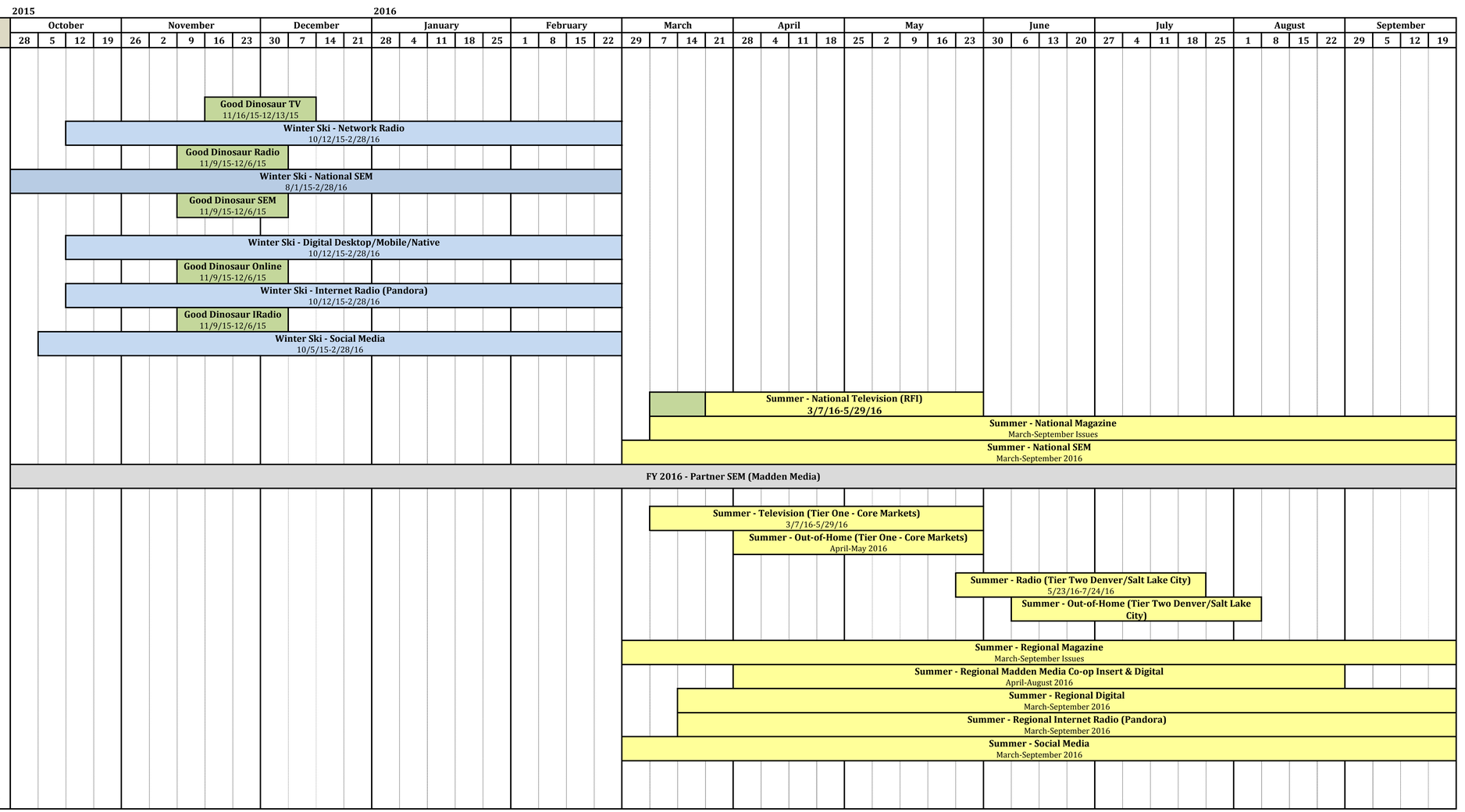
Wyoming Office of Tourism
FY2016 Media Plan Summary

FY 2016 Media Summary	Total Spend ($)		Impressions
Winter Campaign			
▪ **National Media**			
AT&T U-Verse / Comcast Network Cable (RFI)	$ 300,000		36,191,283
SiriusXM Radio	$ 67,000		81,386,125
	$ 33,000		40,693,184
Search Engine Marketing	$ 227,405		12,000,000
	$ 33,833		1,800,000
▪ **Regional Media**			
Online (Desktop / Mobile / Native)	$ 223,520		15,516,984
	$ 51,480		6,236,814
Internet Radio (Pandora)	$ 50,250		7,788,863
	$ 24,750		3,894,370
Social Media	$ 50,000		6,100,000
Summer Campaign			
▪ **National Media**			
AT&T U-Verse / Comcast Network Cable (RFI)	$ 400,000		68,800,000
Magazine	$ 529,591		82,234,270
Search Engine Marketing	$ 241,833		12,000,000
Partner SEM (Madden Media)	$ 50,000		n/a
▪ **Tier One (1) Media**			
Television (Seat, Port, Minn, KanCity)	$ 587,000		32,000,000
Out-of-Home (Chic, Seat, Port, Minn)	$ 793,900		206,500,000
▪ **Tier Two (2) Media**			
Radio (Denver / Salt Lake City)	$ 184,500		11,920,000
Out-of-Home (Denver / Salt Lake City)	$ 73,815		43,500,000
▪ **Tier Three (3) Regional Media**			
Magazine	$ 198,437		33,039,870
Newspaper Insert (Madden Media)	$ 275,000		25,255,000
Online (Desktop / Mobile / Native / Video)	$ 627,853		68,252,000
Internet Radio (Pandora)	$ 100,000		10,700,101
Social Media	$ 250,000		30,500,000
Total	**$ 5,373,167**		**836,308,864**