

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					
Good Housekeeping <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	
Sunset	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	
Sunset Travel Planner	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	
True West	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	
Fly Fisherman	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	
National Geographic Traveler <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	
Birders World *	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	
Lethbridge Herald Newspaper	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			
History Channel * Montana Co-op High Plains	✓ 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	
TOTALS				2,641,610	\$ 24,958	\$ 9.45						BONUS:	\$6,650	
Budget \$24,500														

* 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.

MEDIA PLAN

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\$53,197 Budget

Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Deadlines	
							Space	Material
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	\$ 3,000	\$ 6.00	12/28	1/10 3/20
Google.com Display	May - July	Managed Content Display Ads Travel, Adventure, Historical, Culture, Fishing, Birding	160x600, 300x250, 728x90	200,000	\$ 2,000	\$ 10.00	4/1	4/15
YahooNetwork	May - July	Geo-targeted, Content ad network selected Travel, Adventure, Historical, Culture, Fishing, Birding	160x600, 300x250, 728x90 Various sizes	250,000	\$ 2,000	\$ 8.00	3/1	4/15
Facebook.com	April 15 - June 15	Social Ad Network Geo-targeted, Adults 30+ WA, ID, Alberta	Image 25 to 30 Words Copy	1,000,000	\$ 2,561	\$ 2.56	3/1	4/1
Birdersworld.com	May-June Shared Partnership with Missouri River Country Print/Web Advertorial Pkg	Birding enthusiast	300x250 Flash 40K animation up to 4 loops 15 seconds Banner Ad in E-newsletter May Banner Ad in E-newsletter June	35,000 13,500 13,500	\$ 337 \$ 337 \$ 338	\$ 9.63 \$ 24.96 \$ 25.04	12/18	3/15
Flyfisherman.com	May 12, 2011	E-Newsletter sponsorship	300x250	40,000	\$ 1,176	\$ 29.40	12/18	4/1
E-target Media <i>Hunting/Fishing/Outdoor Activities</i>	April-May TBD	HTML E-Blast Topic TBD-Hunting or Fishing or Outdoors/Canoeing etc .	Geo-targeted WA, MN 35+(Men?)	41,663	\$ 2,941	\$ 70.59	3/1	3/15
Rider.com <i>Motorcycle Touring and Travel Site</i>	May-June May - Exact date TBD	Leaderboard and Box ads E-Blast HTML	728x90 -300x250 600x200	85,000 18,000	\$ 1,400 \$ 882	\$ 16.47 \$ 49.00	1/15 1/15	4/1 4/1
American Cowboy	Thursday, March 24, 2011	e-newsletter 100% SOV- Dude Ranches/Horses	HTML	33,000	\$ 1,059	\$ 32.09	12/18	3/1
Yellowstonepark.com	Jan 2011-Dec 2011	Banner ad- Regions to Explore <i>Target consumers planning trips to MT/Yellowstone</i>	IAB Banners 160x600 250x400	150,000	\$ 3,530	\$ 23.53	12/18	12/31
AAA- Home and Away	May-June	HTML E blast- Minneapolis, MN, ND <i>Target AAA members in Minneapolis, MN and ND</i>	HTML	38,000	\$ 1,900	\$ 50.00	12/18	4/20
Missoulian.com	June-July	Banner placement /home page, top viewed news pages Events- Things to Do/See in Russell Country	728x90 300x250	85,000	\$ 1,500	\$ 17.65	3/1	5/20
LethbridgeHerald.com	May-July	Banner Placement/Home Page/top viewed news pages Events- Things to Do/See in Russell Country	728x90, 300x250	65,000	\$ 1,176	\$ 18.09	3/1	5/20

Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Deadlines	
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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			2/15
	TBD	Spotlight position: Travel Wire e-newsletter	Headline of 50 characters Body text of 240 characters			Bonus		2/15
I-explore	April-June	Leaderboard/Box/Skyscraper ads Behavioral targeted to : Horseback riding, Canoeing Camping and other Outdoor Activities	728x90/300x250/160x600	500,000	\$ 5,882	\$ 11.76	12/15	3/20
	April-June	300x250	E-Newsletter Partner	100,000	Bonus		12/15	3/20
Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Space	Material
Montana Office of Tourism Online Co-Op Options National Internet Option 2	March- September	TripAdvisor.com; Yahoo.com; National Geographic.com Backpacker.com; Travel Channel	300x250 160x600 728x90 For each Channel	715,000	\$ 11,765	\$ 16.45	12/15	2/1
Online Co-Op Options Regional Key Markets Option 1	March- September	Yahoo; TripAdvisor.com; - Seattle Chicago Minneapolis	300x250 160x600 728x90	330,000	\$ 5,883	\$ 17.83	12/15	2/1
TOTAL				4,557,663	\$ 53,197	\$ 11.67		