CONSUMER MARKETING REPORT

Presented to the

Montana Tourism Advisory Council

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Montana Office of Tourism

East Glacier Park, Montana

June 8, 2010

CONTENTS

2009-10 WINTER CAMPAIGN

WINTER RESULTS & RECAP

MONTANA

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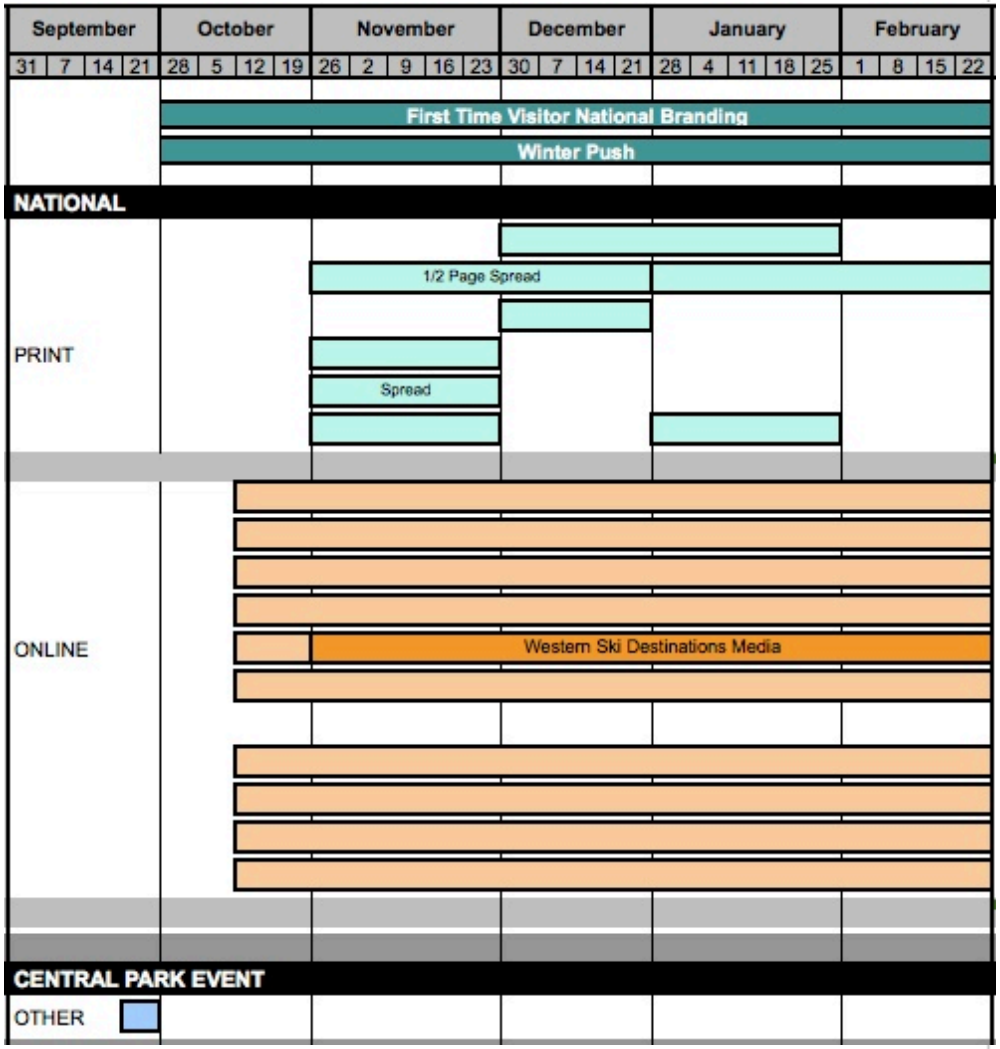
WINTER OVERVIEW: Timing

- Print:
  - Nov. 1, 2009 – Feb. 28, 2010
- Online:
  - Oct. 15, 2009 – Feb. 28, 2010
- Central Park Event:
  - September 23, 2009



WINTER OVERVIEW: Media Budget

+ National Online: $664,990
+ National Print: $259,555
+ Central Park Film Event: $15,000

+ TOTAL MEDIA: $939,545

Winter 09-10 Recap Report

ONLINE OVERVIEW

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WINTER ONLINE PARTNERS

+ Portal Site
  - Yahoo! (Including Yahoo! Network)
+ Premium Content/Travel Enthusiast
  - Discovery (Travel Channel, Discovery and How Stuff Works)
  - National Geographic
  - Tripadvisor
+ Enthusiast
  - Ski
  - Skiing
  - Freeskier (Freeskier and Snowboard-mag.com)
  - Away Network (Away.com and Outside)
  - Matador

ONLINE BUDGET

+ National Online, MTOT's total buy: $664,990
  - MTOT spend: $609,382.50
  - Co-op spend: $55,607.50*
    - Glacier Country: $5,304.00
    - West Yellowstone Chamber: $696.00
    - Whitefish CVB: $7,750.00
    - Big Sky CVB: 19,535.00
    - Bozeman CVB: $16,072.50
    - Yellowstone Country: $6,250.00

	September				October				November					December				January					February				# of Inserts / Impressions	Total Net Cost
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22		
Discovery Digital																											21,100,625	$200,000
National Geographic																											7,663,500	$78,618
Yahoo																											11,060,154	$61,500
Matador																											2,400,000	$100,000
Trip Advisor									Western Ski Destinations Media																		3,700,000	$36,320
Away Network																											2,753,360	$25,440
Backpacker																												
Ski/Skiing																											3,800,000	$42,540
Freeskier/Snowboard																											3,820,000	$45,150
Search																												$30,000
Ad serving																												$45,422
ONLINE TOTAL																											*56,297,639*	*$664,990*

OVERALL PERFORMANCE

+ Campaign delivered at 125%
+ MTOT Placement Click Through delivered strongly over standard industry average (0.10%) at 0.15%
+ Ground-breaking creative executions

- Planned Impressions: **42,937,327**
- Delivered Impressions: **53,607,983**
- Percent Delivered: **125%**
- CTR**: 0.15%***

* Industry Standard: CTR .10 Source Point Roll

SITE BY SITE PERFORMANCE

MONTANA

Spark COMMUNICATIONS

Flight Dates 10/15 - 3/15
Report Dates 10/15 - 3/15

Report Fields	Report Metrics					
Site Name	Guaranteed Impressions	Impressions Delivered	Delivery Rate	Clicks Recorded	Click Rate	Total Activities
Discovery	6,022,500	6,939,555	115.23%	15,855	0.23%	1,671
National Geographic	7,663,500	9,015,280	117.64%	19,384	0.22%	4,386
Trip Advisor	1,490,000	1,892,532	127.02%	3,268	0.17%	15,104
Yahoo!	11,060,154	14,948,848	135.16%	22,705	0.15%	10,995
Travel Channel	2,955,313	3,213,273	108.73%	4,416	0.14%	3,821
Ski & Skiing	3,200,000	5,133,649	160.43%	5,433	0.11%	2,626
Away Network	2,753,360	2,625,125	95.34%	2,635	0.10%	4,810
Matador	2,400,000	2,412,459	100.52%	2,387	0.10%	983
How Stuff Works	1,572,500	4,304,680	273.75%	3,736	0.09%	1,750
Freeskier & Snowboard	3,820,000	3,122,582	81.74%	2,263	0.07%	1,045
Campaign Totals	**42,937,327**	**53,607,983**	**124.85%**	**82,082**	**0.15%**	**47,191**

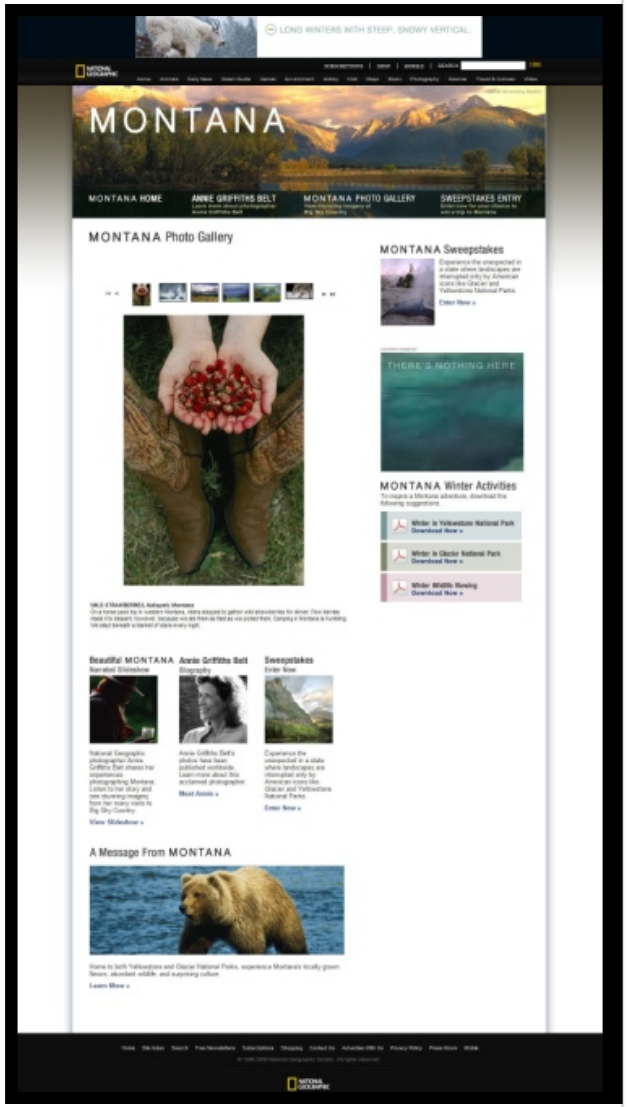
Dart Reporting

CAMPAIGN HIGHLIGHTS: NAT GEO

Nat Geo Sweepstakes & Microsite

+ Sweepstakes:
  - Total Entries = 20,143
  - # of Opt-in's "to receive more info" = 3,938
  - # who have visited Montana before = 5,326
  - # of Referrals given = 1,834

+ Microsite:
  - # of Page Views = 135,501
  - Average Time spent on the entire microsite = 3:12 minutes



CAMPAIGN HIGHLIGHTS: NAT GEO

Nat Geo Sweepstakes & Microsite

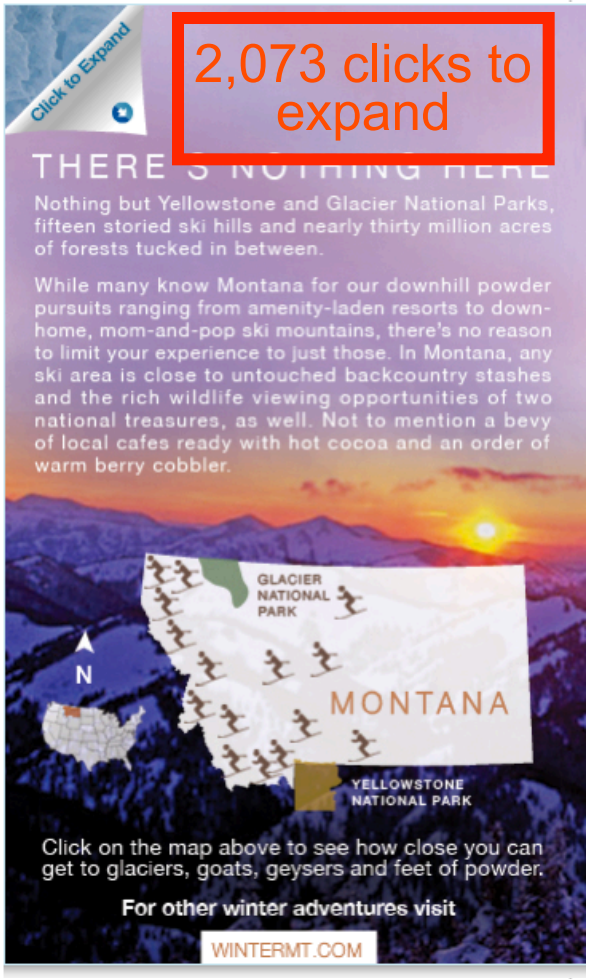
+ Consumers spent on average 2:30 minutes with the brand on the Entry portion of the site
  - On the high end of the NG standard range of 1:40 – 2:30 minutes
+ Over 30% of consumers referred to the promotion by a friend came and registered for the sweepstakes
  - Average NG metric range of 8%-24% is for a sweepstakes program
  - We beat the NG average!
+ Overall above-average performance

