

# MEDIA PLAN

Client: Russell Country

Date: November 10, 2011



Subject: FY12 Internet Media Plan

## \$53,148 Budget

Website	Sites	Cost									
<b>Committed funds to Date:</b>	<b>Trip Advisor DMO Sponsorship Facebook Fall Canadian Cornerstone Web- Canadian E-blast</b>							\$ 7,979			
<b>Remaining Budget: \$45,169</b>											
Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Space	Material	Deadlines		
<b>Ad Networks/Social Media</b>											
<b>Google.com</b>	<b>Jan. 15 - June 15</b> 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	800,000	\$ 3,605	\$ 4.51	12/28	1/10 3/20			
<b>PulsePoint</b> Content/Context Web Fly Fishing- Majority Men 35+ WA, ID, OR, Northern CA, MN, IL, UT, CO, WI, Family Travel - 25-54 Western US. Primarily- WA, OR, No. CA, ID, Alberta, ND, Utah, MN, Chicago Culture-History Geo-Tourist Active Mature- Affluent. WA, OR, No. CA, ID, AZ, UT, MN, Chicago Birding-Wildlife Watching 45+ Affluent- WA, OR, CA ID, AZ, NV, CO, UT, MN, Chicago wildlife, nature lovers, soft adventure Motorcycle-Riding Touring enthusiasts: 50+ Mostly men; WA, ID, OR, Alberta, Sask, ND, SD, MN, UT, CO, WY	3/1/11-5/31/11	Managed Content-Contextual Display Ads Fly Fishing: 208,333 Family Travel: 166,667 Custom Culture/History:172,414 Birding/Watchable Wildlife: 176,991 Motorcycle Touring: 125,000	120x600, 160x600, 300x250,728x90 Birding, Culture, Fly Fish Family, Motorcycle	849,405	\$ 5,883	\$ 6.93	12/15	2/10			
<b>Facebook.com</b> <b>Regional</b>	April 15 - July 30	Social Ad Network Geo-targeted, Adults 28+ WA, ID,UT, OR, ND, MN, MT	Image 25 to 30 Words Copy	1,100,000	\$ 2,000	\$ 1.82	3/1	4/1			
<b>Facebook.com</b> <b>Canada Spring</b>	April 15 - June 30	Social Ad Network Geo-targeted, Adults 28+ Canada Holiday Spring - Alberta, Saskatchewan	Image 25 to 30 Words Copy	1,000,000	\$ 1,500	\$ 1.50	3/1	4/1			
<b>MT Co-op Offerings:</b>											
Website	Dates	Location	Creative Unit	Impressions	Cost	CPM	Space	Material	Deadlines		
<b>I-Explore*</b>	3/1/12-6/30/12	Co-op Package #2 Home page Billboard Logo, Co-op E-newsletter Banner Ad Impressions ROS 300K	120x90, 600x200, 300x250 728x90, 160x600 Logo	525,000	\$ 5,883	\$ 11.21	11/15	1/15			
<b>Madden Media*</b>	4 weeks for Summer TBD	1 of 5 partners built into a Rich Media Designed Unit (CEO) For Montana and partners (limited to 5) National Placement	<a href="http://www.maddenmedia.com/richmedia">www.maddenmedia.com/richmedia</a> 300x250, 160x600, 728x90 Custom/Executed/Online	2,500,500	\$ 5,883	\$ 2.35	11/15	1/15			
<b>TripAdvisor.com*</b>	3/1/11-6/30/11	Package #1 Advertorial Placement, banners, edit, targeted banner campaign Targeted to travelers in key feeder states-and or planning trips to Montana	300x250, 160x600, 728x90	195,000	\$ 4,118	\$ 21.12	11/15	1/15			

