

Approval Requested

Final

Preliminary

Organization Name: YELLOWSTONE COUNTRY

Project Name: FY 12 OPPORTUNITY—Direct Mail Print fulfillment piece

Application Completed by: Robin Hoover 10/28/11

YCMC requests approval to spend **\$16,435.16 FY 12 OPPORTUNITY** funds to develop & print an 8-pg direct mail response piece for fulfillment of the FY12 YCMC marketing campaign leads. The first print run will be a quantity of **20,000**.

In the past, the full 55-pg YCMC annual travel planner was the fulfillment piece sent in response to inquiries/leads generated by print advertising, with broadcast & digital campaigns responses being directed to the Yellowstone Country website. YCMC prints 240,000 annual travel planners, and until 2010, placed print ads on a minimal basis, so using the travel planner as the response piece was sufficient. However, our FY 11 multi-media campaign produced well over 100,000 leads in total for the various print publications and web banners we placed, making the use of the annual travel planner as the response cost-prohibitive for both printing enough quantity to cover the additional inquiries, and for distribution through direct mail.

YCMC plans comparative print, broadcast & digital media placement again for FY 12, and in anticipation of receiving comparable response rates again, we will produce a smaller print piece to be used as the fulfillment for direct inquiries generated by advertising campaigns. The 2012 fulfillment piece will showcase alpine skiing, cross-country skiing, snowmobiling and Yellowstone National Park with copy and imagery.

OBJECTIVES

- To establish a baseline in order to benchmark performance in our print and online efforts.

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.
4. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues.

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.

PRINTED MATERIALS

SPECS FOR YELLOWSTONE COUNTRY Fulfillment Piece 2012

- Publication **2012 Fulfillment Piece**
- Quantity **20,000**
- Color **Four-Color Process**
- Paper Stock **80 # cover**
- Size **8 pages (cover included)**
- Ad Sales **No** :

DISTRIBUTION PLAN

- **Area/Method** — Yellowstone Country will distribute these nationally via bulk mailing & regular USPS mail in response to direct inquiries, leads provided by reader response cards, etc. as the response piece for advertising campaigns.

Detail pages attached Yes No

**YELLOWSTONE COUNTRY PROJECT BUDGET
FY 12 OPPORTUNITY-Direct Mail Piece**

| | State Tourism Funds | | Other Funds | | Total |
|------------------------------|---------------------|---------|-------------|-------|-------------|
| PROFESSIONALSERVICES: | | | | | |
| Copywriting/editing | \$1,900 | + | \$0 | = | \$1,900 |
| Layout/ design | \$3,800 | | | | \$3,800 |
| Account Management | \$1,900 | + | \$0 | = | \$1,900 |
| TOTAL | \$0.00 | | \$0 | | \$7,600.00 |
| Printing costs | \$7,509.89 | + | \$0 | = | \$7,509.89 |
| Printing commission | \$1,325.27 | + | \$0 | = | \$1,325.27 |
| TOTAL | \$0.00 | | \$0 | | \$8,035.16 |
| TRAVEL: | | | | | |
| Personal Car | | \$0 + | | \$0 = | \$0 |
| Commercial Transportation | | \$0 + | | \$0 = | \$0 |
| Meals | | \$0 + | | \$0 = | \$0 |
| Lodging | | \$0 + | | \$0 = | \$0 |
| Vehicle Rental | | \$0 + | | \$0 = | \$0 |
| TOTAL | | \$0 | | \$0 = | \$0 |
| OTHER: | | | | | |
| | | + | | \$0 = | |
| | | + | | \$0 = | |
| | | + | | \$0 = | |
| | | + | | \$0 = | |
| | | + | | \$0 = | |
| | | \$0 + | | \$0 = | |
| TOTAL | | | | | |
| REGION/CVB | PROJECT | | | | |
| TOTAL | | \$00.00 | + | \$0 | \$16,435.16 |