

MEDIA PLAN

Approved Audits/Applications Committee 11/19/09

Client: Russell Country

Date: November 12, 2009

Subject: FY10 Internet Media Plan
APPROVED November 12, 2009

Job No.: 155-700



Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Deadlines	
							Space	Material
Keyword Search 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	\$ 2,725	\$ 5.45	1/10	1/10 3/20
Networks & Social Media Google.com Display	May - July	Managed Content Display Ads Travel, Adventure, Historical, Culture, Fishing, Birding	160x600, 300x250, 728x90	200,000	\$ 1,500	\$ 7.50	3/10	4/15
YahooNetwork	May - July	Geo-targeted, Content ad network selected Travel, Adventure, Historical, Culture, Fishing, Birding	160x600, 300x250, 728x90 Various sizes	250,000	\$ 1,500	\$ 6.00	3/10	4/15
Facebook.com	April 15 - June 15	Social Ad Network Geo-targeted, Adults 30+	Image 25 to 30 Words Copy	100,000	\$ 1,300	\$ 13.00	3/1	3/15
Niches: Birding Culture, Outdoor Recreationists Birdersworld.com	April - May	Banner ad	300x250	30,000	\$ 475	\$ 15.83	12/15	3/15
Birding ABA.org	April	Banner Ad on Home & Destination Page	180x120	25,000	\$ 353	\$ 14.12	12/15	3/15
Niches: Fishing, Sportsmen, Motorcyclists, Culture, Outdoor Recreationists Fishingclub.com	May	Leaderboard	728x90	50,000	\$ 177	\$ 3.54	12/15	3/20
Flyrodreel.com	May	728x90	Leaderboard Top of Site & Home page - RON	50,000	\$ 706	\$ 14.12	1/15	4/1

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Cabelas Outdoor Journal GrandviewOutdoors.com	February 16, 2010	e-blast Hunters & Sportsmen	600xTBD	80,000	\$ 1,177	\$ 14.71	11/25	1/10
Roadrunner.com <i>Motorcycle Touring and Travel Site</i>	May Exact date TBD	e-newsletter	160x600 Banner ad in e-newsletter	15,000	\$ 412	\$ 27.47	1/15	4/15
	March - August	Banner ads	Home Page/Main page 250x250	50,000	\$ 883	\$ 17.66	1/15	2/15
Smithsonian.com	March-August	Run of Network Banner placement	728x90, 300x250, 160x600	200,000	\$ 3,530	\$ 17.65	12/15	2/15
	TBD	Spotlight position: Travel & Culture e-newsletter	100x100 static image 20K	145,000	Bonus			
	TBD	Spotlight position: Travel Wire e-newsletter	Headline of 50 characters Body text of 240 characters		Bonus			
Backpacker.com	June	e-blast to Backpacker.com subscribers	HTML e-mail	25,000	\$ 1,177	\$ 47.08	12/15	5/1
Outsidehub.com	May - June	Banner ads	728x90 ,300x250, 160x600	142,857	\$ 1,177	\$ 8.24	1/20	3/1
	April - June TBD	Dedicated e-blast	HTML e-mail	10,000	\$ 588	\$ 58.80	1/20	3/1
	May - June	Bonus Banner ads	728x90, 300x250, 160x600	20,000	Bonus		1/20	3/1
	May - June	Text Link	Text	30,000	Bonus		1/20	3/1
Montana Office of Tourism Online Co-Op Options	TBD	TBD	TBD		TBD			
				1,922,857	\$ 17,680	\$ 9.19		

Total
Budget \$36,600