

MEDIA PLAN

Client: Southwest Montana

Campaign: FY24

Notes: Some impressions are estimated



Brand MT Joint Ventures	Print/Digital	Dates	Description/Placement	Geo Targets	Creative Unit	Impressions/Circ	Cost	Value	Notes
Sojern	Digital	Apr - May	Digital ads targeted to travel-related content and travel-intent users on a national level. Standard banner ads and native ad.	Drive Markets: MT, ND, SD, MN, CO, WY, ID, UT, WA, OR, NE plus AB, BC	728x90, 300x250, 160x600, 300x600, 300x50, 320x50, native	1,833,333	\$5,882.35	\$11,764.71	\$5,000 Brand MT Match. Already approved and secured.
Jun Group	Digital	Apr - May	Jun Group is a mobile advertising partner that specializes in high impact media. They build full screen mobile ads and engage users in a meaningful way with their consent-focused approach.	Drive Markets: MT, ND, SD, MN, CO, WY, ID, UT, WA, OR, NE plus AB, BC	1080x1920 high impact. Banners: 728x90, 300x250, 160x600, 320x50	129,411	\$5,882.35	\$11,764.71	\$5,000 Brand MT Match. Already approved and secured.
Teads	Digital	Apr - May	Teads is a digital media partner with access to premium inventory across top publishers. They focus on brand responsible formats to provide audiences with non-invasive advertising experience.	Drive Markets: MT, ND, SD, MN, CO, WY, ID, UT, WA, OR, NE plus AB, BC	Photo, headline, copy, URL	1,000,000	\$5,882.35	\$11,764.71	\$5,000 Brand MT Match. Already approved and secured.
Pinterest	Digital	Apr - May	Pinterest image post ads. Geotargeting, demographic targeting, behavioral targeting and content targeting.	Drive Markets: MT, ND, SD, MN, CO, WY, ID, UT, WA, OR, NE plus AB, BC	1000x1500 image, supporting copy and URL	1,000,000	\$5,882.35	\$11,764.71	\$5,000 Brand MT Match. Already approved and secured.
TOTAL						3,962,744	\$23,529.41	\$47,058.82	

Glaciers To Geysers	Print/Digital	Dates	Description/Placement	Geo Targets	Creative Unit	Impressions/Circ	Cost	Value	Notes
Glaciers to Geysers Winter	Digital	Dec - Feb	Integration of SWMT locations in winter content on website: snowmobiling, downhill skiing, nordic skiing, winter adventure. New hot springs page with map and itineraries. Paid digital, video and social promotion of winter content. Exact placements to be determined after SWMT budget approvals.	Los Angeles, Seattle, Minneapolis, Houston, Chicago, Phoenix, Portland, San Francisco, Dallas, San Diego, Idaho, Wyoming, Calgary, Edmonton, Vancouver	TBD	TBD	\$10,000.00	\$20,000.00	\$30,000 budget each from GC and YC
Glaciers to Geysers Warm	Digital	Mar - Aug	Integration of SWMT locations in museums content on website. Paid digital, video and social promotion of museums and motorcycling content. New warm season content feature to be determined by all three region's inputs. Exact placements to be determined after SWMT budget approvals.	Los Angeles, Seattle, Minneapolis, Houston, Chicago, Phoenix, Portland, San Francisco, Dallas, San Diego, Idaho, Wyoming, Calgary, Edmonton, Vancouver	TBD	TBD	\$10,000.00	\$20,000.00	\$30,000 budget each from GC and YC
TOTAL							\$20,000.00	\$40,000.00	

Consumer Placements	Print/Digital	Dates	Description	Geo Targets	Creative Unit	Impressions/Circ	Cost	Value	Notes
Glacier Country Travel Guide Partnership	Print	Mar - Feb	Premium full-page ad in 2024/2025 Travel Guide	National	Full-page ad	150,000	\$4,441.50	\$6,652.94	
	Digital	Mar - Aug	Warm season joint venture - landing page feature, run-of-site banners on glaciermt.com		300x250, 728x90, 320x50, Featured Listing	100,000	\$0.00	\$15,000.00	
	Digital	Mar - Aug	Warm season leads			10,000			
Destination Missoula Guide	Print	Nov - Oct	Half-page ad in 2022/2023 Travel Guide	National	Half-page ad	115,000	\$2,411.76	\$3,250.00	
	Digital	Nov - Oct	Run-of-site annual banner campaign		300x250, 728x90, 320x50	30,000			
Southeast Montana Guide	Print	Feb - Jan	Full page ad, far forward in 2023 guide	National	Full page ad	60,000	\$3,615.00	\$4,841.18	Bonus digital listing
	Digital	Feb - Jan	Digital listing		Photo, logo, copy	5,000			
Yellowstone Journal	Print/Digital	Mar - Mar	Full-page ad, full-page custom content	National	Full-page ad	300,000	\$16,583.53	\$46,452.94	
Content integration online			Varies						
Targeted email leads (opt-in)			Leads						
4x boosted/targeted FB posts			Social						
E-newsletter - 1x banner ad, 2x features			300x250 and photo/copy						
Brand USA Inspiration Guide	Print	May '24 - Apr '25	Worldwide Inspiration Guide published in 8 languages, 13 editions and 21 countries. Quarter page, full color advertorial.	Australia, Brazil, Canada, Denmark, France, India, Japan, Mexico, South Korea, UK	Story inclusion, photo, fun fact, carousel tile	575,000	\$9,511.76	\$12,000.00	

Oh Ranger	Print	2023	Full page in both Yellowstone and Glacier	National	Full-page ad	400,000	\$11,764.71	\$14,117.65	
True West	Print	April	Two-page spread with full page map, annual travel issue		Two-page spread	75,000	\$6,935.29	\$12,803.53	
	Digital	April - May	Banner ads, native article, e-newsletter and social content promotion		970x50, social, native	100,000			
Bird Watcher's Digest	Print	July/Aug	Two-page spread with full page map in Montana feature issue	National	Two-page spread	25,000	\$6,729.41	\$7,647.06	
Destination Film Guide	Print/Digital	May	2 pages. 1.5 pages branded content plus half-page ad. Digital content feature. 3-month e-newsletter banner.	National	Half page ad, content, banner	12,000	\$4,111.76	\$5,000.00	
General Facebook and Instagram Ads	Social	April - June	Feed and story ads driving traffic to website for travel guide request	Montana, Idaho, Washington, Wyoming, Oregon, Alberta	Images, videos, copy	1,000,000	\$5,000.00	\$5,000.00	
Ghosts Facebook and Instagram Ads	Social	Mar - April	Feed and story ads driving traffic to website landing page	Montana, Idaho, Washington, Wyoming, Oregon, Alberta	Images, videos, copy	800,000	\$7,000.00	\$70,000.00	
Chocolate Trail Facebook and Instagram Ads	Social	May 19 - June 30	Feed and story ads driving traffic to website landing page	Montana, Idaho, Washington, Wyoming, Oregon, Alberta	Images, videos, copy	1,000,000	\$5,000.00	\$5,000.00	
Continental Divide Trail Facebook and Instagram Ads	Social	TBD	Feed and story ads driving traffic to website landing page	Montana, Idaho, Washington, Wyoming, Oregon, Alberta	Images, videos, copy	800,000	\$4,000.00	\$4,000.00	
TOTAL						5,557,000	\$87,104.74	\$211,765.29	
TOTAL \$131,000 (\$14,000 JVs, \$15,000 G2G, \$90,000 Multimedia, \$5000 Film Guide Ad, \$7000 Ghost Prebill)						9,519,744	\$130,634.15	\$258,824.12	