

# MEDIA PLAN

Approved by TAC 6/3/09

*CLIENT:* Missouri River Country

*DATE:* November 17, 2009

*SUBJECT:* FY10 Warm Season Internet Campaign  
APPROVED

*JOB* 509-700  
*NO:*

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## **Overview:**

The following media plan is for the FY10 Missouri River Country web campaign, which will run mid-January through June. The FY10 web campaign will coordinate with other warm season print placement to encourage visitation and travel to Montana's Missouri River Country. We will focus on specific target niche audiences (such as birders), leisure travelers, empty nest travelers, active mature travelers and drive market travelers. The plan calls for using one search network implementing pay-per-click search terms and content display ads, impression based banner ads and an HTML Email newsletter.

## **Campaign Timing:**

All placement will run between January 15 and June 30, 2010.

## **FY10 Search Term Placement**

Media: *Google.com* is the search engine arm of Google, Inc, whose mission is to "organize the world's information and make it universally accessible and useful." The largest search engine on the web, Google receives more than 200 million queries each day. Google has become such an integral part of web searches that the word itself is now a verb with "googling" something meaning to search for it on-line. The placement will run mid-January through end of February for select sportsmen keywords. The campaign will then resume in mid-March and run through June with a broader range of search keywords. As part of Google's network agreements, listings will also appear on Google search partners. Google also has a content network whereby searches for keywords bring up content and contextual listings on various websites which Google manages a portion of website display or text ad inventory and is available on a pay-per-click basis. So, consumers searching on Google may see the paid listing for Missouri River Country, as well as encountering text or display ads on various websites that relate to the content or context.

## **Search Term Recommendation:**

Based on the results of the FY09 Warm Web Search Term Campaign and the goals for the FY10 Warm Web Search Term Campaign, Wendt will place the following terms on Google submitted within a geographical search area which will include ND, SD, MN, WA, OR, MT and the Canadian provinces of Alberta, Saskatchewan and Manitoba as well as some other Western and Midwestern opportunity markets. Please note that some terms may be substituted for alternate search key words. As an example, the term Fishing may be substituted for the proposed term Montana Fishing if either of the search engines declines the original term or if the minimum bid for the original term is too expensive.



<u>Term</u>	<u>New/Returning Term</u>	<u>Estimated FY10 Cost-Per-Click</u>
Deer Hunting	Returning	\$0.90
Duck Hunting	Returning	\$.090
Montana Bow Hunting	Returning	\$0.90
Montana Deer Hunting	Returning	\$0.90
Montana Hunting	Returning	\$0.90
Montana Bird Hunting	Returning	\$0.60
Upland Bird Hunting	Returning	\$1.20
Fort Peck Lake	Returning	\$0.50
Missouri River Fishing	Returning	\$0.90
Montana Walleye Fishing	Returning	\$0.90
Lewis and Clark	Returning	\$0.35
Lewis and Clark Expedition	Returning	\$0.35
Lewis and Clark Trail	Returning	\$0.40
Montana Birding Trails	Returning	\$0.90
Birding Trails	Returning	\$1.50
Birding	Returning	\$2.00
Montana Birds	Returning	\$0.20
Wildlife Viewing	Returning	\$1.20
Dinosaur Dig	Returning	\$0.60
Montana Dinosaurs	Returning	\$0.90
Montana Indian Tribes	Returning	\$0.20
Native American Indians	Returning	\$0.30
Pow Wows	Returning	\$0.50
Pow Wows in Montana	Returning	\$0.20
Montana Museums	Returning	\$0.30
Cowboys	Returning	\$0.60
Montana Cowboys	Returning	\$0.40
Cattle Drives	Returning	\$0.70
Montana RV Vacation	Returning	\$0.90
Wagon Trains	Returning	\$0.25
Montana Ranch Vacation	Returning	\$1.25
Ranch Vacation	Returning	\$1.25
Dude Ranch Vacations	Returning	\$0.70

**Creative**

The creative for each search term is a three line text listing and linking URL. Exact specs will be provided to the creative team before the text is written and approved. The creative for the Google Ad Network

Display would be the same as the text listing formatted for paid search, plus placement options for a IAB standard sizes: Medium Box 300x250, Leaderboard 728x90 and Skyscrapers 160x600.

