

MEDIA PLAN

Client: Missouri River Country

Date: November 16, 2011

Subject: FY12 - Internet Plan -Final Approved 11/15/11

Job No.: 509-700



Budget \$17,000

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, ID, WY, UT, OR, MN, TX, ND, MN, PA, WI Alberta, Saskatchewan	Text & Hotlink	450,000	\$ 1,900	\$ 4.22	2/20	1/12 3/20
Google Ad Display Network	4/15/11 - 7/15/11	Adults 28+, Geo & Content Targeted: WA, ID, WY, UT, OR, MN, TX, ND, MN, PA, WI Alberta, Saskatchewan Travel, Historical, Culture, Fishing, Hunting	Banner Ads 160x600, 300x250, 728x90	350,000	\$ 2,000	\$ 5.71	2/1	3/15
Facebook	May - June	MN, WA, No. CA, ID, ND Alberta, Saskatchewan	Text and Image	1,275,000	\$ 2,500	\$ 1.96	12/15	4/15
TripAdvisor.com* MTOT Online Co-op Package #1	3/1/11 - 6/30/11	Key feeder states and/or Montana content Advertorial Placement Banners	Banner Ads 300x250, 160x600, 728x90	195,000	\$ 4,118	\$ 21.12	11/15	1/15
InterMedia Outdoors in-fisherman.com gameandfishmag.com	May 15 - July 15	Anglers Geo-targeted/Walleye-Pike MT, ND, SD, ID, MN, NE	728x90, 300x250	75,000	\$ 1,765	\$ 23.53	3/15	4/15
Cabelas Outdoor Journal grandviewoutdoors.com	February 8, 2012	Hunting E-Blast Applications Due	600x200 HTML e-mail	120,000	\$ 1,177	\$ 9.81	12/1	1/15
E-Target HTML E-blast Active MatureTraveler	April 25, 2012	HTML E-mail Geo-Targeted: WA, OR, SD, MN 50+ Couples, Active Mature, Soft Adventure	HTML e-mail	19,000	\$ 1,788	\$ 94.11	1/15	4/1
E-Target HTML E-blast Outdoor Adventure /Geo Tourist	May 1, 2012	HTML E-mail Geo-Targeted: Chicago, Bismarck, LaCrosse 30+ Geo-Demo/Outdoor Recreationists, Active	HTML e-mail	19,000	\$ 1,788	\$ 94.11	1/15	4/1
TOTAL				2,503,000	\$ 17,036	\$ 6.81		

Allocation from Opportunity \$36.00