

PRINT MEDIA REACH

Client: SEMT
 Campaign: FY18
 Notes: Some impressions are estimated



MOTBD Joint Ventures	Dates	Description	Geo Targets	Est. Impressions
Family Fun Inspiration Guide	April/May	Advertorial in 12pg guidebook inserted into Family Fun magazine w/ regional distribution. Family Fun wrote and designed the advertorial w/ input from partner.	IL, MN, ND/SD, TX, MT/WY, ID, CO, NM, AZ, UT, NV, WA, OR, CA	601,000

Consumer Placements	Dates	Description	Geo Targets	Est. Impressions
Yellowstone Journal	Oct - Sept	1/2pg ad; 150 word advertorial w/ photos in Ywlostone Journal (included in National Park Journal iPad/Nook versions)	National	893,000
Field and Stream	April	Full page ad; regional distribution	TX, IL, ID, CO, MT, WY, ND, SD, CA, OR, MN, GA, PA, WA	300,000
Distinctly Montana	Mar/Apr and May/June	Full page ad in spring and summer issues; Cooperative w/ Glendive and Miles City. Includes 4-pg feature story in spring issue	Montana	20,000
Rediscover Montana Sponsorship	May	Full page ad	Statewide excluding Bozemand and Great Falls	93,666

Regional Cooperatives	Dates	Description	Geo Targets	Est. Impressions
Glacier country Travel Guide Partnership	Mar - Feb	1/2pg ad in 2017 Travel Guide	National	150,000
Destination Missoula Guide	Oct	1/2pg ad in 2017-2018 Travel Guide	National	115,000
Northwest Travel	May/Apr and May/June	Two page spread split with Visit Billings	Northwest US	45,000
True West Magazine	April	Two-page spread split w/ Southwest Montana	National	75,000

Dallas/Fort Worth Flight Promotion	Dates	Description	Geo Targets	Est. Impressions
American Airlines Celebrated Living	Mar/Apr	Full page ad	National (American Airlines Direct Flight Markets)	3.1 million passengers and 21,000 flights (200K copies)
Texas Monthly	Mar	Full page ad	Texas	309,783
TOTAL				5,702,449