



Visit Bend Winter 2015/2016 Media Plan
Updated 9.25.2015

	Creative	Air Dates	Budget
Radio - Oregon			
BAT Month - Entercom	Lager Town, Happy Days, On-Air Endorsement	10/15/2015 - 11/30/2015	\$15,000
OPB - Statewide	Live Read :10 Scripts	11/1/2015 - 3/30/2016	\$20,000
Entercom Oregon	December to Remember, Lager Town, Happy Days, Save a Portlander (:30 and :60), Set Them Free (:30), Carpool Queen (:60), Old Man Winter (:60), Anti Corona (:30), :15 Kids Ski Free at Mt. Bachelor Tag	11/1/2015 - 3/30/2016	\$25,000
TBD	Spring Radio Promo - Lager Town, Happy Days, Set Them Free (:30), Carpool Queen (:60), Anti Corona (:30), How to Make a Living (:30)	4/1/16 - 5/31/16	\$16,000
Radio - Washington			
Pandora	Lager Town, Happy Days, Streaming Video (Lager Town), Display Ads	10/15/2015 - 3/30/2016	\$15,000
Hubbard Radio	Lager Town, Happy Days, Set Them Free (:30), Carpool Queen (:60), Old Man Winter (:60), Anti Corona (:30), How to Make a Living (:30), :15 Kids Ski Free at Mt. Bachelor	12/1/2015 - 3/30/2016	\$45,000
Radio - NorCal			
Pandora	Lager Town, Happy Days, Set Them Free (:30), Anti Corona (:30), How to Make a Living (:30), :15 Kids Ski Free at Mt. Bachelor Tag, :15 Direct Flight Tag, Video	12/15/2015 - 3/30/2016	\$80,000
Television - Oregon			
Comcast	Lager Town	9/29/2015 - 12/15/2015	\$15,000
Comcast	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Outside, Mt. Bachelor Promo + Kids Ski Free	12/15/2015 - 3/30/2016	\$45,000
KGW/KPTV	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Outside, Mt. Bachelor Promo + Kids Ski Free	12/15/2015 - 3/30/2016	\$35,000
Television - Washington			
Comcast	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Outside, Mt. Bachelor Promo + Kids Ski Free	1/1/2015 - 3/30/2016	\$65,000
KOMO/KING5	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Outside, Mt. Bachelor Promo + Kids Ski Free	1/1/2015 - 3/30/2016	\$35,000
Television - NorCal			
Comcast	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Outside, Mt. Bachelor Promo + Kids Ski Free	11/1/2015 - 2/28/2016	\$135,000
KTVU	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Mt. Bachelor Promo + Kids Ski Free	11/1/2015 - 2/28/2016	\$100,000
Online - Oregon			
Xfinity Pre-roll	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Outside	9/15/2015 - 5/31/2016	\$5,000
KGW Pre-roll	Warmth, Anti Corona, Set Them Free, Winter Happy, Lager Town, Outside	12/15/2015 - 3/30/2016	\$3,000
Entercom Streaming	Streaming, Banner	1/1/2015 - 3/30/2016	\$1,500
OPB Digital Ad	Streaming, Banner	Feb-16	\$2,000
Online - Washington			
Xfinity Pre-roll	Anti Corona, Set Them Free, Winter Happy, Lager Town	12/15/2015 - 3/30/2016	\$3,000
KOMO	Anti Corona, Set Them Free, Winter Happy, Lager Town	1/1/2015 - 3/30/2016	\$5,000
Hubbard Washington	Streaming, Banner	1/1/2015 - 3/30/2016	\$2,000
Online - NorCal			
Xfinity Pre-roll	Anti Corona, Set Them Free, Winter Happy, Lager Town	11/1/2015 - 2/28/2016	Included with TV
KTVU	Anti Corona, Set Them Free, Winter Happy, Lager Town	11/1/2015 - 2/28/2016	Included with TV
Print			
Sunset Magazine	National Two Page Spread - Guide Insert in NorCal	Dec Issue	\$170,000
Mountain Magazine	Winter Guide Insertion + 2 pg. spread	Winter Guide (Sept-Jan)	\$45,000
Mountain Magazine	Inside Cover 2 pg. spread	Winter Issue	\$12,500
Travel Oregon Visitor Guide	Full page ad	2015 Guide	\$9,800
OnTrak Magazine	Full page ad + insert	Fall Issue / Winter Issue	\$15,000
Northwest Travel Magazine	Two page spread + insert	Jan/Feb Issue	\$20,000
Portland Monthly	Two Page Spread + Winter Guide insertion	Jan Issue	\$20,000
Seattle Met	Two Page Spread + Winter Guide insertion	Jan issue	\$20,000
Digital			
Mountain Magazine (online)	Native Digital Advertising Unit - Homepage Feature	November 2015 - February 2016	\$2,900
Mountain Magazine (online)	Logbook	TBD	\$2,000
Youtube TruView	Anti-Corona (:15, :30), Happy (:15, :30), Set Them Free (:30)	Continuously	\$8,000
SF Gate	Travel Digital + Print	11/1/2015 - 2/28/2016	\$40,000
Social Media			
Facebook	Page ads and Post Boosts	Continuously	\$12,500
Instagram	Video Ads	Continuously	\$4,000
Ski Shows			
Ski Shows	Booth with Mt. Bachelor at San Francisco and Seattle Ski Shows	November	\$5,000
Mountain Travel Symposium	Mt. Bachelor Group Sales Support	April of 2016	\$5,000
Ski Group Transportation & Support			
Distribution of Funds	Assist Mt. Bachelor & lodging partners to attract ski groups	In Process	\$25,000

*All Visit Bend media buys, through added value incentives, include promotions across various mediums. These promotions, taking place on Television, Radio, Digital, and Print ads, help to boost stakeholder visibility while driving a more relevant customer to Bend for minimal to no additional costs. The total amount of added value for bonus spots and promotions is approximately \$250,000, in addition to the cash buy of \$1,092,700.

Total Buy \$1,084,200