CAMPAIGN HIGHLIGHTS: Dig@torial

+ Winter demo: http://demo.pointroll.net/content/demos/khuyen/Demos/manvswild/manvswild.html

CAMPAIGN HIGHLIGHTS: Dig@torial

- The dig@torial out performed standard media and engaged consumers
- Statistics:
  - Of 174,533 ad expansions, 3.8% interacted with the Montana branded panel



CAMPAIGN HIGHLIGHTS: Dig@torial

Dig@torial Performance:

Publisher	Interaction Rate	Avg Brand Interaction Time (Seconds)	Panel CTR
Discovery.com	6.023%	35.376	2.575%
TravelChannel.com	8.220%	33.879	4.627%
HowStuffWorks.com	4.205%	41.455	3.271%
Total	**6.076%**	**35.895**	**3.511%**

Comparative PointRoll Benchmarks:

Vertical	Interaction Rate	Avg Brand Interaction Time (Seconds)	Panel CTR
Travel & Tourism Vertical	5.620%	17.900	1.700%
Travel & Tourism Vertical - ads w/audio and forced video	5.720%	14.960	2.570%
General Rich Media - ads w/audio and forced video	5.730%	15.040	1.170%

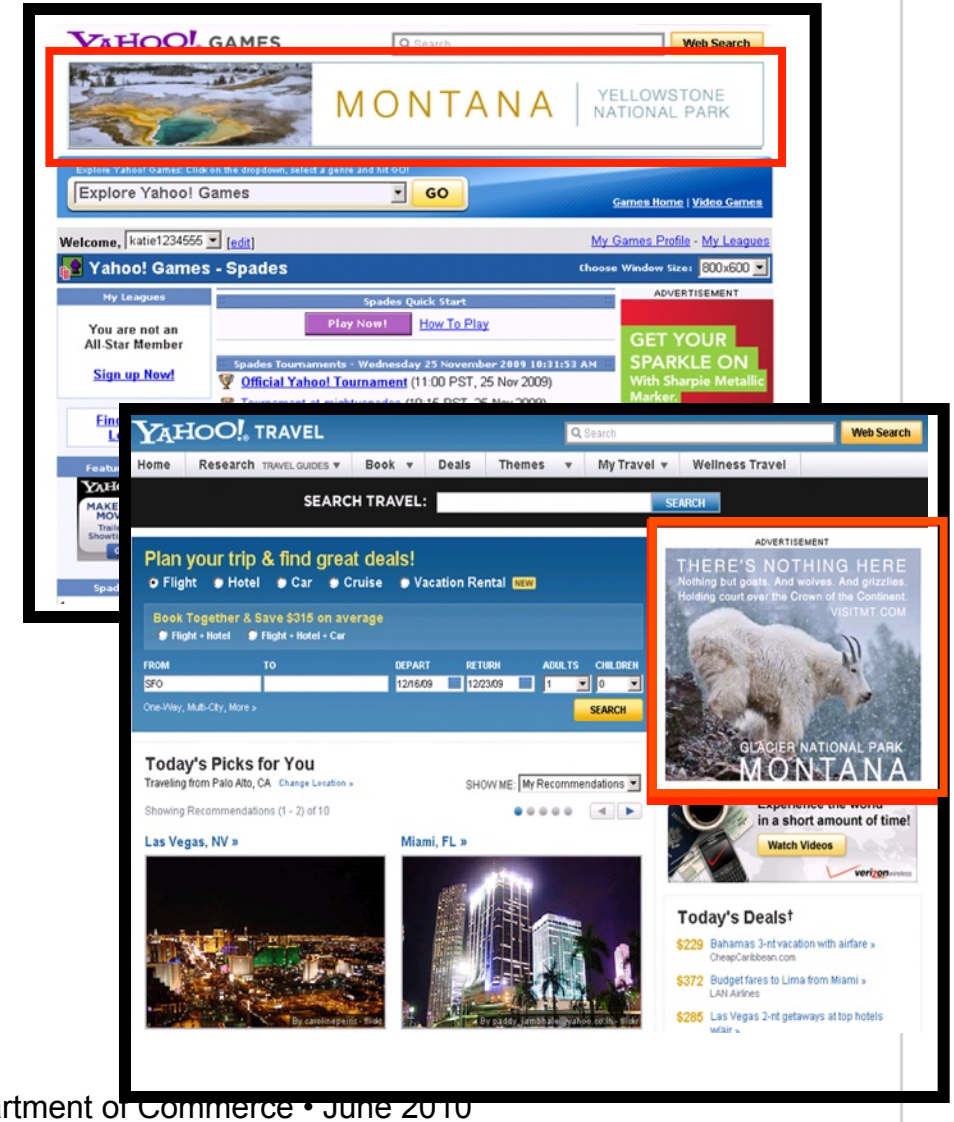
Interaction Rate
8% Higher

Brand Interaction Time
100% Higher

Panel CTR
106% Higher

SITE TAKE AWAYS: YAHOO!

+ Yahoo! behavioral targeting was a high performer for most placements
  - Yahoo! Network Travel BT over delivered by almost double
+ CTR appears highest for 300x250 placements across Yahoo!
  - Y! Travel Montana Destination Guide 300x250 was the best performing placement for Yahoo! with a CTR of 0.74%
+ Travel endemic placements performed the highest
+ Yahoo! collected 23% of total post impression activities as the second highest performing property

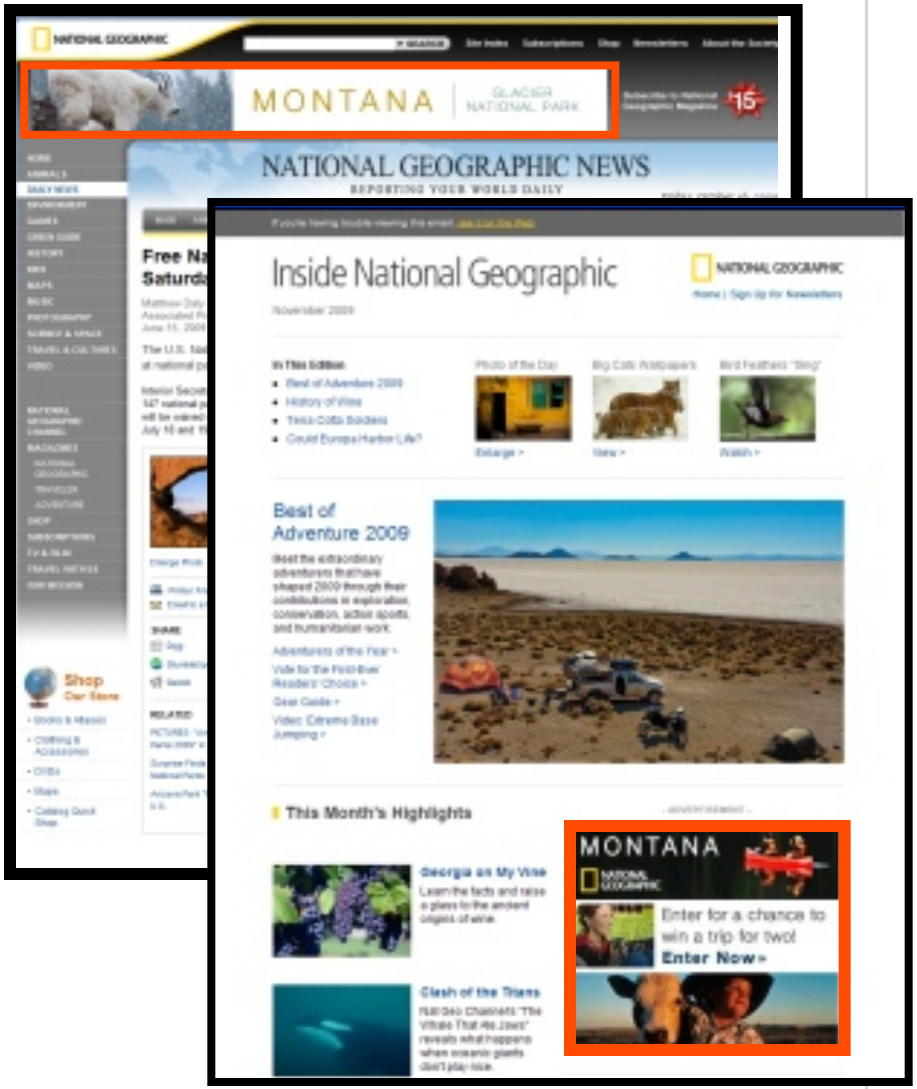


SITE TAKE AWAYS: DISCOVERY NETWORKS

+ Dig@torial performed extremely well on Discovery, Travel Channel & How Stuff Works
+ Pre-roll video garnered impressive CTR averaging 1.0%
+ Targeted media for destination channels and travel were also high performers
+ ROS 300x250 highest CTR in comparison to other standard placements

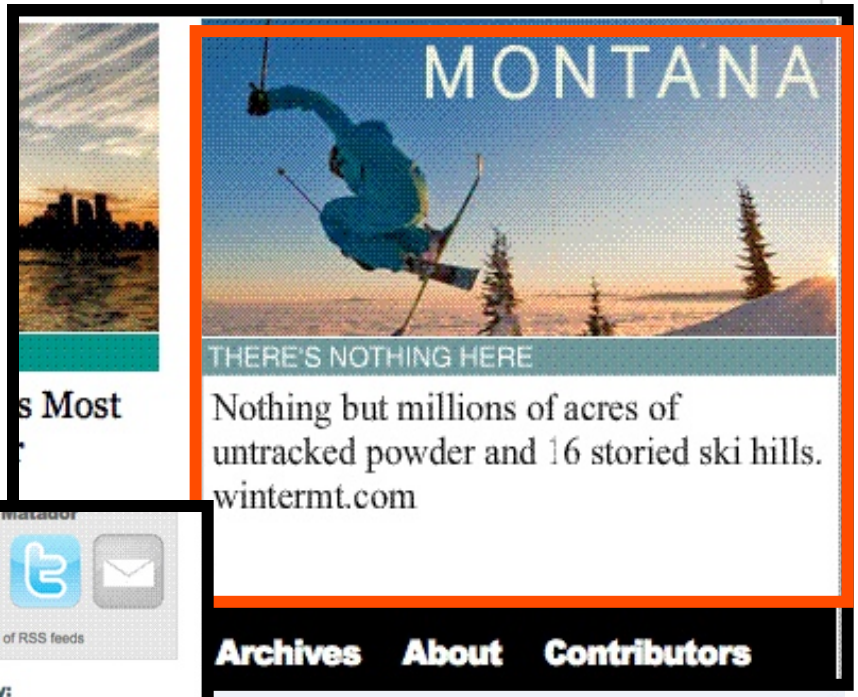
SITE TAKE AWAYS: NATIONAL GEOGRAPHIC

- + One of the highest performers in terms of average CTR across all properties at 0.22%
- + “Experience Montana” Microsite delivered high CTR at an average of .83%
- + Video pre-roll ROS and Travel & Culture performed very highly, over-delivering on impressions and garnering CTRs over 1.0%
- + Traveler Magazine rotation not as successful as expected
  - – Slightly under delivered with a lower CTR than average of site



SITE TAKE AWAYS: MATADOR NETWORK

+ Delivered in full in terms of guaranteed impressions
+ Lower site average CTR of 0.10% in comparison to campaign average of 0.15%
+ Both placements, 300x600 and 300x250, performed relatively similar



