

Airport signage

Data obtained from the ITRR revealed that Seattle is the top location for vacationers to Yellowstone Country. Therefore, airport signage will appear in the Seattle Airport showcasing Alpine, Nordic and snowmobiling. The signage will contain unique URL's that will be used for tracking

Television

Due to success in the Minneapolis market in past years, Yellowstone Country will have TV in that region. For tracking purposes, 4, 30 second spots will be created and will feature snowmobiling, Alpine, Nordic and Yellowstone National Park.

Video

A 2-3 minute video will be produced and distributed through online mediums. This video will encompass the same footage created for the TV spots, therefore maximizing dollars. The video will have the Yellowstone Country URL in order to help track the success. Video images will also be used on the website.

OBJECTIVES

- In order to create a baseline for the winter silo efforts, unique URL's will be added to all print, airport signage, videos and TV spots for future benchmarking.
- Achieve a measurable increase in winter "heads in beds." Target: 5% increase.

Refer to the portions of your marketing plan, which support this project.

Attract new tourism dollars into the region.

1. Increase tourism dollars by extending lengths of stay in the region.
2. Target adventure-based travelers in regional marketing efforts.
3. Continue to promote "America's 1st Playground" as theme in marketing campaigns.

How does this project support the Strategic Plan?

- **Goal 1:** Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors: YC views the regional website as a vital component of our efforts to utilize technology to enhance visitor information and marketing efforts.

Detail pages attached Yes No

YELLOWSTONE COUNTRY PROJECT BUDGET FY 12 Winter Multi-Media Campaign

	State Tourism Funds	Other Funds	Total
TOTAL	\$0.00	\$0	\$0.00

MEDIA PLAN

*see attached pdf. file

Winter Multi-Media Media Buy			\$150,048.78
Winter multi-media Agency Commission			\$26,479.20

TOTAL	\$0.00	\$0	\$176,527.98
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PROFESSIONAL SERVICES

Account Management	\$0 +	\$0 =	\$11,780
Photo Selection	\$0 +	\$0 =	\$4,940
Layout/design	\$0 +	\$0 =	\$8,265
Copywriting	\$0 +	\$0 =	\$5,320
Photo usage	\$0 +	\$0 =	\$15,000
Video Production			\$29,851

TOTAL	\$0	\$0	\$75,156
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OTHER:

	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
	+	\$0 =
\$0	+	\$0 =

TOTAL			\$
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REGION/CVB	PROJECT			
TOTAL		\$00.00 +	\$0	\$251,683.98

Winter Silo Budget

Print/Online/Mobile/Airport Production		
	hrs.	total
Photo selection	52	\$4,940.00
Copywriting	56	\$5,320
Account Management	124	\$11,780
Photo Usage		\$15,000
Layout/design	87	\$8,265
Media buy (attached below)		\$150,048.78
Agency commission (attached below)		\$26,479.20
Print/online/mobile/airport production total	319	\$221,832.98

Video Production		
	hrs.	total
Pull selects	15	\$1,425
Reviewing existing footage	30	\$2,850
Editing	60	\$6,650
Round of edits	20	\$1,900
Titles/text treatments	40	\$3,800
Copywriting	25	\$2,376
Music/vo selection	10	\$950
Music/vo talent		\$3,000
Account/project management	20	\$1,900
Usage fees		\$5,000
Video Production Total	220	\$29,851

TOTAL WINTER SILO BUDGET	\$251,683.98
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Yellowstone Country Montana

2011 Winter Silo
Media Proposal/Estimate

PRINT- MAGAZINES (all are quoted at a full page, full color ad purchase)

Insertion Deadline	Publication	Type of Publication	Issue	Estimated Readership	Media Buy (Net)	Agency Commission	Gross Cost	Cost Per Reader	NOTES:
<u>NORDIC</u>									
December 2nd, 2011	Silent Sports	Nordic	Jan-12	17,000	\$1,075.00	\$189.71	\$1,264.71	\$0.0744	MI, MN, WI, IL, IA and southern Canada
January 6th, 2012	Silent Sports	Nordic	Feb-12	17,000	\$1,075.00	\$189.71	\$1,264.71	\$0.0744	MI, MN, WI, IL, IA and southern Canada
<u>ALPINE</u>									
						\$0.00			
October 20th, 2011	Free Skier Magazine	Alpine/Downhill	Jan-12	325,000	\$6,240.00	\$1,101.18	\$7,341.18	\$0.0226	January 2012- PHOTO EDITION, Negotiated Discount and Value Added Noted
November 17th, 2011	Free Skier Magazine	Alpine/Downhill	Feb-12	325,000	\$6,240.00	\$1,101.18	\$7,341.18	\$0.0226	February 2012, Negotiated Discount and Value Added Noted
November 23rd, 2011	Powder Magazine	Alpine/Downhill	Jan-12	326,250	\$10,175.00	\$1,795.59	\$11,970.59	\$0.0367	Annual Draft Issue- Young Focus
<u>Snowmobiling</u>									
						\$0.00			
November 4th, 2011	SnoWest	Snowmobiling	Jan-12	258,386	\$3,969.50	\$700.50	\$4,670.00	\$0.0181	Western Focus, Distribution by State/Area provided
October 20th, 2011	American Snowmobiler Minnesota	Snowmobiling	Jan-12	105,066	\$3,831.80	\$676.20	\$4,508.00	\$0.0429	Mailed to all dealers as well as subscribers
November 4th, 2011	Snowmobiler/Wisconsin Snowmobiler/Illinois Snowmobiler	Snowmobiling	Dec-12	167,975	\$5,427.00	\$957.71	\$6,384.71	\$0.0380	Three Magazines, Midwest Snowmobiling Package, Requested active dates and deadlines
<u>Travel</u>									
						\$0.00			
November 15th, 2011	Horizon/Alaskan Air Magazine In-Flight		Jan-12	1,260,000	\$7,900.00	\$1,394.12	\$9,294.12	\$0.0074	No advertorial offer, but very strong editorial "Winter in Yellowstone Country". Can suggest topics, pictures, places to
November 15th, 2011	Frontier Airlines Magazine: WI In-Flight		Jan/Feb- 2012	1,800,000	\$4,750.00	\$838.24	\$5,588.24	\$0.0031	
Recommended Print Investment:					\$50,683.32	\$8,944.12	\$59,627.44		

