

Approval Requested

 X Final

 Preliminary

Organization Name: YELLOWSTONE COUNTRY

**Project Name: FY 12 JOINT VENTURES—MTOT Winter Digital Co-ops
I-explore & Madden**

Application Completed by: Robin Hoover 9-13-11

YCMC requests approval to spend \$25,822.63 to participate in the MTOT winter *digital* co-op options of *I-explore* and *Madden Media*. The exposure on both these adventure sites will include a mix of banner advertising and advertorial content, which is designed to showcase all three of our big three winter activities: Alpine & Nordic skiing and snowmobiling. The advertorial will focus primarily on alpine skiing, with sub-sections highlighting Nordic skiing & snowmobiling, as well as the Yellowstone National Park winter experience.

Both I-explore and Madden Media are a good fit for Yellowstone Country's target demographics: active adults in all age ranges, active families with children, couples, guided adventurers, outdoor enthusiasts for one or all seasons, etc. The I-explore buy includes inclusion in the Experiences section, homepage billboard logo, e-newsletter, homepage advert and 600,000K banner ad impressions. I-explore has been voted by Forbes Magazine as the Best Adventure Travel Website for 8 years. Over 71% of visitors to this site have not made their travel destination decision prior to visiting the site, so there is great potential for targeting new visitors and raising the awareness of Yellowstone Country as an adventure destination. The Madden Media buy provides national exposure for the 5 partners featured in the Montana unit. The rich media banner ad placement, with 2,500,000 impressions, will run for the full month of November 2011.

The mission of YCMC is to market and promote the region as a preferred vacation destination for visitors and residents. Yellowstone Country promotes the an activity-oriented, nature- based vacation destination for active travelers and residents wishing to experience our natural scenic beauty and the recreational opportunities which abound in the greater Yellowstone National Park region.

Engaged consumers will be driven to the Yellowstone Country website and a series of landing pages specific to the activity. These landing pages, and additional "feature" pages, will contain relevant information about the targeted activity, locations, and business links. Advertorial copy will further support the Yellowstone Country brand proposition, "**America's 1st Playground,**" by promoting our specific winter experiences including Alpine & Nordic skiing and snowmobiling.

Objectives (must be measurable)

- Generate a new number of visitors to the micro-site (yellowstonecountry.net/winter) in order to benchmark performance for future improvement. We will use yellowstonecountry.net/madden and yellowstonecountry.net.iexplore for tracking purposes.
- Increase the number of Yellowstone Country winter visitors by 2% (specifically alpine skiing, nordic skiing and snowmobiling)

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

The following goals within the marketing plan support this project

1. Attract new tourism dollars into the region.
2. Increase tourism dollars by extending lengths of stay in the region.
3. Target adventure-based travelers in regional marketing efforts.
4. Continue to promote “America’s 1st Playground” as theme in marketing campaigns.
5. Develop & implement consistent regional brands that focus on the diverse communities & attractions within the broader tourism region.
6. Maximize efficiency of dollars spent to promote tourism by implementing marketing campaigns that include specific ROI objectives.

How does this project support the Strategic Plan?

Yellowstone Country believes that this marketing program has the potential to support all aspects of the strategic plan, although it addresses these specific points:

- **Goal 1:** Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.
Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns
Goal 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- **Goal 5:** Support appropriate tourism business growth, including new tourism products and services for target customer markets

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REQUIRED SPECS FOR PROJECTS

Madden Media

- 2 images
- 1 descriptor with clickable URL to yellowstonecountry.net/madden

iExplore

- 3 articles
- 10 images in photo gallery
- Top 10 list inclusion
- Homepage advertorial
- 3 banner ads
- Clickable link to yellowstonecountry.net/iexplore

**YELLOWSTONE COUNTRY PROJECT BUDGET
FY 12 JOINT VENTURES-MTOT Winter Digital Co-ops**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0				\$0
I-Explore media buy	\$10,000	+	\$0	=	\$10,000
Agency media buy commission	\$1,764.71				\$1,764.71
Madden Media Buy	\$5,000				\$5,000
Agency media buy commission	\$888.25				\$888.25
Photo selection	\$570	+	\$0	=	\$570
Copywriting/editing	\$760	+	\$0	=	\$760
Layout design	\$190	+	\$0	=	\$190
Web banner production	\$3,800				\$3,800
Account management	\$2,850		\$0		\$2,850
TOTAL	\$25,822.63		\$0		\$25,822.63

OTHER:

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

REGION/CVB	PROJECT	\$	+	\$0	\$
TOTAL					