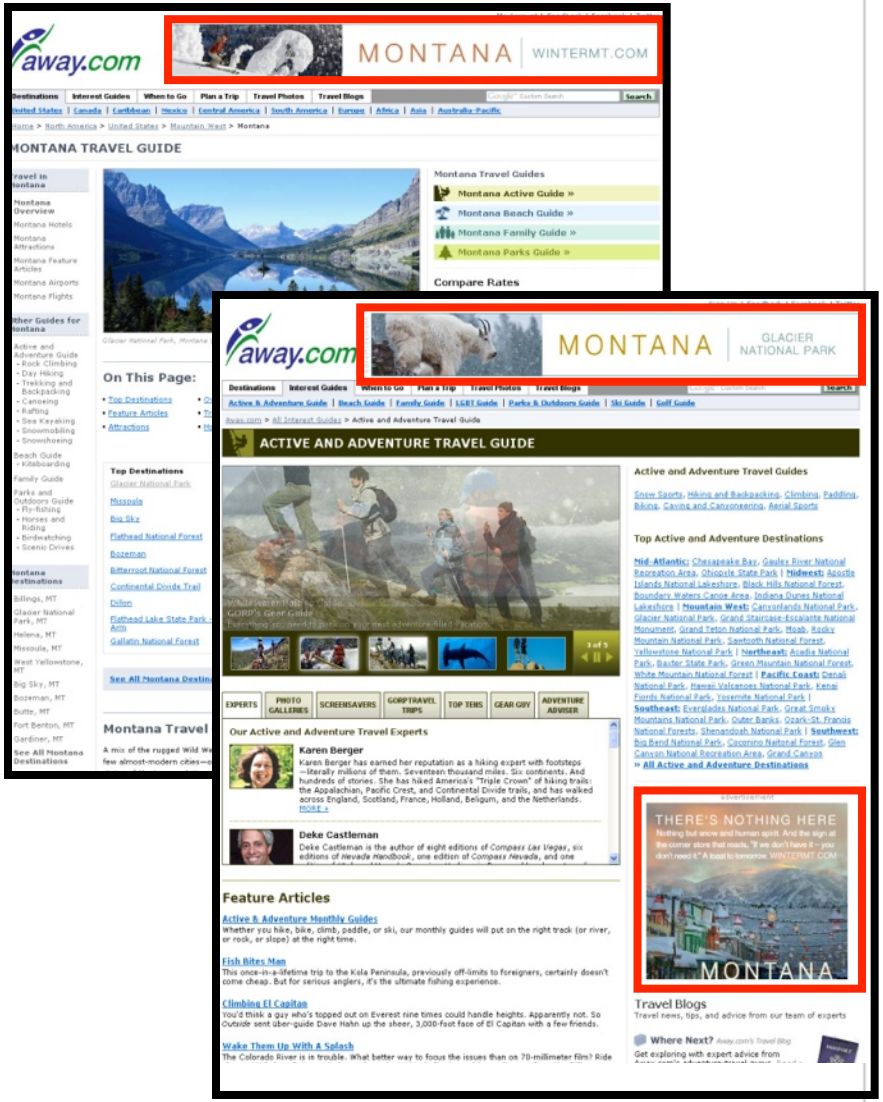
*Site not measured in Comscore

SITE TAKE AWAYS: TRIP ADVISOR

- Montana Destination Pages inspired the highest CTR
  - 728x90 trumped even the 300x250 for this site across all placements
- Western Ski Destination placements performed well
- The TA/Virtual Tourist/TravelPod network rotation placements had a lackluster performance, under delivering with lower CTRs
- Montana Fixed Sponsorship (Montana destination overview pages) garnered highest CTR for the property at 1.60%

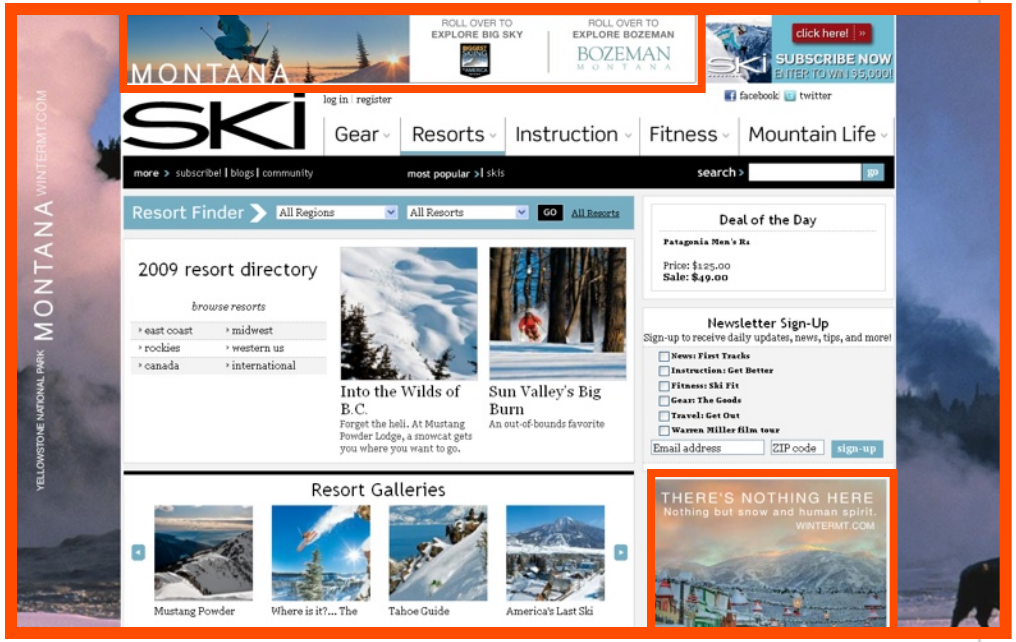
SITE TAKE AWAYS: AWAY NETWORK

+ Delivered slightly under overall guarantee at 95.34%
+ Destination Content Targeting (MT, ID, WY, ND, SD, OR, WA) did not garner expected traffic at 82% overall delivery, dragging down total delivery for site
  - However, destination specific placements had the second highest average CTR of the site at 0.12%
+ Travel Section 300x250 and 728x90 garnered highest CTR of the site at 0.20% and 0.15% respectively
+ 728x90 placements were the highest performers in terms of CTR
  - Possibly due to below the fold placement of 300x250s



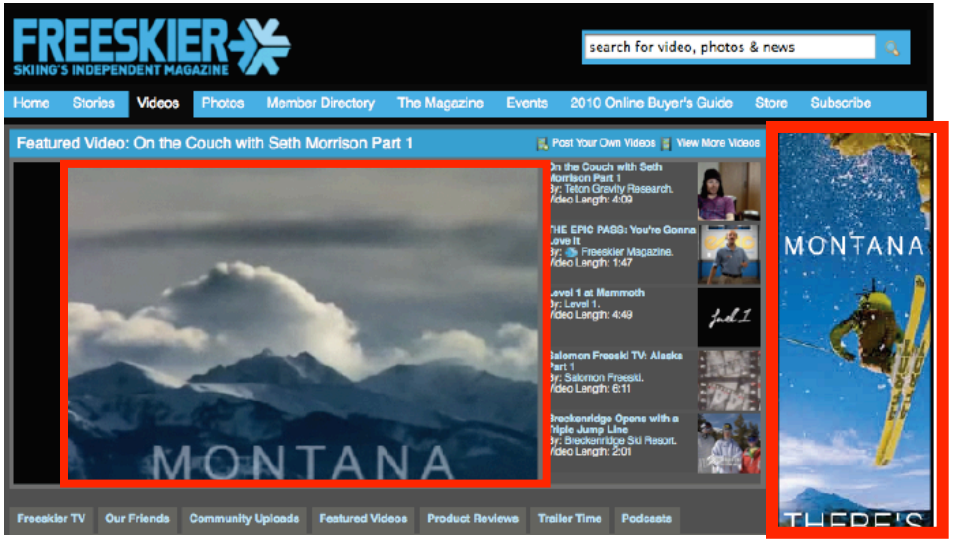
SITE TAKE AWAYS: SKI/SKIING

+ Ski & Skiing Travel Section Background Skin delivered extremely well, collecting nearly four times the guaranteed impressions
+ SkiMag placements averaged a CTR of 0.10%
  - Both 728x90s and 300x250s performing roughly the same with in regards to CTR
+ While site over delivered in terms of standard media, e-blasts did not garner as many impressions as guaranteed



SITE TAKE AWAYS: FREESKIER & SNOWBOARDING MAGAZINE ONLINE

+ Snowboard Mag ROS placements did not perform well, under delivering by almost 35%, hence dragging down the overall delivery
+ FreeSkier TV pre-roll, video podcast & SBTV pre-roll over delivered by an average 16.8%



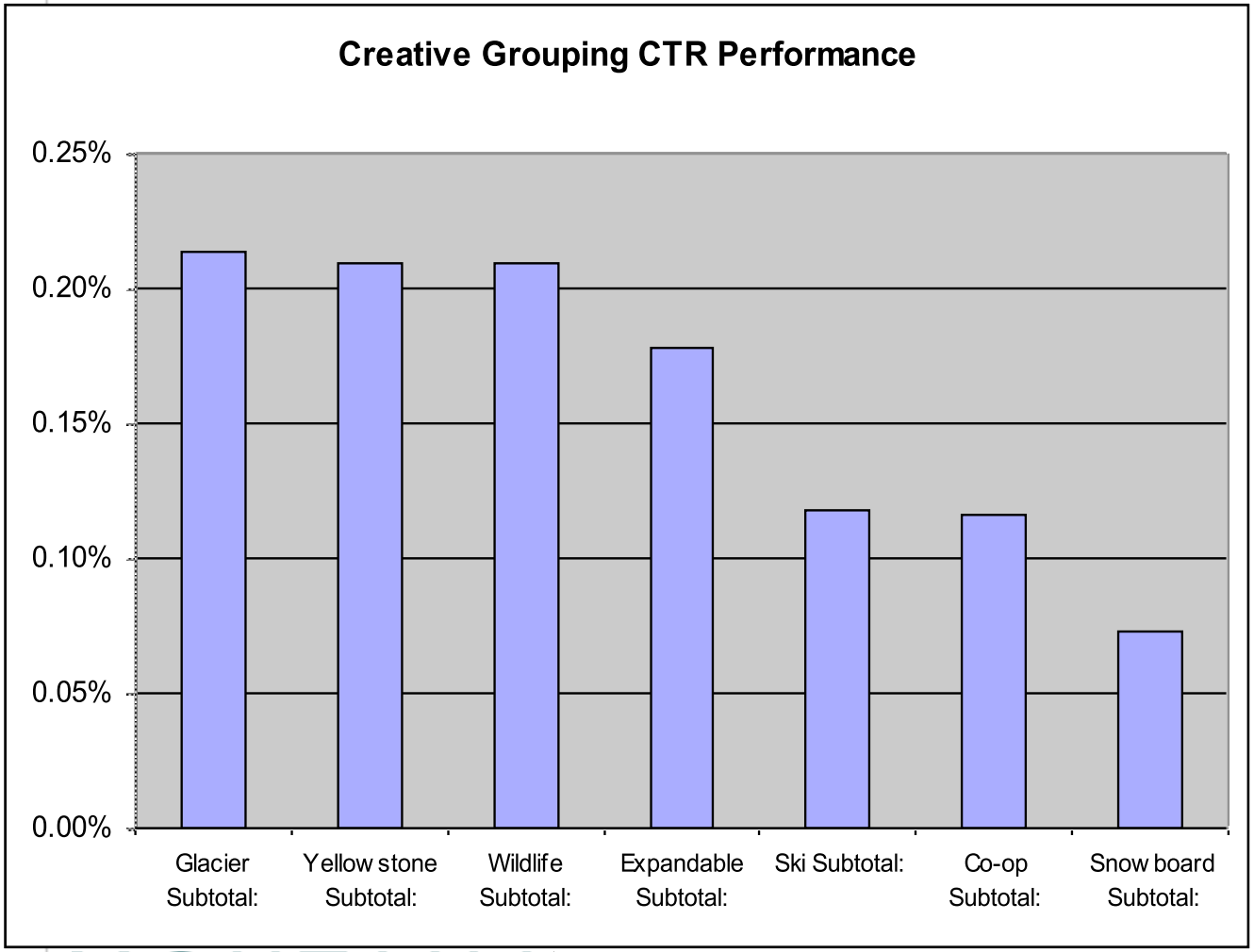
*Sites not measured in Comscore

CREATIVE PERFORMANCE BY SIZE

PLACEMENT SIZE	CTR
VIDEO	1.18%
MONTANA SECTION SPONSORSHIP	0.72%
DIGITORIAL	0.28%
300X250	0.19%
160X600	0.11%
SKIN	0.11%
728X90	0.10%