Website	Dates	Location	Creative Unit	Impressions	Cost	Deadlines			
						CPM	Space	Material	
<b>Niche Targets</b>									
<b>E-Target Media/Avid Motorcyclists</b>	May 15, 2012	HTML-Custom E-Blast Geo-Demo targeted 50+: WA, ID, OR, MN, CO, UT, MT-Alberta	HTML E-Blast Russell Country Motorcycle Byways	20,000	\$ 1,883	\$ 94.15	12/1	4/30	
<b>E-Target Media/Golf Enthusiasts</b>	June 14, 2012	HTML-Custom E-Blast Geo-Demo targeted Selects: 30+ WA, ID, SLC, MT -Alberta	HTML E-Blast Russell Country Golf	20,000	\$ 1,883	\$ 94.15	12/1	5/25	
<b>E-Target Media/Frequent Flyers</b>	April 19, 2012	HTML-Custom E-Blast Geo-Demo targeted Selects: 30+ Higher Income: Salt Lake, Seattle, Minneapolis	HTML E-Blast Fly Direct to Russell Country Park Gateway	30,000	\$ 2,824	\$ 94.13	12/1	3/20	
<b>AmericanRoadmagazine.com</b>	April TBD	E-Blast 300 words, 2-3 Photos 318x271 pixels, 2 URLs, 728x90 jpg or gif, Call to action Social Media Shared/Facebook-Twitter 4 X	Customized E-blast Scenic Byways, Road Travel	7,000	\$ 617	\$ 88.14	12/1	3/10	
<b>Ridermagazine.com</b> <i>Motorcycle Touring and Travel Site</i>	May 1 - June 30, 2012 May 1 - June 30, 2012	Leaderboard and Box ads Bonus Customized Marketplace Ad	728x90 and 300x250 Russell Country Scenic Byways	160,000	\$ 1,400	\$ 8.75	1/15	4/1	
<b>Birdwatchingdaily.com</b>	May	E-Newsletter -Premium Text Sponsor  E-Newsletter -Sponsor Banner Banner Ads - ROS	75 Words Text, Logo 150x150, Links 13,500 Impressions 234x60 (13,500 Impressions) 300x250 (35,000 Impressions) Birding	62,000	\$ 735	\$ 11.85	12/1	4/10	
<b>AmericanAngler.com</b>	April TBD	HTML Custom E-Blast  Comprised of subscribers and other subscribers to Greys Sporting Journal & FlyTying Magazine	Text, Logo, Photos Fly Fishing	13,060	\$ 1,294	\$ 99.08	12/1	2/15	
<b>Flyfisherman.com</b>	May-June	Banner Ads ROS, Travel	300x250 and 728x90 Fly Fishing	50,000	\$ 1,177	\$ 23.54	12/1	4/15	
<b>Canoekayak.com</b>	April 1-30	Banner Ads -Travel, Photos, ROS	728x90 or 300x250 River- Canoes	50,000	\$ 588	\$ 11.76	12/1	4/1	
<b>Americancowboy.com</b>	March 20, 2012	HTML-Custom E-Blast Select subscribers -Geo Targeted	Customized E-blast Guest Ranch/Western Vacation	15,000	\$ 1,500	\$ 100.00	12/1	2/15	
<b>Truwestmagazine.com</b>	March April	E-Newsletter Sponsorship E-Newsletter Sponsorship	728x90 or 300x250 or 160x60 728x90 or 300x250 or 160x60 Native Culture/Western Lifestyle	4,500 4,500	\$ 132 \$ 132	\$ 29.33 \$ 29.33	12/1 12/1	2/15 2/15	
<b>Avenuemagazine.ca</b> (Calgary Avenue Magazine) <i>Estimated in U.S. Funds per Canadian Exchange at Invoice</i>	May 3, 2012 May 10, 2012	E-Newsletter Sponsorship- Avenue Weekender Calgary Avenue opt in subscribers	728x90 or 300x250 Victoria/Down Under	9,800 9,800	\$ 360 \$ 360	\$ 36.73 \$ 36.73	12/1 12/1	4/8 4/8	
<b>E-Target Media/Consumer Canadian</b>	May 8, 2012	HTML-Custom E-Blast Geo-Demo targeted :30+ \$65K, Frequent Traveler	HTML E-Blast Victoria/Down Under	15,000	\$ 1,412	\$ 94.13	12/1	3/15	
<b>TOTAL</b>				<b>7,440,565</b>	<b>\$ 53,148</b>	<b>\$ 7.14</b>			