

FY10 Russell Country budget for joint venture/co-ops with MT Office of Tourism's warm season online marketing

Trip Advisor – Destination Pages

Various sizes of banner ads 300x250, 160x600, 728x90

Cost \$4,235

Away Network – Destination Content

Various sizes of banner ads 160x160, 300x250, 728x90

Cost \$4,861

Key Markets – Seattle and Minneapolis

While specific offerings for the Key Markets online buy have not yet been determined by MT Office of Tourism, they will be two of the following: Yahoo!, National Geographic, Away Network, Trip Advisor. We have selected Seattle and Minneapolis and will participate in the joint venture as follows:

Seattle Key Market online co-op \$4,412

Minneapolis Key Market online co-op \$4,412

Budget summary for warm season online joint venture/co-ops with MT Office of Tourism

Trip Advisor	\$4,235
Away Network	\$4,861
Seattle Key Market	\$4,412
Minneapolis Key Market	<u>\$4,412</u>

Total budget from RC Internet Mktg line item \$17,920