+ Premium Video captivated audiences and lead to very strong CTR across Discovery and Nat Geo
+ Montana themed sections of Nat Geo and Trip Advisor delivered strongly possibly due to contextual relevance
+ 300x250 Units delivered significantly stronger than other traditional units, perhaps because of better ability to convey picturesque scenery within a traditional frame

Creative Performance by Type



- Visually striking images of National Parks and Wildlife out perform even expandable advertising
- Niche Ski and Snowboard creative seem to only resonate with a select audience, causing the CTR to dwindle
- Co-op CTR are also smaller in comparison though over perform the industry standard of .10%

Creative Group	Total CTR
Glacier Subtotal:	0.21%
Yellowstone Subtotal:	0.21%
Wildlife Subtotal:	0.21%
Expandable Subtotal:	0.18%
Ski Subtotal:	0.12%
Co-op Subtotal:	0.12%
Snowboard Subtotal:	0.07%

ACTIVITY BREAKDOWN BY SITE

Site	Activities / Impressions
Trip Advisor	0.80%
Away Network	0.18%
Travel Channel	0.12%
Yahoo!	0.07%
Ski & Skiing	0.05%
National Geographic	0.05%
Matador	0.04%
How Stuff Works	0.04%
Freeskier & Snowboard	0.03%
Discovery	0.02%

- More focused Travel specific informational sites lead the pack in producing maximum activity post click on VisitMT.com leading us to believe that users more actively seeking information related to travel and destinations may be found on travel specific sites
- Discovery and Nat Geo rank low on inspiring activities, though special units on these sites allowed users an interactive experience of the brand without having to actually click through to explore and learn about Montana
- More Niche sites related to winter sports may have resulted in less activity due to a more limited audience that may or may not consider Skiing or Snowboarding as an activity they would like to participate in

ONLINE OPTIMIZATIONS

- Rely more heavily upon 300x250 placements to inspire more site traffic to VisitMT.com
- Avoid newsletters and e-blast as means of mass reach
  - Pursue as added value only
- Continue to pursue behavioral targeting within network buys
- Refine focus to more contextual travel and Montana specific areas of partner sites
- Opt outs: Traveler Mag placements; Matador Site Placements; Snowboarding Site Placements; Trip Advisor Network (Virtual Tourist & TravelPod)
- Pursue more skins and site takeovers where available
- Front load winter flight with heavier weight in October-December
  - Possibly start flight one monthly prior in September
- Continue focus on wildlife and natural park scenery in creative
  - Less of a nod to ski and snowboard related creative

Winter 09-10 Recap Report

DIGITAL SUMMARY

MONTANA

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WINTER ONLINE: Summary

All sites successfully drove traffic to the site, at or significantly above the standard benchmark, with an overall campaign CTR average of 0.15%

- Large majority of partners meet or exceed CTR benchmark of 0.10%
- Discovery and Nat Geo more than doubled the standard CTR and Trip Advisor, Yahoo, and Travel Channel also outperformed at roughly 0.15%
- Freeskier/Snowboard and How Stuff Works underperformed at 0.07% and 0.09% respectively

Campaign delivered 100% in full by campaign end date of 2/28

- Discovery and Travel Channel run through warm season which accounts for their lower delivery rates
- How Stuff Works significantly over-delivered due to the success of the Dig@torial
- Freeskier/Snowboard under-delivered by 19%
- After excluding Discovery and Travel Channel guarantees (which include WS placement), campaign over-delivered at roughly 120% of total guaranteed impressions

High-profile executions, such as the Dig@torial & the Nat Geo microsite, exceeded industry standard benchmarks and provided MTOT with an abundance of brand interaction time

- Consumers spent an average of 2:30 with Nat Geo microsite and 345 hours viewing videos on the Dig@torial

WINTER ONLINE: Summary

Trip Advisor continues to lead the sites in generating the large majority of post-click and post-impression activities, followed by Yahoo!

•82% of total activities led consumers to the Exploration and Travel pages of visitmt.com
•The lower amount of post-click activities on Discovery sites may be due to users getting most of their information fill via the Dig@torial that lives on the site
•It seems that sites targeting users further down the purchase funnel (i.e. Trip Advisor / Away Network) are garnering the most thorough exploration of visitmt.com (per impression served)

Expandable banners generated nearly 18,000 consumer interactions with interaction rates meeting industry standards

• Expandables are not garnering the best overall banner CTR in comparison with visually striking static ads because consumers are engaging with an interactive brand experience without having to click through

Discovery/HSW/Travel Channel Dig@torial was a ground-breaking execution for both MTOT and the site partners

•174,533 people have expanded the Dig@torial and interacted with Montana
•The Dig@torial has more than doubled the industry average CTR to visitmt.com (vs Pointroll benchmarks for this type of ad unit)
•Users have spent 345 hours viewing the 4 high-def videos
•Interaction rates with the unit are 44% higher than the Travel & Tourism industry average and Brand Interaction is 132% higher
•The highest video completion rates were achieved by the MTOT supplied video (may be due to shorter video length)

Winter 09-10 Recap Report

PRINT OVERVIEW

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PRINT OVERVIEW: Approach

+ Focus consideration set on top 3 categories (Airline, Outdoor Recreation, Travel)
  - Use targeted publications that fit within the mindset of travel/activities
  - Cost of running wide variety of categories is too high for budget
+ Spending budget with a few core publications will allow us to maximize our presence and added value opportunities
  - Will also consider potential for a small schedule in additional related publications

PRINT OVERVIEW: Partners

+ Travel
  - Aruthur Frommer's Budget Travel
  - National Geographic Traveler
+ Airline
  - Delta Sky
+ Outdoor Recreation
  - Backpacker
  - Outside
  - Skiing

PRINT OVERVIEW: Media Budget

+ National Print, MTOT: $259,555
+ National Print, Co-op participation: $0

	September				October				November					December				January					February				# of Inserts / Impressions	Total Net Cost
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22		
Budget Travel																											1	$24,261
National Geographic Traveler											1/2 Page Spread																2	$80,200
Delta Sky																											1	$20,000
Backpacker																											1	$15,000
Outside											Spread																1	$91,094
Skiing																											2	$29,000
Print Total																											*8*	*$259,555*

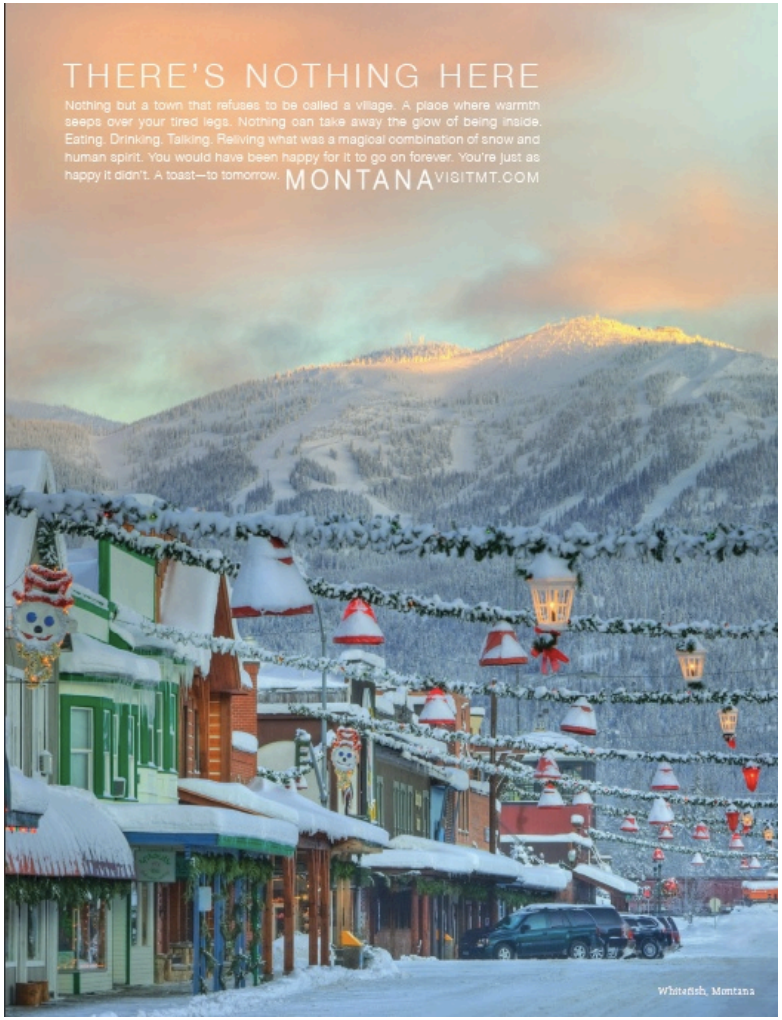
Winter 09-10 Recap Report

PRINT DETAILS

PRINT ADS

Arthur Frommer's Budget Travel:

+ Circulation: 675,000
+ Size: Full page
+ Issue: Dec/Jan
+ Editorial Content: Road Trips
+ Position: Page 42, LHP,
  Opposite Road Trip Section



Nation Geographic Traveler:

+ Circulation: 715,000
+ Size: ½ page spread
+ Issue: Nov/Dec
+ Editorial Content:
  Winter Sports Section
+ Position: Page 90-91,
  opener to “Winter Sports” section

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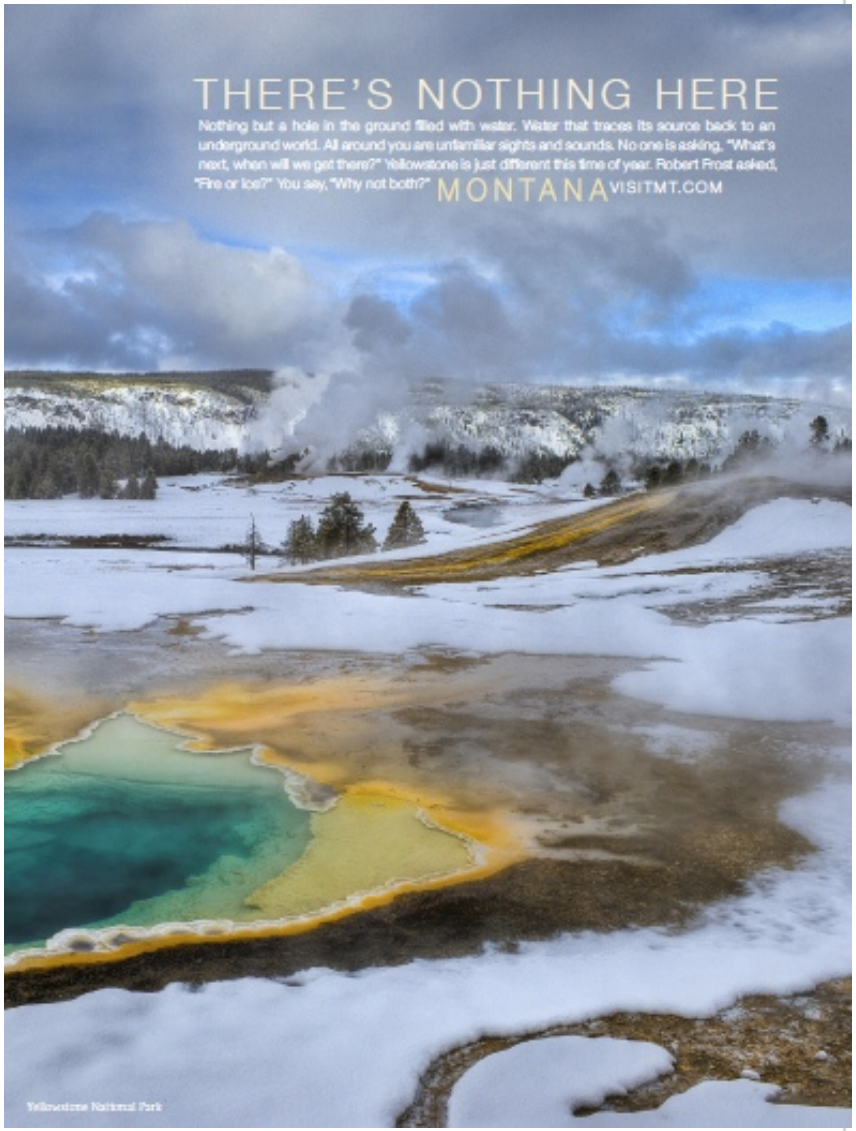
PRINT ADS

