## United Airlines Missoula Cooperative

San Francisco Flight Advertising Campaign - $26,475

**Missoulian Newspaper - $10,000**

| Front Page Ads - 6 col x 1.5" FC | | |
|---|---|---|
| Run Dates | Price | Placement |
| 26-Mar | $500 | Front Page |
| 29-Mar | $500 | Front Page |
| 30-Mar | $500 | Front Page |
| 22-Apr | $500 | Front Page |
| 12-May | $500 | Front Page |
| 5-Jun | $500 | Front Page |
| 14-Jul | $500 | Front Page |
| 13-Aug | $500 | Front Page |
| TOTAL | $4,000 | |

| Half Page Ads - 6 col x 10.5" FC | | |
|---|---|---|
| Run Dates | Price | Placement |
| 26-Mar | $500 | Section A |
| 27-Mar | $500 | Section A |
| 28-Mar | $500 | Section A |
| 1-Apr | $500 | Section A |
| 6-May | $800 | Super Thursday |
| 3-Jun | $800 | Super Thursday |
| 1-Jul | $800 | Super Thursday |
| 5-Aug | $800 | Super Thursday |
| 2-Sep | $800 | Super Thursday |
| TOTAL | $6,000 | |

**Missoulian.com - $1000**

| Run Dates | Position | Impressions | CMP | Cost |
|---|---|---|---|---|
| 3/30 - 4/6 | Sliding Billboard | 157,500 | $0 | $0 |
| 3/25 - 4/1 | Homepage 300x250 | 50,000 | $10 | $500 |
| 3/25 -4/11 | Run of Site 300x250* | 25,000 | $0 | $0 |
| 4/18 - 8/18 | Homepage 300x250 | 50,000 | $10 | $500 |
| 4/18 - 8/18 | Run of Site 300x250* | 25,000 | $0 | $0 |
| TOTAL | | | | $1,000 |

4/18 - 8/18 campaign will bill out at $100/month for five months with 17,500 imp/month

**Ravallirepublic.com**

| Run Dates | Postion | Impressions | CMP | Cost |
|---|---|---|---|---|
| 3/25 -4/1 | Run of Site 300x250* | 12,500 | $0 | $0 |
| 4/18 - 8/18 | Run of Site 300x250* | 12,500 | $0 | $0 |

*Added Value

**Yahoo! Behavioral Targeting - $750**

| Run Dates | Postion | Impressions | CMP | Cost |
|---|---|---|---|---|
| 3/25 -4/17 | Travel/California 300x250 | 26,785 | $28 | $750 |

**Missoulian Email Blast 3/25 - $250**

**Sfgate.com - $6000**

| Run Dates | Position | Impressions | CMP | Cost |
|---|---|---|---|---|
| 18-Apr | Travel Newsletter | 4,000 | | $600 |
| 4/18 - 5/18 | sfgate.com and yahoo | 235,167 | $12 | $2,700 |
| 8/1 - 8/31 | sfgate.com and yahoo | 234,167 | $12 | $2,700 |
| TOTAL | | | | $6,000 |

Campaign includes 300x250 and 728x90 banners on Travel, Entertainment, Living, Yahoo and ROS

**Facebook - $2000**

| Run Dates | Position | Impressions | CMP | Cost |
|---|---|---|---|---|
| 4/18 - 8/31 | Missoula & San Francisco | 200,000 | $1 | $2,000 |
| TOTAL | | | | $2,000 |

**CVB - Added Value**

2 targeted promotional email blasts (May and August)
- 61,331 San Francisco and 5000 mile radius former inquiries
- Value $12,000

Page Peel on Missoulacvb.org for the month of May

**TELEVSION**

**KECI - $6000 (includes production)**

Missoula May09 DMA Nielsen

| Daypart | 3-May | 17-May | 31-May | 14-Jun | 28-Jun | 12-Jul | 26-Jul | TOTAL |
|---|---|---|---|---|---|---|---|---|
| M-F 6a - 7a | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| Montana Today | | | | | | | | |
| M-F 7a - 9a | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| Today Show | | | | | | | | |
| M-F 6:30p - 7:00p | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| Entertainment Tonight | | | | | | | | |
| Sun 5:30 - 6:00p | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 7 |
| Seinfeld | | | | | | | | |
| TOTAL | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 42 |

**Downtown Tonight Promotion/Ticket Giveaway - $475**

| Date | Cost |
|---|---|
| 3-Jun | $475 |