	Geo-Tourist	May/June	1/6 pg 4C Montana Section	Full Circulation	715,000	\$ 7,412	\$ 10.37	3/1	3/7	4/23	Yes	Montana Feature Section Advertorial support	Name listing -Bonus one month Reader Service listing	\$500
<b>American Angler</b>	Fly Fishing	May/June	1/3 pg 4C	Full Circulation	30,000	\$ 782	\$ 26.07	2/1	2/28	4/26	No	Fly Fishing- TBD	6X rate plus 15% Discount	\$250
<b>SkyWest Magazine</b>	In-Flight/Regional	May/June	Slide/Copy photo + 40 words	Full Distribution	750,000	\$ 750	\$ 1.00	3/1	3/8	5/1	No	Travel Destinations Page -Slide Copy	6X rate	\$200
<b>History Channel</b>	History/Culture	Mar/April	4" 4C Travel Directory	Full Circulation	287,111	\$ 2,500	\$ 8.71	1/4	1/15	2/20	Yes	Travel Directory Section	www.historychannelclub.com free listing; 2 months Reader Srv	\$750
<b>Midwest Vacation Guide</b>	Family/Active Mature	4/10/2011	2" Slide/Copy Ad 1"x 2.0625	IL, IO, TN, NE, MO, WI KY, MN, IN, OH,AR	4,000,000	\$ 6,699	\$ 1.67	2/7	2/14	4/11	Yes	Newspaper Travel Insert	5% Discount /link on www.travelfun.com	\$500
<b>Travel 50</b>	Active Mature	Spring Summer	1/6 page 4C Display	Full Circulation	115,000	\$ 1,250	\$ 10.87	1/11	1/29	2/15	Yes	Spring Issue - Montana Museums Summer issue - Yellowstone	30% discount	\$375
<b>TOTAL</b>					<b>7,151,211</b>	<b>\$ 29,139</b>	<b>\$ 4.07</b>						<b>BONUS:</b>	<b>\$5,975</b>
<b>Credit from FY10</b>						<b>\$ 680</b>								
<b>FINAL TOTAL</b>					<b>7,151,211</b>	<b>\$ 28,459</b>	<b>\$ 3.98</b>							

Budget \$28,200

**Client Approval** \_\_\_\_\_ **Date** \_\_\_\_\_

\* Budget includes contract rates and/or negotiated discounts on behalf of client for placement commitment. Changes in schedule can result in changes to contract rates and result in short rate charges. Those charges will be billed back to client upon completion or termination of schedule.