Nation Geographic Traveler:

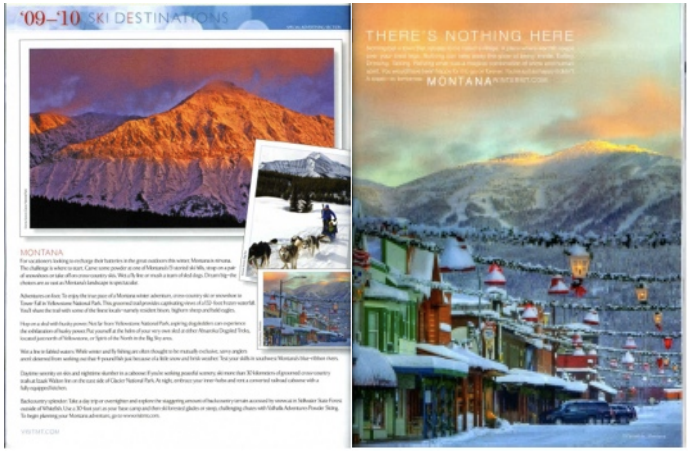
+ Circulation: 715,000
+ Size: Full Page
+ Issue: Jan/Feb
+ Editorial Content:
  Annual Photo issue
+ Position: Page 15, RHR,
  opener to “Smart Traveler” section

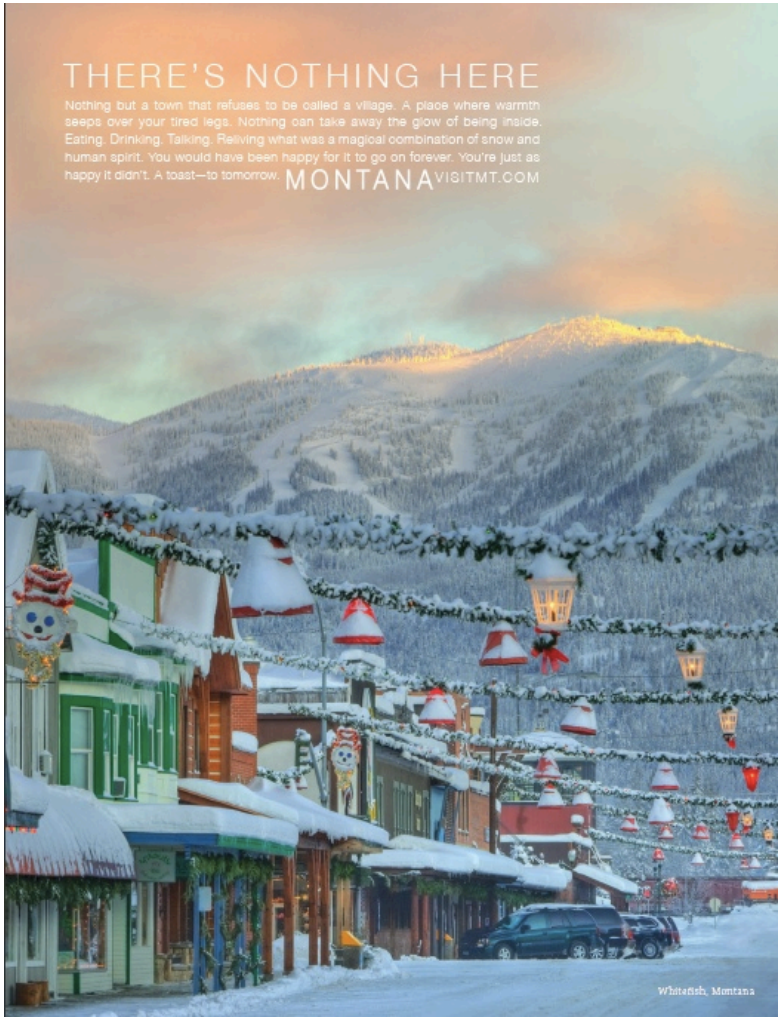


PRINT ADS

Delta Sky:

+ Circulation: 615,000
+ Size: Full page
+ Issue: December
+ Editorial Content: Special Ski Section
+ Position: Page 116-117, RHR, advertorial spread within “Sky” section

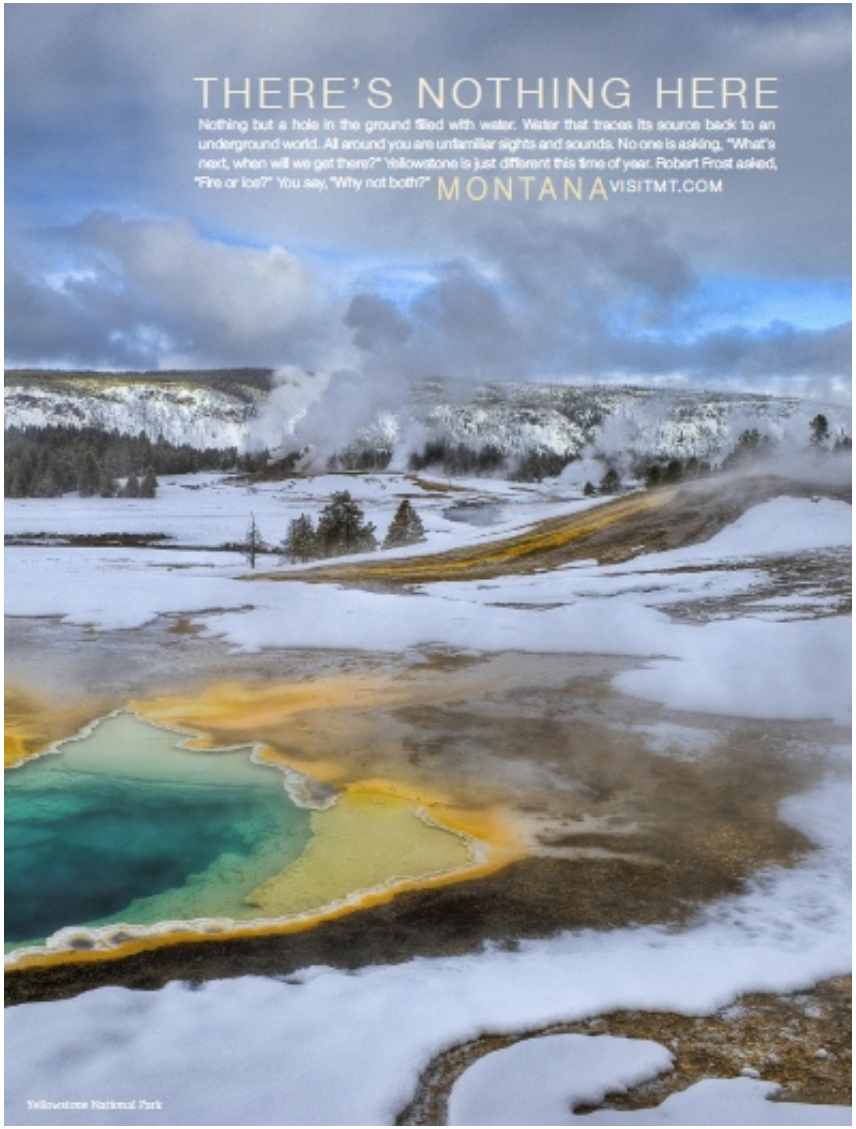




PRINT ADS

Backpacker:

+ Circulation: 340,000
+ Size: Full page
+ Issue: November
+ Editorial Content:
  National Parks Feature
+ Position: Pages 28,
  (advertorial, LHP) & 29 (brand ad, RHP)



PRINT ADS

Outside:

+ Circulation: 675,000
+ Size: Full page spread
+ Issue: November
+ Position: Page 4 & 5 with TOC on page 6

PRINT ADS

Skiing:

+ Circulation: 300,000
+ Size: Full page
+ Issue:
  - November, January
+ Editorial Content:
  - November: Best Destinations Exposes
  - January: Extreme Road Trips
+ Position:
  - November: Page 83, within Turner Mountain Montana feature
  - January: Inside cover (added value)

PRINT: Advertorials, Added Value

Nation Geographic Traveler

+ Circulation: 715,000
+ Issue: Nov/Dec
+ Position: Page 90-91, opener to “Winter Sports” section

SPECIAL ADVERTISING SECTION

WINTER WONDERLAND

Grab your gear and pack your bag—it's wintertime in the mountains! From skiing, snowboarding, and dogsledding to spas, restaurants, galleries, and theaters, the country's hottest winter destinations are calling your name. There's something for everyone, so come out and explore the bounty of America's winter playground.

Above: Bison at Yellowstone National Park.

Left: Bluebird day at Whitefish Mountain Resort. Photograph by Chuck Haney

SPECIAL ADVERTISING SECTION

MONTANA

Here, scenic trails outnumber freeways and small towns are still going strong. Exhilaration comes alive in the form of deep snow, geothermal geysers, alpine peaks, and glacier-fed backcountry lakes all in a landscape that's still wild—roamed by bison, elk, and other humbling creatures.

Wintry Whims

People often think of floating through deep powder at one of the state's 16 ski areas—yet the options for wintry experiences in Montana are as vast as the Rocky Mountain landscape and the big blue above. Strap on a pair of snowshoes or take off on cross-country skis. Mush a team of sled dogs or try some off-season fly-fishing, followed by a soak in one of the state's numerous natural hot springs.

Natural Majesty

Tap into Yellowstone National Park's winter energy: Watch world-famous geysers and bubbling hot spots against a backdrop of sparkling white. Or enter into the solitude of Glacier National Park to witness snow-frosted peaks—no wonder it's called "The Crown of the Continent."

Altitude Adjustment

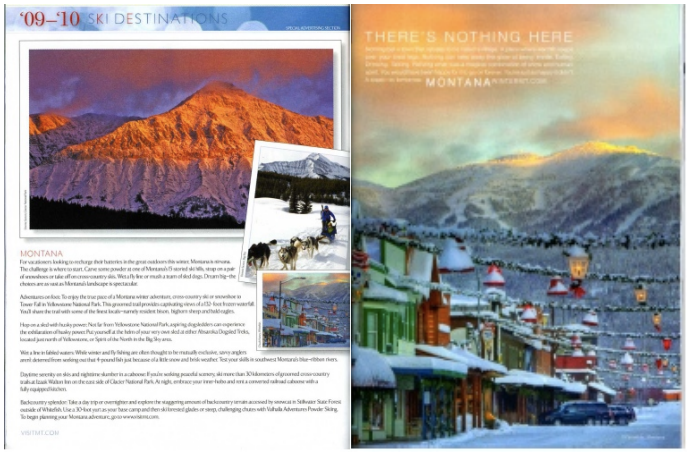
Folks here have fun after frolicking in the snow—whether strolling down one of Montana's classic main streets, meeting up with a few friendly locals, seeking out that perfect steak, or staying in an off-the-beaten-path log cabin. Come to Montana and engage in a unique winter adventure.

