

# Wyoming Office of Tourism

## Winter 2015-16 Media Plan

October '15 - February '16

2015

2016

Winter Media Recommendation	2015					2016																
	October		November			December			January			February										
	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22
<b>Network Radio (Satellite)</b>																						
<b>SiriusXM Radio</b> <ul style="list-style-type: none"> <li>• Network may include: ESPN, MSNBC, FOX News 24/7, NFL, Today, NCAA College Football</li> <li>• Daypart(s): M-Su; 6a-7p</li> <li>• Spot Length: 30-second</li> <li>• Total spots: 500+</li> <li>• Geography: National - 30% of subscribers in JAC markets of origin</li> <li>• Estimated 6.5 MM weekly impressions</li> </ul>																						
10/5/15-2/28/16																						
<b>Internet Radio (Pandora)</b>																						
<b>Pandora Radio (Desktop / Mobile)</b> <ul style="list-style-type: none"> <li>• Demo: A18+ / \$150K HHI / Interest in Downhill Skiing or Snowboarding</li> <li>• Daypart(s): M-Su; 6a-7p</li> <li>• Spot Length: 30-second / 15-second (Pandora) + Companion Tile</li> <li>• Geography: DMA - Chicago, Dallas, Denver, Seattle, Minneapolis &amp; Salt Lake City</li> <li>• 11.6 MM estimated impressions</li> </ul>																						
10/5/15-2/28/16																						
<b>Online Media</b>																						
<b>Gum Gum Ad Network</b> <ul style="list-style-type: none"> <li>• Demo: A18+ / \$150K HHI / Interest in Downhill Skiing or Snowboarding + Key words</li> <li>• Ad Units: Runway, Slider and Studio Ads</li> <li>• Contextual - Image Targeting</li> <li>• Geography: DMA - Chicago, Dallas, Denver, Seattle, Minneapolis &amp; Salt Lake City</li> <li>• 4.9 MM estimated impressions</li> </ul>																						
10/5/15-2/28/16																						
<b>LiveIntent Ad Network (Desktop / Mobile)</b> <ul style="list-style-type: none"> <li>• Email list &amp; Demo: A18+ / \$150K HHI / Travel - Domestic Travel - Go Skiing Target</li> <li>• Ad Units: Static Banners - 300x250, 160x600, 300x600, 728x90, 970x250</li> <li>• Geography: National - Email list; DMA for remainder- Chicago, Dallas, Denver, Seattle, Minneapolis &amp; Salt Lake City</li> <li>• 5.3 MM estimated impressions</li> </ul>																						
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	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22		
<b>Digilant Ad Network (Desktop / Mobile)</b> • Demo: A18+ / \$150K HHI / Travel - Domestic Travel - Go Skiing Target • Ad Units: HTML5 (300x250, 728x90, 160x600), Pre-roll Video (15 / 30), Mobile (300x50, 320x50, 120x600, 468x60, 300x250, 728x90, 160x600) • Geography: DMA - Chicago, Dallas, Denver, Seattle, Minneapolis & Salt Lake City • 10.5 MM estimated impressions																								
	10/5/15-2/28/16																							
<b>OpenSnow (Desktop / Mobile)</b> • Demo: A18+ / \$150K HHI / Travel - Domestic Travel - Go Skiing Target • Ad Units: Wallpaper Ad, 728x90, 300x250 and 320x50 Mobile Banners, Blog posts • Geography: DMA - Chicago, Dallas, Denver, Seattle, Minneapolis & Salt Lake City • 1.4 MM estimated impressions																								
	10/5/15-2/28/16																							
<b>Accuweather.com (Desktop / Mobile)</b> • Demo: A18+ / \$150K HHI / Home Page, Forecast Page, Ski Sections • Ad Units: HTML5 (300x250, 728x90, 640x480, 300x600, 970x250), Pre-roll Video (480x270), 300x50 and 300x300 Standard-Expandable Mobile, static 612x50 • Geography: DMA - Chicago, Dallas, Denver, Seattle, Minneapolis & Salt Lake City • 4.4 MM estimated impressions																								
	10/5/15-2/28/16																							
<b>Social Media</b> Facebook and Twitter Promoted Posts																								
<b>Paid Search (SEM)</b> Google.com Winter Strategy																								