

# MEDIA PLAN

Approved Audits/Applications Committee 11/19/09

Client: Russell Country  
 Subject: FY10 Consumer Magazine Plan  
 APPROVED November 12, 2009

Date: November 16, 2009  
 Job No.: 155-700



Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Deadlines				Editorial	Negotiated Bonus
							Space	Material	On Sale	RS		
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 of 35 words & logo
Cowboys and Indians	June (April)	1/3 pg; 4C	Full Circulation	144,192	\$ 2,875	\$ 19.94	2/10	2/25	4/20	Yes	Summer Travel	Listing on cowboysindians.com
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
National Geographic Traveler	July	4"; B/W Travel Directory	West Circulation	250,000	\$ 4,560	\$ 18.24	4/20	5/4	6/23	Yes	51 Top Family Attractions	15% rate discount, name listing, bonus one month reader service listing
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
Sunset Travel Planner	May	1/6 pg; 4C SIP	Newstand 13 Western States	200,000	Bonus		2/20	3/1	4/27	Yes	Summer Travel Planner Newstand	Included at no cost with May Travel Directory ad placement
Via AAA	March/April	4"; 4C Travel Directory	Full Circulation Oregon/So.Idaho	430,000	\$2,420	\$ 5.63	12/15	1/6	3/1	Yes	Bison Editorial	Travel Directory, one extra month of reader service
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 Co-op Page/Promotion	Reader service, online link, hyperlink in e-newsletter e-mail promotion: 25 words and can provide prizes/passes
<b>TOTAL</b>				<b>1,703,327</b>	<b>\$ 17,083</b>	<b>\$ 10.03</b>						<b>BONUS:</b>

Total Budget \$ 17,000 - Board added \$83 from Opportunity

## Joint Venture Co-ops

Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Deadlines				Editorial	Negotiated Bonus
							Space	Material	On Sale	RS		
Better Homes & Gardens Montana Section	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	1/15	2/10	4/20	Yes	Montana Special Section Feature on Glacier 100th /Plus participant advertorial	In book reader service, online reader service, 25 words
Wild Bird	March/April	1/6 pg; 4C Partnership x 2 RC & MRC or GC	Full Circulation Formatted 1/3 pg; 4C ad with MRC or GC	84,493	\$ 1,270	\$ 15.03	12/1	12/17	2/9	No	Travel Issue	
Empire Builder	Spring/Summer	Full-Page Advertorial 1/6 pg; 4C Partnership x 3 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
Cabelas Outdoor Journal	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
<b>Joint Venture Co-op TOTAL</b>				<b>894,493</b>	<b>\$ 5,807</b>	<b>\$ 6.49</b>						<b>BONUS:</b>

Budget: \$5,207 - Board added \$607 from Opportunity

Added-Value
\$350
\$150
\$150
\$750
\$600
\$1,500
\$250
\$400
\$4,150

Added-Value
\$1,000
\$260
\$530
\$1,790