

**MEDIA PLAN**

Client: Visit Southeast Montana

Campaign: FY19

Notes: Some impressions are estimated



MOTBD Joint Ventures	Print/Digital	Dates	Description/Placement	Geo Targets	Creative Unit	Impressions/Circ	Cost	Value	Billing Details
Parents Magazine Inspiration Guide	Print	April	Advertorial in 12-page guidebook polybagged with April 2019 magazine with regional distribution. Parents Mag will write and design the advertorial with input from partner.	AZ, CA, CO, ID, IL, MN, MT/WY, NM, NV, ND/SD, OR, TX, UT, WA	Half page advertorial with two photos and 80 words of copy	612,200	\$3,997.06	\$7,395.06	\$3398 MOTBD Match. Billed Apr 1 invoice.
TripAdvisor	Digital	March - May	Digital banner ads targeted to travelers searching for destinations in MT, WY ID, SD, ND and CO.	US (excluding Montana) plus Alberta, British Columbia and Saskatchewan.	728x90, 300x250, 300x600, 320x50	578,627	\$5,882.35	\$10,882.35	\$5,000 MOTBD Match. Billed Mar 1 invoice.
Sojern	Digital	Mar - Apr	Digital banner ads targeted to people showing travel behavioral intent/interest to travel to SEMT and/or MT, UT, WY, ID, SD, ND, CO.	US (excluding Montana) plus Alberta, British Columbia and Saskatchewan.	728x90, 300x250, 160x600, 300x600, 300x50, 320x50	1,739,130	\$5,882.35	\$10,882.35	\$5000 MOTBD Match. Billed Mar 1 invoice.
<b>TOTAL</b>							<b>\$15,761.76</b>	<b>\$29,159.76</b>	

Consumer Placements	Print/Digital	Dates	Description	Geo Targets	Creative Unit	Impressions/Circ	Cost	Value	Billing Details
Advanced Audience Targeting - Network Programmatic Digital Campaign	Digital	Mar - May	Programmatic banner campaign including mobile and desktop standard banner units. Geo-targeting, content targeting, behavioral targeting and retargeting toward key target markets outlined in the FY19 marketing plan. Optimized weekly for clicks.	Dallas, Chicago, Seattle, Denver, Wyoming, South Dakota, North Dakota, Bozeman, Great Falls, Missoula, Butte, Helena, Saskatchewan, Minneapolis, Des Moines	300x250, 300x600, 160x600, 728x90, 320x50, 300x50, native ad	6,000,000	\$40,000.00	\$60,000.00	Billed Mar 1 invoice.
Yellowstone Journal	Print/Digital	Oct - Sept	Half page ad and half page custom content by Yellowstone Journal. Digital editions included.	National	Half page ad	893,000	\$11,764.71	\$45,458.82	Billed Dec 1 invoice.
			Content integration online included road trips and itineraries.			100,000			
			ROS banner ad campaign		300x250, 728x90, 320x50	100,000			
			Targeted Email Leads (opt-in)			17,000			
			2x boosted/targeted Facebook posts			6,000			
			E Newsletter - 2 banner sponsorships and 1 content sponsorships		300x250	150,000			
The Flush and Rooster Tales Sponsorship	Broadcast	Oct - Mar	Rooster Tales National Sponsorship on Sportsman Channel. Episode shoot of The Flush in 2018 for airing in 2019 on the Outdoor Channel. Access to footage.	MN, ND, SD, WI, MT, ID, KA, OK, TX, MI, CA	:30 spot, sponsor billboards, logo representation, social media	3,000,000	\$24,470.59	\$65,882.35	Billed Oct 1 invoice.
Distinctly Montana	Print	Mar/Apr and May/June	Full page ad in spring and summer issues. Cooperative with Glendive and Miles City. Includes 4 page feature story in spring issue.	Montana	Full page ad	20,000	\$2,870.59	\$12,000.00	Billed Mar 1 invoice. Glendive and Miles City each billed \$1500
Rediscover Montana Sponsorship	Print	May	Full page ad in Rediscover MT publication	Statewide excluding BZ, GF	Full Page ad	93,666	\$11,990.00	\$60,000.00	Billed May 1 invoice.
Missoulian	Print/Digital	Apr/May	(8) 1/4 pg, full color ads plus 70K banner imp	Missoula DMA	1/4 pg ad, 728x90	70,000			
Ravalli Republic	Print/Digital	Apr/May	(8) 1/4 pg, full color ads plus 20k banner imp	Ravalli/Bitterroot	1/4 pg ad, 728x90	20,000			
Billings Gazette	Print/Digital	Apr/May	(8) 1/4 pg, full color ads plus 70K banner imp	Billings DMA	1/4 pg ad, 728x90	70,000			
Butte Montana Standard	Print/Digital	Apr/May	(8) 1/4 pg, full color ads plus 70K banner imp	Butte	1/4 pg ad, 728x90	70,000			
Helena Independent Record	Print/Digital	Apr/May	(8) 1/4 pg, full color ads plus 70K banner imp	Helena	1/4 pg ad, 728x90	70,000			
Lee Newspaper Digital Network	Digital	Apr - June	Banners on Lee Newspaper websites in Missoula, Billings, Butte, Helena, Rapid City and Bismarck	Montana, North Dakota and South Dakota	300x250 and 320x50	3,333,333	\$23,529.41	\$50,000.00	Billed Apr 1 invoice.

