

# MEDIA PLAN

Client: Russell Country

Date: December 9, 2010

Subject: APPROVED FY11 Consumer Magazine

Job No.: 155-700



Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Space	Deadlines			RS	Editorial	Negotiated Bonus	Added-Value
								Material	On Sale					
<b>Good Housekeeping</b> <i>Special Advertising Section</i>	✓ April	1/6 pg 4C	Pacific Circulation Western US	784,100	\$ 6,670	\$ 8.51	12/3	12/10	3/22	Yes	Play in Montana Special Section / Advertorial	In Book Reader Service, Online Reader Service, Advertorial	\$1,000	
<b>Sunset</b>	April	1/6 pg 4C Travel Directory	Pacific Northwest	270,000	\$ 3,076	\$ 11.39	1/15	2/1	3/19	Yes	Destination Travel-Pacific Northwest	Online listing reader service Sunset.com	\$600	
<b>Sunset Travel Planner</b>	May	1/6 pg 4C	Newstand 13 Western States	200,000	Bonus		2/20	3/1	4/27	Yes	Summer Travel Planner Newstand	Included with May Travel Directory ad .	\$1,800	
<b>True West</b>	April	1/3 pg 4C	Full Circulation	55,000	\$ 1,050	\$ 19.09	1/20	2/4	3/2	Yes	April Travel Issue/Chinese Mining in Rockies	5x discount +15% Discount-PlusSource Book listing and 30 day banner ad	\$650	
<b>Fly Fisherman</b>	May	4.5" 4C Travel Directory Destinations section	Full Circulation	100,989	\$ 750	\$ 7.43	12/20	1/4	3/9	No	Travel Directory	15% Discount 12X Frequency Discount	\$600	
<b>National Geographic Traveler</b> <i>MT Supported Sponsored Section</i>	May/June	1/6 pg 4C Montana Section	Full Circulation	715,000	\$ 7,412	\$ 10.37	3/1	3/7	4/23	Yes	Montana Feature Section Advertorial support	Name listing -Bonus one month Reader Service listing	\$500	
<b>Birders World *</b>	April	Full Page Advertorial Split RC-MRC Coop Print & Web	Full Circulation	29,923	\$ 1,012	\$ 33.82	1/5	1/12	2/10	No	Advertorial print & web coop with MRC Russell Country Half page advertorial/display ad	Full page shared ad Display ad and Copy	\$1,000	
<b>Lethbridge Herald Newspaper</b>	5/14/2011 6/25/2011	5 col x 5", B/W	Lethbridge Saturday, Travel Section 2 Insertions	18,299 18,299	\$ 729 \$ 729	\$ 39.84 \$ 39.84	4/1 4/1	5/1 5/30	5/7 6/4	No No	Saturday TO DO Section/Travel section			
<b>History Channel *</b> <b>Montana Co-op High Plains</b>	✓ Mar/April	50 Words- 2 Photos	Full Circulation	450,000	\$ 3,530	\$ 7.84	12/15	2/14	2/20	Yes	Montana Co-op Feature on High Plains	Advertorial Section- State Anchored	\$500	
<b>TOTALS</b>				2,641,610	\$ 24,958	\$ 9.45						<b>BONUS:</b>	\$6,650	
<b>Budget \$24,500</b>														

\* There will be future MTOT In-State Print Opportunity Options to be released in February. Primarily composed of In-State newspaper and In-State Online for GetLostMT.com campaign.