

MEDIA PLAN

Client: Missouri River Country

Date: November 3, 2010

Subject: FY11 - Internet Plan

Job No.: 509-700



Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Deadlines	
							Space	Material
Google.com	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	500,000	\$ 1,550	\$ 3.10	2/20	1/12 3/20
Yahoo Ad Networks	May - June	Geo-targeted - Content ad network selected Travel, Adventure, Historical, Culture, Fishing	160x600, 300x250, 728x90	150,000	\$ 500	\$ 3.33	12/15	4/15
Birdersworld.com	May-June Shared Partnership with Russell Country Print/Web Advertorial Pkg	Birding enthusiast Banner Ad in E-newsletter: May Banner Ad in E-newsletter: June	300x250 Flash 40K animation up to 4 loops 15 seconds	35,000	\$ 337	\$ 9.63	12/15	4/1
InterMedia Outdoors in-fisherman.com gameandfishmag.com	May - June	Anglers Geo-targeted/Walleye-Pike MT, ND, SD, ID, MN, NE	728x90, 336x280	50,000	\$ 941	\$ 18.82	3/15	4/15
Cabelas Outdoor Journal grandviewoutdoors.com	TBD - between Feb & July	Hunting E-blast (Big Game or Pheasants)	600x200 HTML e-mail	125,000	\$ 1,177	\$ 9.42	12/15	4/15
BillingsGazette.com	May 15 - July 15 (5 - 6 Week flight) Event Focused	Drive Market Travelers	300x250	35,000	\$ 1,200	\$ 34.29	4/1	5/1
Medicinehatnews.com	May 15 - July 15 (5 - 6 Week flight) Event Focused	Drive Market Travelers	300x250	55,000	\$ 950	\$ 17.27	4/1	5/1
Greatfalltribune.com	May 15 - July 15 (5 - 6 Week flight) Event Focused	Drive Market Travelers	300x250	35,000	\$ 1,000	\$ 28.57	4/1	5/1
E-Target HTML E-blast Train Travel Or other Travel Select	April - Exact Date TBD	HTML E-mail Geo Targeted -WA, MN, Chicago	HTML e-mail	10,000	\$ 1,177	\$ 117.70	12/15	3/15
TOTAL				1,022,000	\$ 9,507	\$ 9.30		

Approved Budget \$9,500