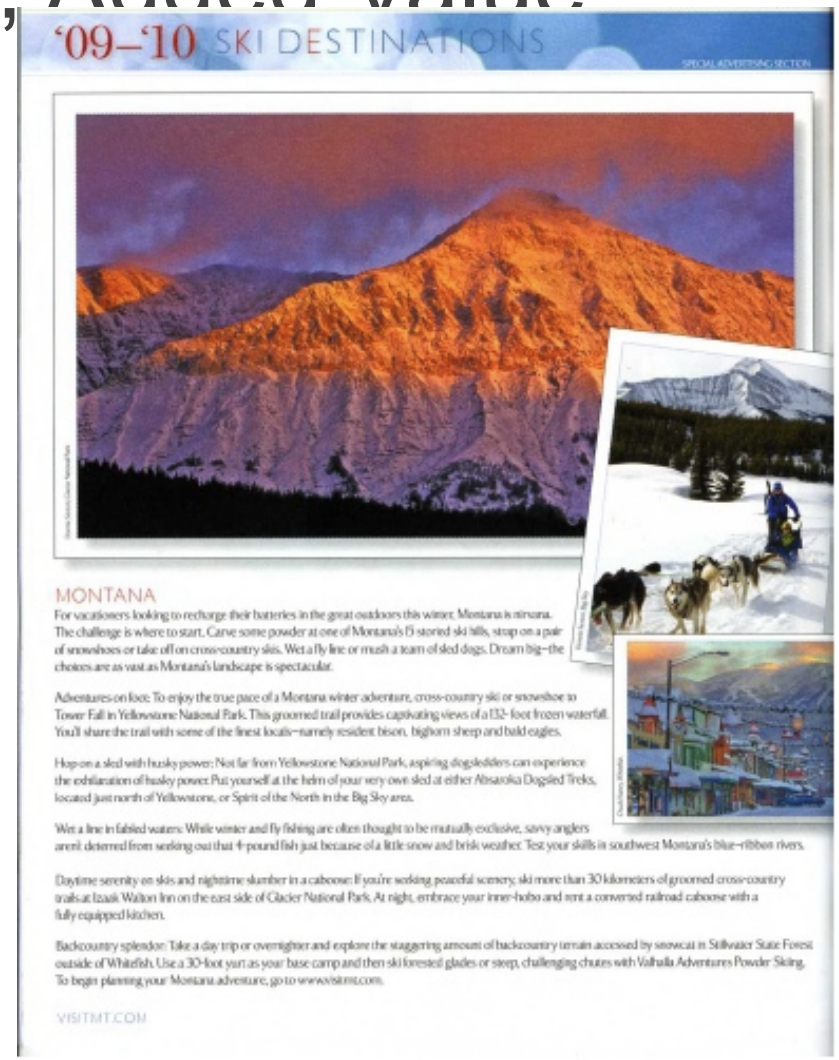
Visit wintermt.com for more information on winter activities in Montana.

PRINT: Advertorials, Added Value

Delta Sky:

+ Circulation: 615,000
+ Issue: December
+ Position: Page 116-117, RHR, advertorial spread within “Sky” section





PRINT: Advertorials, Added Value

Backpacker:

+ Circulation: 340,000
+ Issue: November
+ Position: Pages 28, (advertorial, LHP) & 29 (brand ad, RHP)

PRINT: Advertorials, Added Value

Skiing:

+ Circulation: 300,000
+ Issue: January

SPECIAL ADVERTISING SECTION

slopescoop 2010

Get the scoop on this season's hottest items!
events • promotions • gear • competitions

BIG SKY MONTANA

BIG SKY RESORT

Big Sky Resort is home to the Biggest Skiing in America® with neighboring resort, offering over 5,500 acres of terrain on three mountains. Located in southwest Montana, just down the road from Yellowstone National Park, Big Sky offers world-class terrain and uncrowded slopes. Kids 10 and under, always ski FREE!

BIGSKYRESORT.COM - 800-548-4486

MONTANA

MONTANA: THERE'S NOTHING HERE

No lap dogs at the bar. No long lift lines. Nothing but millions of acres of powder and 15 different ski areas, each with a warm tavern to match the story. Sure, you could come for the deals but the powder grin alone will be worth the price of admission.

WINTERMT.COM

NATURE VALLEY NASTAR

Nature Valley NASTAR 2010 - New NASTAR Open Events!

- Midwest Nature Valley NASTAR Open, Crystal Mountain, MI - Jan 9-10
- Eastern Nature Valley NASTAR Open, Windham Mountain, NY - Feb 6-7

Looking for some excitement this winter? The Nature Valley NASTAR Open is a two-day ski racing competition that is open to the public. Participants will have the chance to meet, race and train with four time Olympian and NASTAR Pacesetter, AJ Kitt. Overall winners will win FREE entry to the Nature Valley NASTAR National Championships in Winter Park, CO March 25-28, 2010.

Entry is limited to the first 400 racers. Register online at NASTAR.com

CHECK OUT SKIINGmag.com FOR MORE GREAT TIPS!

2010 WARM SEASON NATIONAL & KEY MARKET

CAMPAIGN UPDATES

MONTANA

Office of Tourism, Department of Commerce • June 2010

CAMPAIGN UPDATES

+ FY10-11 Montana Tourism Strategies deck
+ Overview of current campaigns & creative samples at www.travelmontana.mt.gov/ConsumerMarketing
+ NATIONAL: Special sections in The New Yorker, National Geographic Traveler, and Audubon
+ KEY MARKET: Images of out-of-home placements, radio spots, online banners

KEY MARKET

+ Out-of-Home
+ Radio
+ Online
+ www.travelmontana.mt.gov/consumermarketing

2010 WARM SEASON IN-STATE CAMPAIGN

GET LOST (IN MONTANA)

MONTANA

Office of Tourism, Department of Commerce • June 2010

WARM SEASON IN-STATE CAMPAIGN

+ Execute an in-state campaign that encourages travel throughout Montana by Montanans
  - Glacier National Park
  - Yellowstone National Park
  - Montana's High Plains
+ Target audience: Montanans
  - Variety of activity levels and interests
  - Very passionate about the state
  - Share a fervent desire for open spaces, room to breathe, spectacular scenery
+ Timing: April – September

CAMPAIGN OBJECTIVES

+ Build awareness of what Montana has to offer to Montanans
+ Increase travel in Montana by Montanans
+ Maintain momentum for Montana's High Plains

2010 IN-STATE CAMPAIGN

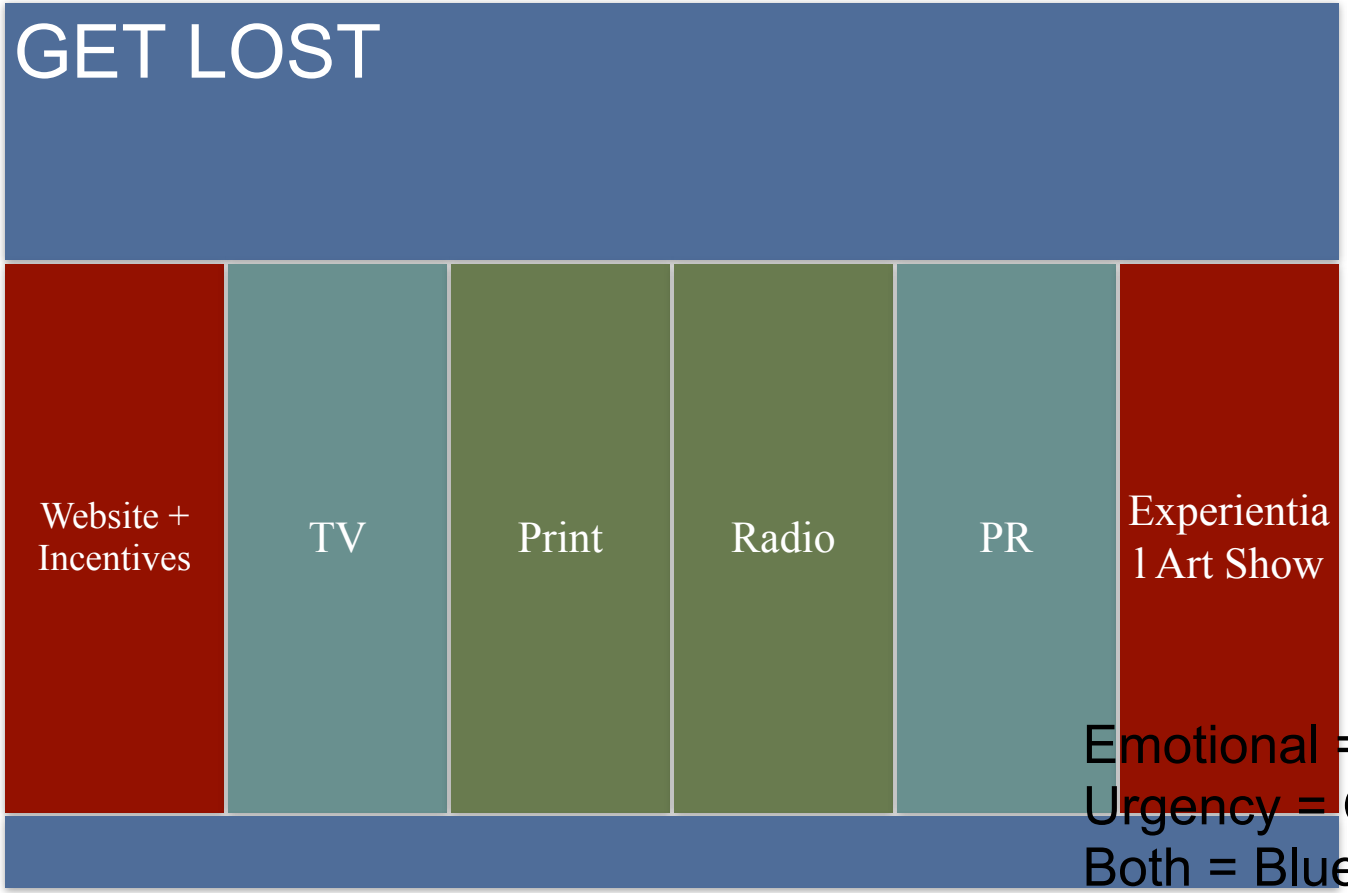
THE CONCEPT

“People travel to faraway places to watch, in fascination, the kind of people they ignore at home.”

--Dagobert D. Runes

GET LOST
AND **FIND YOURSELF**
THIS SUMMER
IN MONTANA.

CAMPAIGN COMPONENTS



Emotional = Red
Urgency = Green
Both = Blue

GETLOSTMT.COM

+ Cornerstone of the in-state campaign
  + Increase awareness of what Montana has to offer by collecting new user-generated content through an incentive-driven forum
  + Inspire and encourage consumers to “hit the road” and then share their experiences

GETLOSTMT.COM

+ Website features include:
  + An interactive, online gallery of stories and moments that relate to locations within Montana
  + Users can explore, contribute content and lay claim to locations
  + Submitted content includes written word, photos, video or a combination of all of these
  + Features an interactive map that allows searching and browsing of other people's stories
  + Showcases travel ideas for each Montana region
  + Allows sharing of stories through social media applications

GETLOSTMT.COM

+ Incentives to share stories include:
  + Grand prize: Win a Montana Dream Trip for submitting your MT photo, video and/or written story
  + Secondary prizes: 3 free iPads
  + Kick-off incentive: First 100 submissions receive Get Lost T-shirt
  + Ongoing incentive: Two free T-Shirts given away weekly
  + Sweepstakes ends mid-September

DRIVING TRAFFIC TO GETLOSTMT.COM

+ Media: Total Budget = $237,737
  - TV: $110,999
  - Print: $106,411 (MTOT: $62,264; Co-op Partners: $44,147)
  - Radio: $20,327
+ Placement in five media markets
  - Billings, Butte-Bozeman, Great Falls, Helena, Missoula
+ Timing: April 1 – Sept 12
+ T-Shirts and bumper stickers
+ Traveling Photo Display

