



Approved Audits/Applications Committee
3/29/09

ORGANIZATION NAME Flathead CVB
PROJECT NAME Parade Insert – VacationFun Getaway Guide
APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
DATE SUBMITTED April 10, 2009

Approval Requested:	
XXX	Final
	Preliminary

Project Overview

The Flathead CVB would like to use funds from our Consumer Marketing/Print Placement budget to place an advertorial brochure ad in the 2009 Parade VacationFun Getaway Guide – West Region. This includes Reader Service and eBrochure. See attached.

This will reach 12 western states with a circulation of 3.8 million. All leads will receive brochure and we can sort leads to mail our travel guide to our target markets.

Project Objectives

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

These objectives support the following marketing goals:

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers.
- Increase return visitation.

Support of the FCVB Marketing Plan

This project reaches our primary target market of WA, but also includes the regional drive market as well.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.3.2: Promote Off-Peak Weekend Getaway Packages/Events to "Nearby" Markets
- A.3.3: Capture More Pass-Through Travelers with Mini-Packages
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings

Method of Project Evaluation

Quantifiable lead generation
 Web Link Traffic

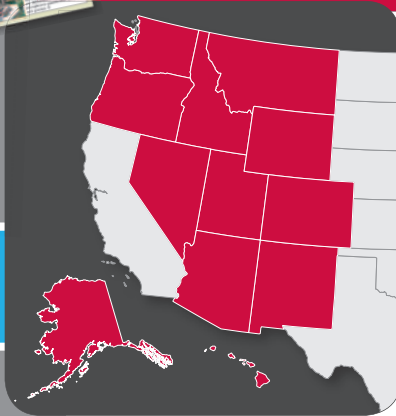
Budget

Parade Insert –VacationFun Getaway Guide \$3,508.82 (Consumer Mktg/Print Placement

Total Budget **\$3,508.82**

THE VACATIONFUN Getaway Guide

Western REGION CAMPAIGN DETAILS



STATE COVERAGE

AK, AZ, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY

CIRCULATION & READERSHIP

TOTAL CIRCULATION:

↳ 3,777,752*

ESTIMATED READERSHIP:

↳ 8,626,000**

RATES & SIZES

STANDARD AD RATE:

\$8,350 NET

AD SIZE

(H): 3" x 1.437"

(V): 1.437" x 3.05"

BROCHURE AD RATE:

\$4,385 NET

AD SIZE

(SQ): 1.437" x 1.437"

*Based on September 2008 PARADE published circulation. Subject to change.

**Source: MRI Spring 2008.

THE POWER OF VacationFun.com COMBINED WITH THE POWER OF PARADE!

SPRING CAMPAIGN

INSERTION DATE:

5/3/09

AD CLOSE:

3/6/09

MATERIALS DUE:

3/13/09

FALL CAMPAIGN

INSERTION DATE:

10/18/09

AD CLOSE:

8/21/09

MATERIALS DUE:

8/28/09

INSERTIONS INCLUDE:

- » 30 DAYS OF PROMOTION ON VACATIONFUN.COM
- » WEEKLY LEAD DISTRIBUTION
- » USE OF LEAD FILTERING SOFTWARE TO SORT LEADS GEOGRAPHICALLY AND DEMOGRAPHICALLY
- » STANDARD eBROCHURE TO FULFILL TRAVELERS INQUIRIES
- » 30 DAY SWEEPSTAKES PARTICIPATION CAMPAIGN
- » DOWNLOADABLE COUPONS ON VACATIONFUN.COM FOR STANDARD AD SIZES

MORE ON REVERSE

CONTACT US TODAY!

 vacationfun.com
You can see the world from here.

PARADE

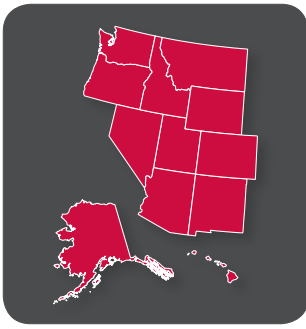
- OR -

madden media
connecting people to places



**INCREDIBLY LOW
CPM OF \$1.16!**

**IN PRINT
ONLINE**
ALL ENCOMPASSING



Western REGION

62 Newspapers

AK

The Anchorage Daily News
The Fairbanks Daily News-Miner

AZ

The Verde Independent & The Bugle
The Arizona Daily Sun
The Kingman Daily Miner
Today's News Herald
The Mesa Tribune
The Daily Courier
The Arizona Daily Star
The Yuma Daily Sun

CO

The Boulder Sunday Camera
The GlenwoodSprings Post Independent
Windsor Now!
The Montrose Daily Press
The Colorado Springs Gazette
The Pueblo Sunday Chieftain
The Denver Post & Rocky Mountain News
The Grand Junction Daily Sentinel

HI

The Honolulu Star-Bulletin
The Wailuku Maui News

ID

The Idaho Statesman
The Idaho Press Tribune
The Twin Falls Times-News
The Idaho Falls Post Register
The Pocatello Idaho State Journal
The Standard Journal
The Lewiston-Clarkson Morning Tribune

MT

The Billings Gazette
The Bozeman Daily Chronicle
The Butte Montana Standard
The Helena Independent Record
The Kalispell Daily Inter Lake
The Missoula Missoulian

NV

The Carson City Nevada Appeal
The Lahontan Valley News & Fallon
Eagle Standard
The Daily Sparks Tribune
The Las Vegas Review-Journal
& Las Vegas Sun

NM

The Albuquerque Sunday Journal
The Hobbs Daily News-Sun
The Santa Fe New Mexican

OR

The Bend Bulletin
The Klamath Falls Herald and News
The Coos Bay World
The Medford Mail Tribune
The Eugene Register-Guard
The Roseburg News-Review
The Ontario Argus Observer
The East Oregonian
The Portland Sunday Oregonian

UT

The Logan Herald Journal
The Salt Lake Tribune-Deseret News

WA

The Bellingham Herald
The Olympian
The Tacoma News Tribune
The Ellensburg Daily Record
The Kennewick Tri-City Herald
The Walla Walla Union-Bulletin
The Longview Daily News
The Vancouver Columbian
The Seattle Times-Seattle Post
Intelligencer
The Spokesman-Review

WY

The Casper Star-Tribune