**FY10 Banner Placement**

Media: Banner ads which match the brand building creative used in the magazine ads will be placed on specific sites that reach a target market. The banner ads will be placed on birding, fishing and sportsmen websites. This placement will complement the broader contextual and content driven placement on Google Ad Networks. Event-type banner ads will be placed on the *billingsgazette.com* in the 300x250 Medium Box ad to reinforce the newspaper placement for Missouri River Country events that occur in June. This banner placement is targeted to the nearby drive market consumer to inform them of events in MRC.

- |                       |                        |
|-----------------------|------------------------|
| • Birdersworld.com    | Medium Box             |
| • Fishingclub.com     | Leaderboard            |
| • Huntingclub.com     | Leaderboard            |
| • Billingsgazette.com | Medium Box-Event Theme |

**FY10 HTML E-mail**

Media: An HTML e-mail will be designed and sent to a targeted list provided by a 3<sup>rd</sup> party vendor. This list is CAN-SPAM compliant and are comprised of consumers who have opted in based on membership, subscriber or survey profiles. The HTML e-mail would be designed to promote the region and timed to send before key events in the region. We will purchase a list through AAA, the publication company that produces Home and Away Magazine. Home and Away Magazine is distributed to AAA members that live in North and South Dakota, Minnesota, Nebraska and Iowa. This e-mail can, and will, be geo-targeted to reach certain AAA members. This HTML e-mail would be sent out in May (exact drop date to be determined) to 14,545 North and South Dakota AAA members, with a message about the proximity of Missouri River Country, upcoming events and things to do and see.

**Budget Review Media:**

Google Search	\$2,000
Google Ad Network Display	\$ 500
Banner Ad Placement	\$1,688
HTML E-mail	\$ 960
<b>Total FY10 Internet Campaign Media Placement</b>	<b>\$5,148</b>

**Budget Review Creative :**

Search Text Listings	\$ 500
Banner Ads	\$1,300
HTML E-mail	\$1,540
<b>Total FY10 Internet Campaign Creative</b>	<b>\$3,340</b>

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Subject: FY10 - Internet Plan

Job No.: 509-700



Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Deadlines	
							Space	Material
<b>Search \$2,500</b>								
<b>Google.com</b>	Jan. 15 - June 15 Hunting Terms: Jan 15 - Feb 29  General Terms: March 15 - June 15	Geo-targeted search terms: WA, OR, CA, ID,WY, UT, SD, ND, NE, NV, AZ, CO  TX, MN, MI, IL, OH, WI, Western Canada	Text & Hotlink	1,000,000	\$ 2,000	\$ 2.00	2/20	1/12 3/20
<b>Google AdNetworks</b>	May - June	Geo-targeted - Content ad network selected Travel, Adventure, Historical, Culture, Fishing	160x600, 300x250, 728x90 Text and Various sizes	250,000	\$ 500	\$ 2.00	12/15	4/15
<b>Display Ads \$1,700</b>								
<b>Birdersworld.com</b>	May	Birding enthusiast	300x250 Flash 40K animation up to 4 loops 15 seconds	20,000	\$ 238	\$ 11.88	12/15	4/15
<b>Huntingclub.com</b> <i>North American Hunter</i>	July-August	Sportsmen enthusiast	728x90	50,000	\$ 375	\$ 7.50	3/15	6/15
<b>Fishingclub.com</b> <i>North American Fisherman</i>	May	Anglers	728x90	50,000	\$ 375	\$ 7.50	3/15	4/15
<b>BillingsGazette.com</b>	May-June Event Focused	Drive Market Travelers	300x250	35,000	\$ 700	\$ 20.00	4/1	TBD
<b>E-Newsletters \$1,000</b>								
<b>Home and Away</b>	May - TBD Depend on Event or General Theme	HTML Email to AAA members in North Dakota, South Dakota	HTML e-mail	14,545	\$ 960	\$ 66.00	12/15	4/20
<b>TOTAL</b>				<b>1,419,545</b>	<b>\$ 5,148</b>	<b>\$ 3.63</b>		

Budget \$5,200