NEWSPAPER + PUBLIC RADIO + TV

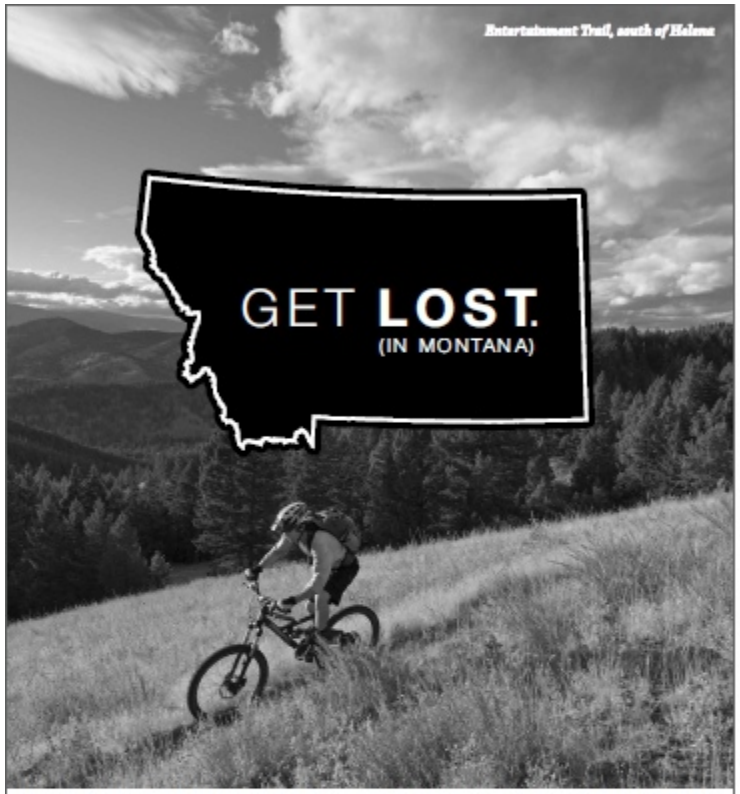
TRADITIONAL MEDIA

IN-STATE OVERVIEW-PRINT AND RADIO

+ Newspaper
  - B/w, 1/16, 1/4 and 1/2 tabloid ads and classifieds will run in the main dailies.
  - Purpose is to get Montanans to travel that week by giving them information on something to do/somewhere to go; they will be driven to the website for more information and ideas.
  - Co-op partners can include their information and a unique URL/ landing page will be set up for them based on their information.
+ Radio
  - Yellowstone Public Radio and Montana Public Radio.
  - Drive traffic to website for more information.

NEWSPAPER

+ 24 consecutive weeks of newspaper ads.
+ Once-weekly runs will include an ad in all of the following newspapers:
  - Great Falls Tribune (Sunday-Travel Section; Tabloid)
  - Missoula Independent (Thursday)
  - Bozeman Daily Chronicle (Thursday-Travel Section)
  - Daily Inter Lake
  - Montana Group (Sunday & Thursday)
    - Billings Gazette (Sunday-Travel Section)
    - Butte Montana Standard (Sunday)
    - Hamilton Ravalli Republic (Thursday)
    - Helena Independent Record (Sunday)
    - Missoula Missoulian (Sunday)



WIN THE EXPERIENCE OF A LIFETIME AT GETLOSTMT.COM

This summer, slow down and do some of the things in our great state that you've always wanted to do. Satisfy your curiosity. Find what's out there. Share how you lost yourself in Montana and what you found. You'll have the chance to win a handful of goodies. Including a seven-day Montana trip that could change your life. Get started at **getlostmt.com.**

FOUND IN HELENA:

Discover new passions or brush up on old hobbies with courses offered by the Helena Institute in Helena. On the weekend of April 30–May 2, culture lovers, aspiring artists and outdoor enthusiasts can all find a do-it-to-learn-it class. This showcase weekend will have art, wine, shows and more.

Find out more at www.helenainstitute.com

MONTANA

NEWSPAPER

MONTANA Office of Tourism, Department of Commerce • June 2010

Win the experience of a lifetime
at getlostmt.com.

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Find out more at **www.helenainstitute.com**

NEWSPAPER

SUNDAY, APRIL 4, 2010 Independent Record

CLASSIFIED

Jobs

ANNOUNCEMENTS

Announcements

Announcements

BIG SALE 25-75% OFF
TREASURE BA
Gifts & Consignments
1018 W. Custer Ave. #1
(across from Murdocks)
Open Fri. Sat. 10am-4pm
Easter Gift Baskets
Custom and premade gift baskets for all occasions: holiday birthday childrens, mens, get well, baby, wedding, thank you, etc. New Ladies & Women's clothing, side tables, acletic chairs, antique Singer sewing machine, and much more.

AA-MONTANA
1-888-607-2000
www.aa-montana.org
"If you want to drink, that's your business. If you want to quit that's ours."

Please Help! Have you or someone you know fallen on the stairs at O'Connell Hall? I would like to speak with you. Thank you. Please call Chris at 458-1941

10th Annual Big Sky Region College Rodeo, April 16 & 17 at 7 PM. L&C Co. Fairgrounds Multi-Purpose Bldg. Advance tickets $5, at Capital Sports & Murdoch's. At Door $6. Age 5 & Under Free. Sponsored by

Announcements

Lost and Found

LOST!! Male gray tabby w/ uneven white socks & chests, Lost on Upper West Side on 3/29 Please Call 406-457-8201

LOST CAT!!
Gray Calico Female Cat w/ Really Big Green Eyes, Last Seen on 03/31 at Clark & Prickly Pear in E. Helena, REWARD!! Please Call 202-4605 w/ Any Info

LOST: All desire to eat tofu (even fried). While driving from Judith Gap to Eureka. **FOUND:** A steak cut thick as a baseball at that place in Fort Benton that cools its beef in an old bank vault. And found the wild Missouri pretty much as pretty as Lewis and Clark described. **REWARD?** Find out at www.getlostmt.com

LOST! 2-3 Year old Brown F. Shepard Mix. Last Seen Sunday 3/28 n in bozeman, thought to be headed to Helena. NOT APPROACHABLE Please Call 240-0787 with any info.

LOST purple Nike duffle bag

Announcements

Giveaways

FREE 7 yr old orange Tabby named Fluffy, needs stable home life, lots of treats, and good loving family. For questions please call Montana Veterinary Specialists and General Care at 449-3539

FREE to good home male 6 yr old neu. Chow/Lab mix. Great with other animals and children. 533-9822

FREE GUIDED TRAIL RUNS
It's time to hit the trails.
4-5 miles 3-4 days a week
irunforfun2009.wordpress.com

Kittens, House Cats & Barn Cats! Kittens ready May 1st. Reserve now. All spayed or neutered, all shots & vet checked. All well cared for at private homes. No Adoption Fees! Adoption Applications required. WCC: 459-8960 or 439-3106

FREE Electric Hospital Bed Frame, Works Good Call 406-266-3129

GOOD Twin Box Spring Old & Clean Kids Twin Mattress ok for cushion target practice, lawn boy lawn mower D-Series from 1970's, Light Tought New Starter, Bag, PDF, Paint and take Down Manuals (compression gone), Orginaly 1950's Simmons Hide-A-Bed, Needs re-upholstring, mattress in good cond. Call 442-2176

OLDER air conditioner. Missing front stop. other than that runs good. 594-04444

FREE: Pallets. Can be pick up behind CED @ 1409 Birch St.

SERVICES

NEWSPAPER

MONTANA

Office of Tourism, Department of Commerce • June 2010

YELLOWSTONE PUBLIC RADIO STATION READS

PUBLIC RADIO SPONSORSHIP

TELEVISION

TRADITIONAL MEDIA

SWAG + RETAIL + POSTERS + EVENTS

ALTERNATIVE MEDIA

T-SHIRTS

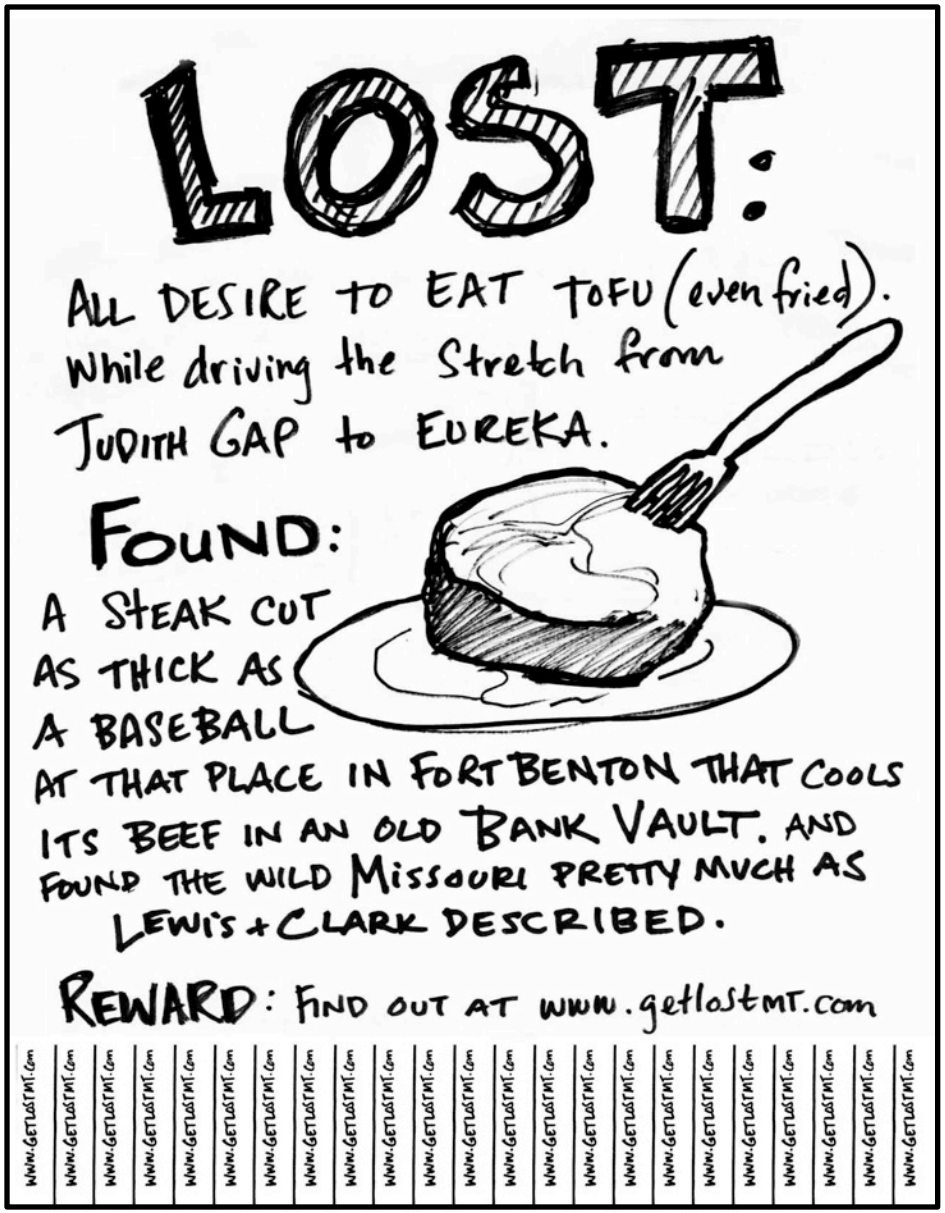
BUMPER STICKERS – FRONT SIDE

BUMPER STICKERS – BACK SIDE

GET LOST (IN MONTANA)

