

**ORGANIZATION NAME:** Russell Country

**APPLICATION COMPLETED BY:** Gayle Fisher

**PROJECT NAME:** FY11 Opportunity Marketing – Canada Campaign

Approval Requested

Final

Preliminary

*Need for the project:*

Russell Country will target potential visitors in Alberta and Saskatchewan with both a web based campaign and a supplemental print campaign. Russell Country borders Alberta and Saskatchewan and we are a short drive with easy port access for many Canadians from these two provinces.

The exchange rate between Canada and the US continues to be quite favorable for Canadians and we would like take advantage of this opportunity. We already have some ads running in southern Alberta and this campaign will have a little further reach north and east.

We will measure results of this ad by tracking click-throughs to our website and by tracking phone calls generated as a result of the newspaper ads.

*Objective in Marketing Plan that support this project:*

- Increase lodging tax collections statewide by at least 4% per year until 2012.
- Build nonresident visitation by 10% in off-peak seasons by 2012.

*Portions of Marketing Plan supporting this project:*

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

*This project supports the following Strategic Plan Goal(s):*

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

**Detail pages attached: Yes**

**PROJECT BUDGET:**

**FY11 OPPORTUNITY MARKETING – CANADA CAMPAIGN**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
Media Placement:			
Internet	\$ 7,954		\$ 7,954
Print (newspaper)	\$ 6,259		\$ 6,259
Production	\$ 2,050		\$ 2,050
<b>PROJECT TOTAL</b>			<b>\$16,263</b>

# MEDIA PLAN

Client: Russell Country

Date: March 10, 2011

Subject: FY11 - Canadian Campaign

Job No.: 155-700



Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Space	Deadlines Material
<b>Post Media Networks</b> <i>Canada.com</i> <i>Calgaryherald.com</i> <i>Reginaleaderpost.com</i> <i>Saskatoon Star Phoenix.com</i>	May 1 - July 31	Banners or Box ads News ROP/ In Story/ News Sections Alberta/Saskatchewan	728x90 300x250 160x600	75,000	\$ 1,950	\$ 26.00	4/1	4/22
<b>Impulse Media</b> <b>Cbc.ca - National Network</b>	May 1 - July 31	Banners or Box ads News ROP/ In Story/ News Sections Alberta/Saskatchewan /Regina	728x90 300x250	100,000	\$ 1,529	\$ 15.29	4/1	4/22
<b>CBC News</b> <b>Opt In subscriber List</b>	Week of May 1	HTML e-blast	HTML Email	47,000	\$ 2,212	\$ 47.06	4/1	4/20
<b>E-Target</b>	Week of May 1	HTML e-blast	HTML Email Sent to Consumers 28+ Interest in Travel, US, Shopping Alberta 60% Sask 40%	10,000	\$ 1,063	\$ 106.30	4/1	4/20
<b>Facebook</b> <i>Expanded placement from Regional Internet Campaign</i>	May - July	Alberta/Saskatchewan Communities -Geo Targeted 25+ Adults	Slide -Copy	400,000	\$ 1,200	\$ 3.00	4/1	4/20
<b>Total Web</b>				<b>632,000</b>	<b>\$ 7,954</b>	<b>\$ 12.59</b>		

Publication	Date	Ad Size	Distribution Region	Circulation	Cost	CPM	Space	Deadlines Material	On Sale
<b>Calgary Herald</b>	6/25/2011	5 col x 5", B/W Travel Section	Calgary +	135,417	\$ 3,233	\$ 23.87	4/1	6/15	6/25
<b>Moose Jaw Times Herald</b>	5/14/2011 6/25/2011	3 col x 5", B/W 3 col x 5", B/W Travel Section	Moose Jaw, Saskatchewan	8,300 8,300	\$ 568 \$ 568	\$ 68.43 \$ 68.43	4/15 6/1	5/1 6/15	5/14 6/25
<b>Regina Post Leader</b>	6/25/2011	5 col x 5", B/W Travel Section	Regina +	50,313	\$ 1,890	\$ 37.56	4/1	6/15	6/25
<b>Total Newspaper</b>				<b>202,330</b>	<b>\$ 6,259</b>	<b>\$ 30.93</b>			
<b>Total Campaign</b>				<b>834,330</b>	<b>\$ 14,213</b>	<b>\$ 17.04</b>			

Total Placement \$14,213  
 Creative Costs \$2,050  
**Total Budget \$16,263**

All costs are shown in U.S. funds using the current exchange rate. Client will be billed for the actual cost of the placement, including any changes in the exchange rate.