

United Airlines Missoula Cooperative
San Francisco Flight Advertising Campaign - \$26,475

Missoulian Newspaper - \$10,000

Front Page Ads - 6 col x 1.5" FC		
Run Dates	Price	Placement
26-Mar	\$500	Front Page
29-Mar	\$500	Front Page
30-Mar	\$500	Front Page
22-Apr	\$500	Front Page
12-May	\$500	Front Page
5-Jun	\$500	Front Page
14-Jul	\$500	Front Page
13-Aug	\$500	Front Page
TOTAL	\$4,000	

Half Page Ads - 6 col x 10.5" FC		
Run Dates	Price	Placement
26-Mar	\$500	Section A
27-Mar	\$500	Section A
28-Mar	\$500	Section A
1-Apr	\$500	Section A
6-May	\$800	Super Thursday
3-Jun	\$800	Super Thursday
1-Jul	\$800	Super Thursday
5-Aug	\$800	Super Thursday
2-Sep	\$800	Super Thursday
TOTAL	\$6,000	

Missoulian.com - \$1000

Run Dates	Position	Impressions	CMP	Cost
3/30 - 4/6	Sliding Billboard	157,500	\$0	\$0
3/25 - 4/1	Homepage 300x250	50,000	\$10	\$500
3/25 - 4/11	Run of Site 300x250*	25,000	\$0	\$0
4/18 - 8/18	Homepage 300x250	50,000	\$10	\$500
4/18 - 8/18	Run of Site 300x250*	25,000	\$0	\$0
TOTAL				\$1,000

4/18 - 8/18 campaign will bill out at \$100/month for five months with 17,500 imp/month

Ravallirepublic.com

Run Dates	Position	Impressions	CMP	Cost
3/25 - 4/1	Run of Site 300x250*	12,500	\$0	\$0
4/18 - 8/18	Run of Site 300x250*	12,500	\$0	\$0

*Added Value

Yahoo! Behavioral Targeting - \$750

Run Dates	Position	Impressions	CMP	Cost
3/25 - 4/17	Travel/California 300x250	26,785	\$28	\$750

Missoulian Email Blast 3/25 - \$250

Sfgate.com - \$6000

Run Dates	Position	Impressions	CMP	Cost
18-Apr	Travel Newsletter	4,000		\$600
4/18 - 5/18	sfgate.com and yahoo	235,167	\$12	\$2,700
8/1 - 8/31	sfgate.com and yahoo	234,167	\$12	\$2,700
TOTAL				\$6,000

Campaign includes 300x250 and 728x90 banners on Travel, Entertainment, Living, Yahoo and ROS

Facebook - \$2000

Run Dates	Position	Impressions	CMP	Cost
4/18 - 8/31	Missoula & San Francisco	200,000	\$1	\$2,000
TOTAL				\$2,000

CVB - Added Value

2 targeted promotional email blasts (May and August)
- 61,331 San Francisco and 5000 mile radius former inquiries
- Value \$12,000

Page Peel on Missoulacvb.org for the month of May

TELEVISION

KECI - \$6000 (includes production)

Missoula May09 DMA Nielsen

Daypart	3-May	17-May	31-May	14-Jun	28-Jun	12-Jul	26-Jul	TOTAL
M-F 6a - 7a	3	3	3	3	3	3	3	21
Montana Today								
M-F 7a - 9a	3	3	3	3	3	3	3	21
Today Show								
M-F 6:30p - 7:00p	3	3	3	3	3	3	3	21
Entertainment Tonight								
Sun 5:30 - 6:00p	1	1	1	1	1	1	1	7
Seinfeld								
TOTAL	6	6	6	6	6	6	6	42

Downtown Tonight Promotion/Ticket Giveaway - \$475

Date	Cost
3-Jun	\$475