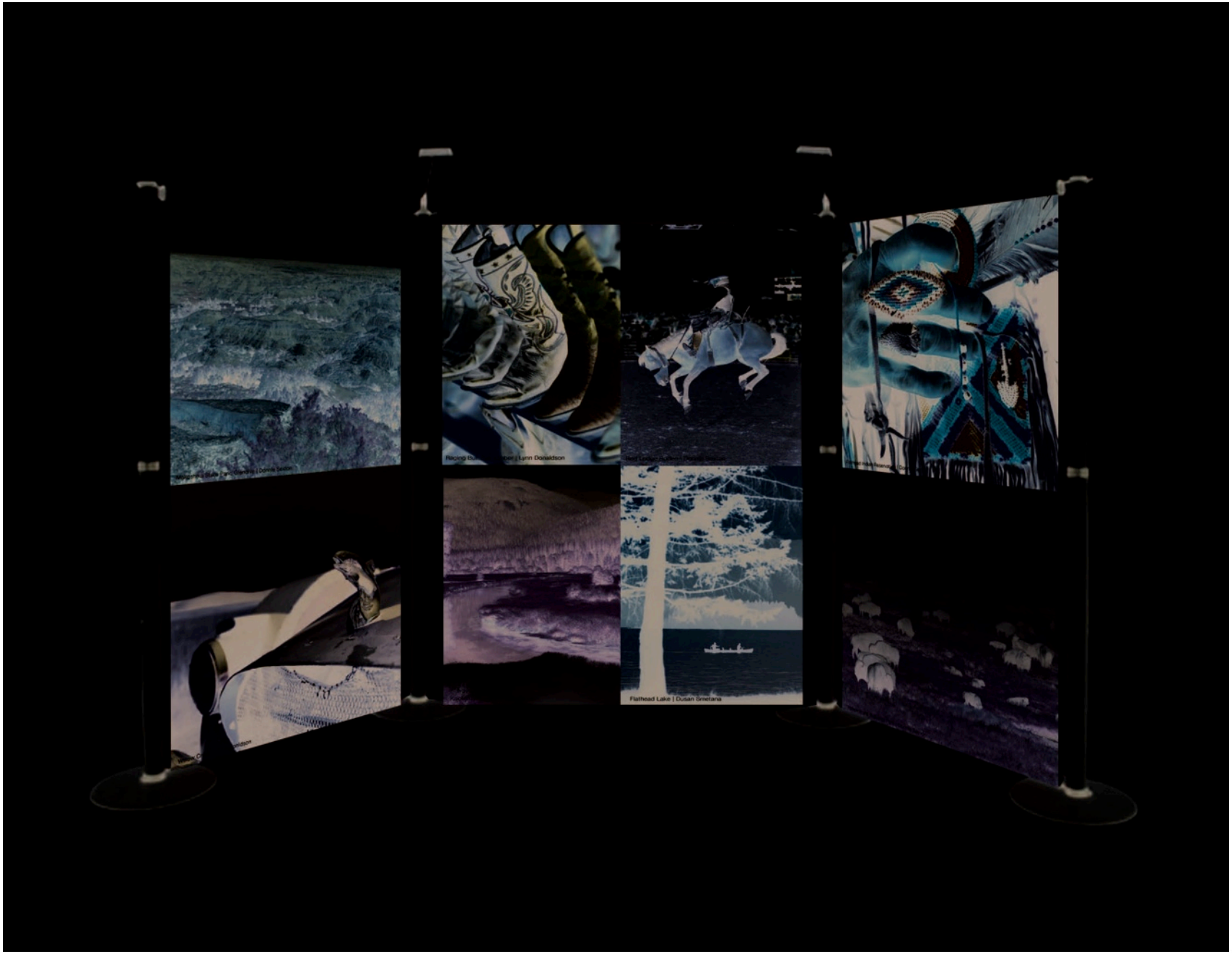
RETAIL PARTNERSHIPS

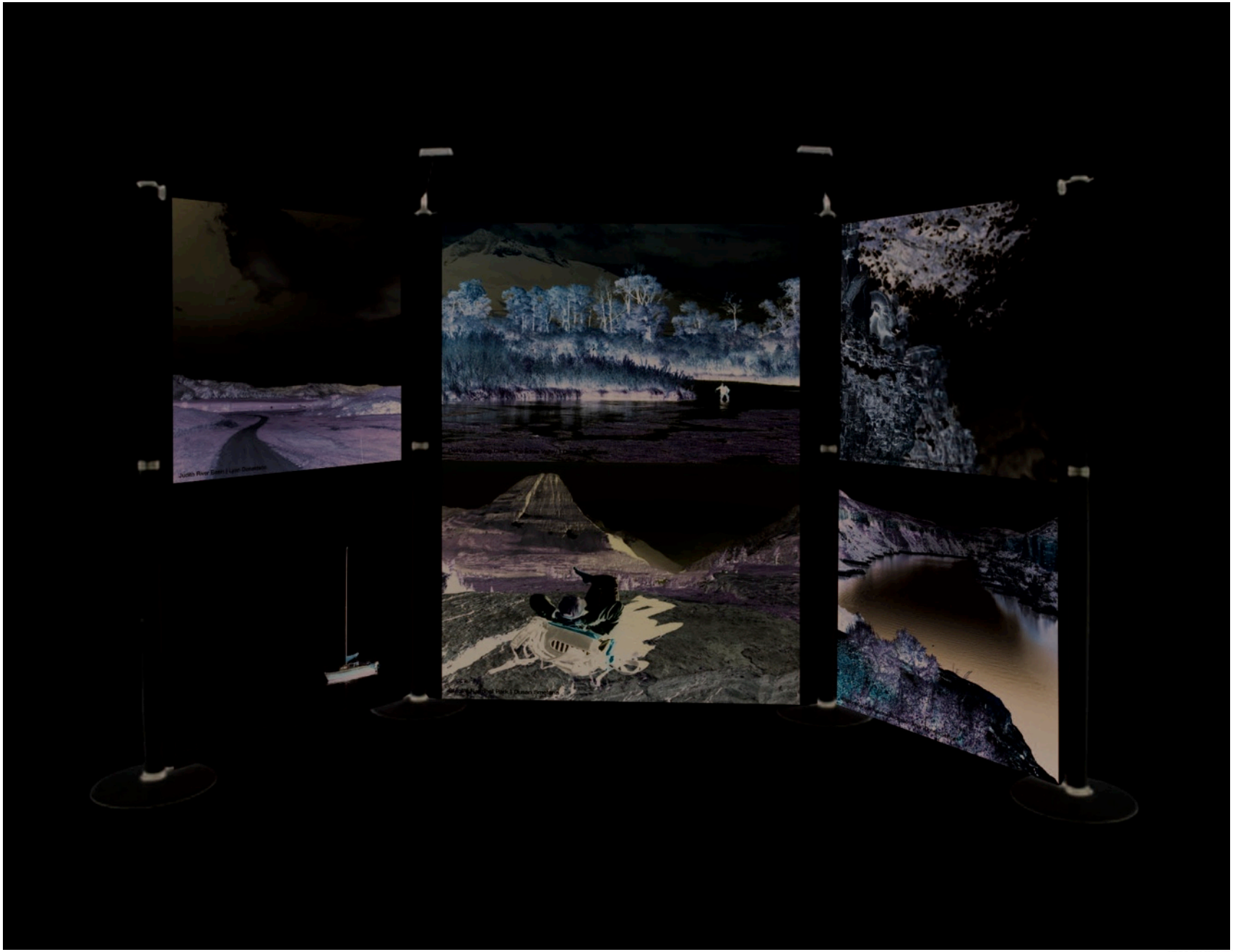

LOST
ONE LUXURIANT, YET RUGGEDLY MASCULINE HEAD OF HAIR, OVER THE SPAN OF SEVERAL YEARS.
FOUND:
A gently used straw Stetson at an antique store in Anaconda just in time to prevent sunburn while exploring along the Pintler Scenic Loop
(Looked good, too.)
REWARD: FIND OUT AT WWW.GETLOSTMT.COM
WWW.GETLOSTMT.COM

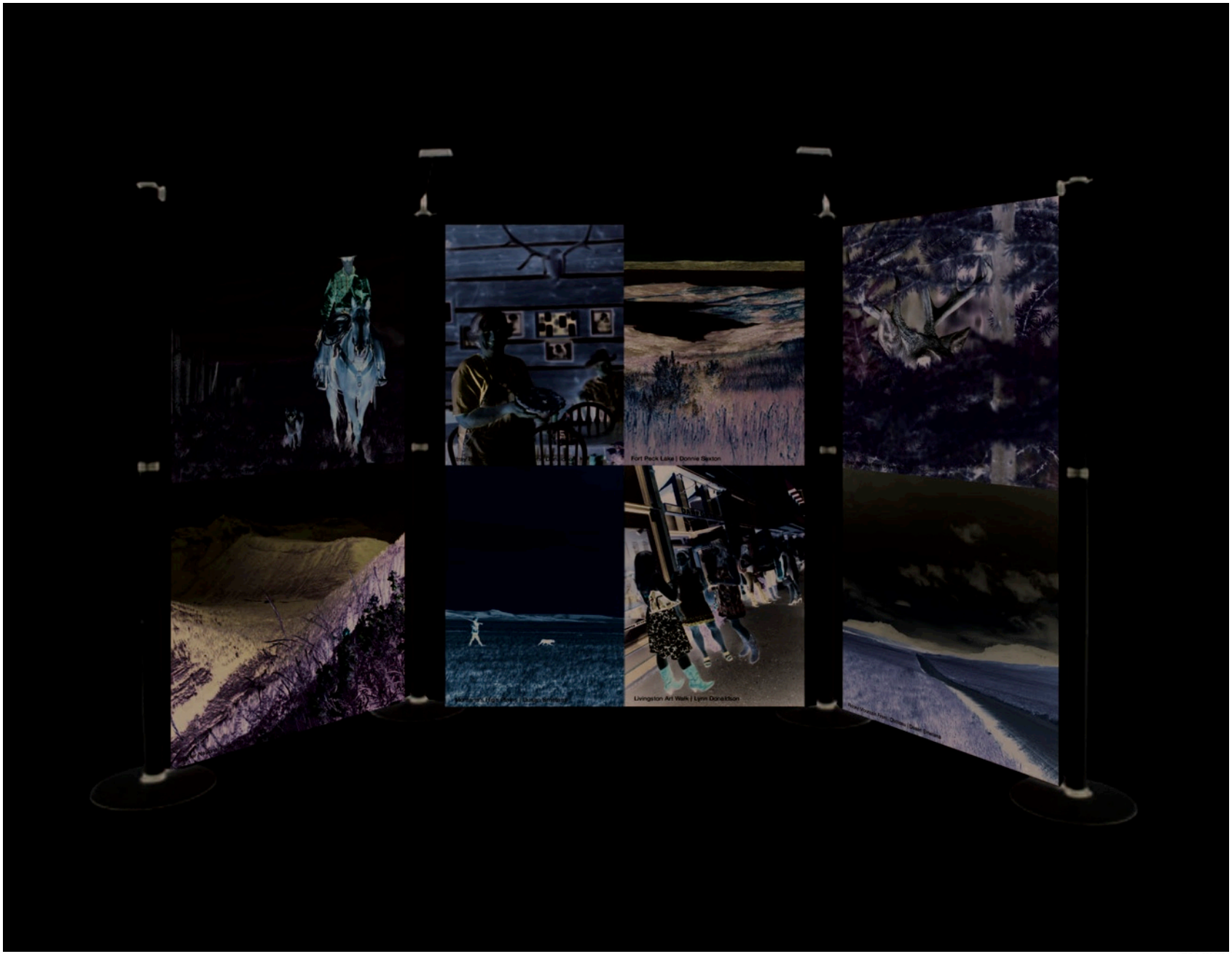

LOST:
ALL DESIRE TO EAT TOFU (even fried).
While driving the Stretch from
JUDITH GAP to EUREKA.
FOUND:
A STEAK CUT
AS THICK AS
A BASEBALL
AT THAT PLACE IN FORT BENTON THAT COOLS
ITS BEEF IN AN OLD BANK VAULT. AND
FOUND THE WILD MISSOURI PRETTY MUCH AS
LEWIS + CLARK DESCRIBED.
REWARD: FIND OUT AT www.getlostmt.com
www.getlostmt.com

TRAVELING PHOTO DISPLAY

- Create traveling art show of Montana photography
- Display at existing venues including:
  - Farmers markets, National Folk Festival, etc.
  - Final locations TBD
- Hand out free bumper stickers at traveling display
- Entice people attending to submit their Montana story
- Looking for volunteers & events to man display throughout summer


Flathead Lake | Dusan Smetana




Fort Peck Lake | Donnie Sexton
Livingston Art Walk | Lynn Donaldson


Reed Point Sheep Drive | Lynn Donaldson
Hidden Lake, Glacier National Park | Susan Smetana
GET LOST.
EVERY MONTANAN
ENTER TO WIN

Thank you.

This presentation will be available online at:

www.travelmontana.mt.gov/research/staffpre.asp

Or Contact:

Katy Peterson
Consumer Marketing Manager
Montana Office of Tourism
kapeterson@mt.gov
406-841-2870