

Approved Audits/Applications Committee 5/8/09

Organization Name Miles City CVB

Project Name Magazine Ad

Application Completed by John Laney

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

I would like to purchase (4) ½ page ads in Peaks and Prairie Magazine to run in the next 4 quarters. This is a publication that is placed in the Great Lakes Airlines planes on a daily basis. Great Lakes is the only airline that flies direct to Miles City. It is not only beneficial as a direct stop but we will also gain the benefit of having a place on all of their routes. This is a quarterly piece that is very affordable as well as very visible. I would like to use the funds I currently have left in joint ventures to fund this.

Objectives:

Include the objectives from the narrative portion of your marketing plan that support this project. This ad will be seen by a large number of potential visitors both to Miles City as well as those we can attract as they head to other destinations.

Refer to the portions of your marketing plan, which support this project.

Same as above

How does this project support the Strategic Plan?

This is a highly targeted advertising piece, based on the marketing plan and can be easily tracked. It gives a great push to existing functions as well as enhancing returns for future events.

Publication:Peaks to Prairie Magazine
