VISIT Great Falls MONTANA

## FY24 MEDIA PLAN

| MEDIA | PLACEMENT | TARGET MARKETS | TARGET DEMOGRAPHIC | ASSETS/FORMAT | TIMING | IMPRESSIONS/VIEWS/CLICKS | COST | CPM/CPV |
|---|---|---|---|---|---|---|---|---|
| GeoFencing + Foot Traffic | Display Ads | Billings, Kalispell, Missoula & the Hi-Line | Adults 25-45<br>Travel and Entertainment intrest | Monthly Event Ads | July 2023 - June, 2024 | 960,000 | $12,000.00 | $12.50 |
| GeoFencing + Foot Traffic | Display Ads | Calgary, Edmonton & Lethbridge, Alberta | Adults 25-45<br>Travel and Entertainment intrest | Monthly Event Ads | July 2023 - June, 2024 | 960,000 | $12,000.00 | $12.50 |
| | | | | | | | | |
| Addressable GeoFencing | Video | Chicago & Boise Only | Adults 25-45<br>Travel and Entertainment intrest | :15 or :30 Video | August - October, 2023<br>December - February, 2024<br>April - June, 2024 | 960,000 | $24,000.00 | $25.00 |
| | | | | | | | | |
| TikTok | In Platform Video | Phoenix/Scottsdale, Chicago, Los Angeles & Dallas | Adults 25+<br>**Interest & Behavior:** Travel, Entertainment, Culture & Art, Sports & Outdoors | :10 - :15 Video | July - September, 2022<br>November - January, 2023<br>March - May, 2024 | 2,750,000 | $22,000.00 | $8.00 |
| | | Boise & Spokane | Adults 25+<br>**Interest & Behavior:** Travel, Entertainment, Culture & Art, Sports & Outdoors | :10 - :15 Video | July - September, 2022<br>November - January, 2023<br>March - May, 2024 | 1,500,000 | $12,000.00 | $8.00 |
| | | Calgary, Edmonton & Lethbridge, Alberta | Adults 25+<br>**Interest & Behavior:** Travel, Entertainment, Culture & Art, Sports & Outdoors | :10 - :15 Video | July - September, 2022<br>November - January, 2023<br>March - May, 2024 | 1,500,000 | $12,000.00 | $8.00 |
| | | | | | | | | |
| SnapChat | Display Ads | Phoenix/Scottsdale, Chicago, Los Angeles & Dallas | Adults 18-45 | Display Ad | September - November, 2023<br>February - April, 2024 | 1,875,000 | $15,000.00 | $8.00 |
| | | Boise & Spokane | Adults 18-45 | Display Ad | September - November, 2023<br>February - April, 2024 | 1,000,000 | $8,000.00 | $8.00 |
| | | Calgary, Edmonton & Lethbridge, Alberta | Adults 18-45 | Display Ad | September - November, 2023<br>February - April, 2024 | 1,125,000 | $9,000.00 | $8.00 |
| | | | | | | | | |
| Facebook | Impressions | Phoenix/Scottsdale, Chicago, Los Angeles & Dallas | Adults 35-65<br>General Audience with travel intent | :15 or :30 Video | July - December, 2023 January - June, 2024 | | $24,000.00 | |
| | | Boise & Spokane | Adults 35-65<br>General Audience with travel intent | :15 or :30 Video | July - December, 2023 January - June, 2024 | | $9,000.00 | |
| | | Calgary, Edmonton & Lethbridge, Alberta | Adults 35-65<br>General Audience with travel intent | :15 or :30 Video | July - December, 2023 January - June, 2024 | | $9,000.00 | |

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| Facebook | Impressions | Billings, Kalispell, Missoula & Hi-Line | Adults 25-45<br>General Audience with travel intent | Monthly Events Tile Ad | July - December, 2023 January - June, 2024 | | $8,000.00 | |
| | | Calgary, Edmonton & Lethbridge, Alberta | Adults 25-45<br>General Audience with travel intent | Monthly Events Tile Ad | July - December, 2023 January - June, 2024 | | $8,000.00 | |
| | | | | | | | | |
| Instagram | Impressions | Phoenix/Scottsdale, Chicago, Los Angeles & Dallas | Adults 35-65<br>General Audience with travel intent | :15 or :30 Video | July - December, 2023 January - June, 2024 | | $15,000.00 | |
| | | Boise & Spokane | Adults 35-65<br>General Audience with travel intent | :15 or :30 Video | July - December, 2023 January - June, 2024 | | $6,000.00 | |
| | | Calgary, Edmonton & Lethbridge, Alberta | Adults 35-65<br>General Audience with travel intent | :15 or :30 Video | July - December, 2023 January - June, 2024 | | $7,000.00 | |
| | | | | | | | | |
| Magazine/Online | Yellowstone Journal | National | Adults 25-65<br>General Audience with travel intent | rint & Online Conte | March, 2024 | | $8,000.00 | |
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| Joint Venture Program | Teads/Jun Group | Phoenix/Scottsdale, Chicago, Los Angeles & Dallas | Adults 35-65 Adults 50-65<br>**Contextual Targeting:** Travel, Outdoor & Family Vacation<br>**Behavorial Targeting:** Adventure Seekers, Outdoor Enthusiasts & History Buffs | Display Banners and :15 or :30 Videos | January 15 - March 14, 2024 | | $10,000.00 | |
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| | | | | | | Contingency | $20,000.00 | |
| Adopted 6-22-2023 | | | | | | Total Cost | $250,000.00 | |