ON LINE ADVERTISING

Freeskier.com	Nordic	Dec 2011 - Jan 2012	200,000	\$0.00	\$0.00	\$0.00	\$0.00	Value Added	Medium Rectangle Banner (300 x 250) on Homepage, 10% share of voice
Freeskier.com	Nordic	Jan-12	45,000	\$0.00	\$0.00	\$0.00	\$0.00	Value Added	E Newsletter Featured Inclusion (25 words plus logo/photo/link)
American Snowmobiler	Snowmobiling	Jan-12	1,000,000	\$0.00	\$0.00	\$0.00	\$0.00	Value Added	Advertiser Link on the Homepage
SnoWest.com	Snowmobiling	Jan-12		\$0.00	\$0.00	\$0.00	\$0.00	Value Added	On-line 300 x 250 banner ad rotation, including homepage for 2 months
Wild Blue Yonder Online	Travel/Recreation	Jan - Feb 2012	30,000	\$0.00	\$0.00	\$0.00	\$0.00	Value Added	On-line edition of IL and WI Snowmobiler posted to sledder.net website for 4 weeks
Sledder.net	Snowmobiling	Jan-12		\$0.00	\$0.00	\$0.00	\$0.00	Value Added	
Snowest.com	Snowmobiling	All of 2012		\$0.00	\$0.00	\$0.00	\$0.00	Value Added	One year of an enhanced web listing Montana Section 2 Facebook Posts to their 1,537 fans in January about Yellowstone Country
SilentSports.net Facebook Pag	Nordic	Jan-12	1,537	\$0.00	\$0.00	\$0.00	\$0.00	Value Added	Leader board ad for 2 months, 3rd month for free (value added)
SilentSports.net	Nordic	Dec. 2011 - Feb 2012	60,000	\$600.10	\$105.90	\$706.00	\$706.00	\$0.0068	Package featuring multiple ad sizes, Three Press Releases per month, Ad Link
FasterSkier.com	Nordic	Nov 2011 - Mar 2012	518,000	\$3,000.00	\$529.41	\$3,529.41	\$3,529.41	\$0.0113	Same package as last year shown
SnoGoer.com	Snowmobiling	Dec 2011 -Feb 2012	150,000	\$1,440.00	\$254.12	\$1,694.12	\$1,694.12	\$0.0011	From last year, suggested by client, "Excellent ROI", Full ROS Buy out for 3 months
Nordic Ski Racer	Nordic	Nov 2011 - Feb 2012	2,019,391	\$1,845.00	\$325.59	\$2,170.59	\$2,170.59	\$0.0011	Home page banner as well as a Montana Page Banner ad for 1 year
Snowtracks.com	Snowmobiling	All of 2012		\$3,000.01	\$529.41	\$3,529.42	\$3,529.42		
Recommended On-Line Investment:					\$9,885.11	\$1,744.43	\$11,629.54		

TELEVISION

Comcast Cable- MINNESOTA			1,565,653	\$48,025.00	\$8,475.00	\$56,500.00	\$56,500.00		Media Plan including Reach and Ratings Data upon approval
Recommended Television Investment:					\$48,025.00	\$8,475.00	\$56,500.00		

MOBILE ADVERTISING

OnTheSnow			3,000,000	\$2,975.00	\$525.00	\$3,500.00	\$3,500.00		\$9.41 CPM, 15% Share of Voice Estimated
Recommended Mobile Investment:					\$2,975.00	\$525.00	\$3,500.00		

AIRPORT ADVERTISING

Clear Channel Airports- SEATTLE/TACOMA		Mid Nov 2011- Mid Feb 2012	2,629,431	\$37,800.35	\$6,670.65	\$44,471.00	\$44,471.00		Seattle: 3 Dioramas
Production of Artwork (Estimated)		3 Pieces of Artwork	N/A	\$680.00	\$120.00	\$800.00	\$800.00		SEA Production Costs
Recommended Mobile Investment:					\$38,480.35	\$6,790.65	\$45,271.00		

TOTAL 2011 Winter Silo Media Investment: \$150,048.78 \$26,479.20 **\$176,527.98**