In-stream Video Network and Connected TV Campaign	Digital	Mar/Apr	In-stream video across premium video network and connected TV network. Geo-targeting, content targeting, behavioral targeting. Optimized for view through rate (not clicks to web).	Dallas, Chicago, Seattle, Denver, Wyoming, South Dakota, North Dakota, Bozeman, Great Falls, Missoula, Butte, Helena, Saskatchewan, Minneapolis, Des Moines	:15 and :30 Videos	750,000	\$17,500.00	\$23,000.00	Billed Mar 1 invoice.
<b>International</b>									
Miles Partnership, Brand USA Inspiration Guide	Print	2019/2020	Worldwide Inspiration Guide published in 8 languages, 13 editions and 21 countries. Quarter page, full color ad.	Worldwide	Quarter page, full color ad.	575,000	\$7,529.41	\$30,117.65	Billed on Nov 1 invoice.
<b>Regional Cooperatives</b>									
Glacier Country Travel Guide Partnership	Print	Mar - Feb	Half page ad in 2019 Travel Guide	National	Half page ad	150,000	\$4,802.94	\$17,575.00	Billed Dec 1 invoice.
	Digital	Mar - Aug	Warm Season Joint Venture - Landing page feature, run-of-site banners on glaciermt.com		300x250, 728x90, 320x50, Featured Listing	100,000			
	Digital	Mar - Aug	Warm season leads			20,000			
Destination Missoula Guide	Print	Oct	Half page ad in 2018/2019 Travel Guide	National	Half page ad	115,000	\$2,850.00	\$3,823.53	Billed Oct 1 invoice.
	Digital	Oct - Sept	Run-of-site annual banner campaign	National	300x250, 728x90, 320x50	30,000			
Destination Red Lodge Guide	Print	May - Apr	Half page ad in 2019/2020 Travel Guide + bonus half page editorial	Regional	Half page ad	27,000	\$1,588.24	\$3,176.47	Billed on May 1 invoice.
Additional In-Region Travel Guides	Print	Annual	Support of SEMT CVB travel guides.	Regional	TBD		\$2,500.00		
Cape Air Magazine	Print	Feb - Apr	Full page split with Missouri River Country	MT, IL, MO, KY, NY, CT, MA, VT, NH, ME	Full page ad	125,000	\$1,258.82	\$3,147.06	Billed Feb 1 invoice.
	Print	May - July	Full page split with Missouri River Country		Full page ad	125,000	\$1,258.82	\$3,147.06	
Northwest Travel	Print	Mar/Apr	Two-page spread split with Visit Billings	Northwest US	Two-page spread	45,000	\$8,978.82	\$28,235.29	Billed Mar 1 invoice. Visit Billings to be billed \$8,979 as well.
	Print	May/June	Two-page spread split with Visit Billings	Northwest US	Two-page spread	45,000			
True West Magazine	Print	Mar	Two-page advertorial split with Southwest Montana and Missouri River Country. Additional 1/3 ad for SEMT display.	National	1/3 page ad plus advertorial spread coverage	75,000	\$8,974.51	\$24,970.59	Billed Mar 1 invoice.
	Print	Apr	Two-page advertorial split with Southwest Montana and Missouri River Country. Additional 1/3 ad for SEMT display.	National	1/3 page ad plus advertorial spread coverage	75,000			
	Digital	Mar/Apr	Banner ads, native article, enewsletter and social content promotion	National		100,000			
<b>Billboards</b>									
I-90 Billboard Rapid City	OOH	Mar - Feb	Billboard on I-90 just west of Rapid City at Camping World. Illuminated board, left hand read.	Rapid City, SD	14' x 48'	2,914,160	\$10,705.88	\$10,705.88	Billed Mar 1 invoice.
I-90 Billboard Sturgis	OOH	June - Aug	Billboard on I-90 just west of Sturgis, SD. Illuminated board, left hand read.	Sturgis, SD	10.5' x 36'	979,110	\$2,941.18	\$2,941.18	Billed June 1 invoice.
<b>Social Campaign</b>									
Warm Season Landing Page Ads	Social	Mar - June	Facebook and Instagram ads promoting click throughs to the campaign landing page and National Park Pass entries	Dallas, Chicago, Seattle, Denver, Wyoming, South Dakota, North Dakota, Bozeman, Great Falls, Missoula, Butte, Helena, Saskatchewan, Minneapolis, Des Moines	Photo, copy, linking URL	500,000	\$2,500	\$2,500	Billed on Mar 1 invoice.
Warm Season Video Promotion	Social	Mar - June	Promotions of warm video on Facebook and Instagram		Video, copy, linking URL	250,000	\$2,500	\$2,500	Billed on Mar 1 invoice.
Monthly Facebook Likes Campaign	Social	Oct - June	Facebook likes ads		Photo and copy	150,000	\$2,000	\$2,000	Billed on Oct 1 invoice
<b>TOTAL</b>							<b>\$192,513.92</b>	<b>\$451,180.88</b>	
<b>TOTAL BUDGET \$220,000 (\$203,000 print/digital, \$10,000 OOH, \$7000 Social)</b>							<b>\$208,275.69</b>	<b>\$480,340.65</b>	