

MEDIA PLAN

Approved Audits/Applications Committee
11/30/2009



Client: Missouri River Country

Date: November 17, 2009

Subject: FY10 Consumer Magazine - APPROVED

Job No.: 509-700

Magazine

Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Space	Deadlines			Editorial	Negotiated Bonus	Added-Value
								Material	On Sale	RS			
Midwest Vacation Guide	4-Apr-10	Brouchure Ad Slide Copy .6875" x 2.0625"	Custom Circulation AR, IA, IL, IN, MI, MN, MO, NE, OH, TN, WI	8,000,000	\$ 5,485	\$ 0.69	1/18	1/25	4/4	Yes	Newspaper Insert in 40 Midwest Regional Papers	Online requests directed to www.springvacguide.com	\$1,950
Sunset	May	1/6 pg 4C Travel Directory	Pacific Northwest	260,000	\$ 2,928	\$ 11.26	2/20	3/1	4/27	Yes	Travel in the West, Camping	Online listing reader service Sunset.com	\$600
Sunset Travel Planner	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
Travel 50	Spring 2/26/2010	1/6 pg 4C Travel Directory	Full Circulation	115,024	\$ 1,023	\$ 8.89	1/10	1/29	2/26	Yes	Travel Guide Issue/National Parks Glacier	33% rate discount. Name listing on www.travel50andbeyond.com	\$300
History Channel	Mar/April	4" 4C Travel Directory	Full Circulation	287,111	\$ 2,235	\$ 7.78	1/4	1/15	2/20	Yes	Travel Directory Section	30% Rate Discount /Reader service 35 words & Logo	\$350
In-Fisherman	April/May	4" 4C Travel Directory	Full Circulation	229,552	\$ 1,299	\$ 5.66	1/15	1/28	3/30	No	Walleye, Pike, Bass Editorial	16 X Frequency rate plus 15% Discount Weblink	\$350
Natural History	May	4" 4C Travel Directory	Full Circulation	200,000	\$ 800	\$ 4.00	2/20	3/5	4/20	Yes	Scenic Byways	43% Discount off open rate	\$350
Via AAA	March/April	4" 4C Travel Directory	Mountain West MT,WY, AK	100,000	\$ 953	\$ 9.53	12/25	1/8	2/25	Yes	Bison	Online Weblink - Extra month of reader service	\$150
American Road	Spring	1/3 pg 4C	Full Circulation	17,000	\$ 1,042	\$ 61.29	1/15	2/1	3/1	Yes	Spring -Back to Nature-Family Travel Theme Coop Page/Promotion	Reader Service- Online link -hyperlink in e-newsletter E-mail promotion- 25 words.- Can provide prize/passes	\$400
Better Homes & Gardens Montana Section- Partnership	May	1/6 pg 4C Partnership x 5 RC, GC, MRC, GFCVB HCVB	Targeted Circulation WA,WY, SD, OK, CO, ND,ID, UT, MT, Canada	630,000	\$ 1,978	\$ 3.14	2/1	2/10	4/20	Yes	Montana Special Section Feature Glacier 100th /Plus participant advertorial	In book Reader Service, Online reader service, 25 words	\$1,000
Wild Bird	March/April	1/6 pg 4C Partnership x2 RC & MRC or GC	Full Circulation Formatted 1/3 4C pg ad with MRC or GC	84,493	\$ 1,270	\$ 15.03	12/1	12/17	2/9	No	Travel Issue		
Empire Builder	Spring/Summer	1/6 page Advertorial 1/6 pg 4C ad Partnership x 3 Full Page RC, MRC, GC	Distribution Amtrak Routes for 6 months	60,000	\$ 792	\$ 13.20	1/15	3/1	4/1	No	Hi-line feature within advertorial Glacier Centennial within book.	2 X rate Editorial Support.	\$260
MAGAZINE TOTAL				10,183,180	\$ 19,805	\$ 1.94						BONUS:	\$7,510

Newspaper

Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Editorial
<i>Bismarck Tribune</i>	May-June 3 insertions	2"x 6" <i>Black & White</i>	Bismarck Central ND	30,321	\$ 1,643	\$ 54.17	Friday Entertainment Editions
<i>Williston Herald</i>	May -June 3 insertions	2"X7" <i>Black & White</i>	Williston - NW ND	4,368	\$ 662	\$ 151.59	Sunday - ROP
<i>Medicine Hat News</i> <small>Cost in Canadian Dollars</small>	May-June 3 insertions	3"x 7" <i>Black & White</i>	Medicine Hat - Sask	13,563	\$ 1,570	\$ 115.76	Saturday Travel Page
<i>Great Falls Tribune</i>	May-June 3 insertions	2"x7" <i>Black & White</i>	Great Falls - Central MT	28,992	\$ 1,937	\$ 66.81	Friday Hot Ticket
<i>Helena Independent</i>	May-June 3 insertions	2" x7" <i>Black & White</i>	Helena	13,818	\$ 1,100	\$ 79.61	Thursday Your Time
<i>Billings Gazette</i>	May-June 3 insertions	2"X7" <i>Black & White</i>	Billings - SE Montana	42,973	\$ 3,014	\$ 70.14	Friday Enjoy!
NEWSPAPER TOTAL				103,714	\$ 9,926		
PRINT TOTAL				10,286,894	\$ 29,731		

Total Print Budget \$30,000

Joint Venture Co-ops

Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Deadlines				Editorial	Negotiated Bonus	Added-Value
							Space	Material	On Sale	RS			
<i>Cabelas Outdoor Journal</i>	May	1/4 pg 4C Partnership x2 RC & MRC	In Stores-Mail Order Half Page Partnership Ad	120,000	\$ 1,767	\$ 14.73	3/1	3/10	5/4	No	Half Page formatted ad with MRC and RC. Fishing issue -Walleye and Camping	15% Discount rate	\$530
JOINT VENTURE CO-OP TOTAL				120,000	\$ 1,767	\$ 14.73						BONUS:	\$530

Budget: \$2,500