

## FAQ

### To Place Media

When you are ready to secure an ad package, please download the order form here, fill out, and email to Kelly Kimball at Hoffman York [kkimball@hoffmanyork.com](mailto:kkimball@hoffmanyork.com)

### Advertising to the Canadian Market

When the CA to US borders open, all the digital Match Opportunities offer the option to market to Canadian markets. This will be discussed on kick-off calls once campaigns are secured, but please reach out with questions.

### Complimentary Non-Video Creative

With Match Opportunities, JV Partners have the option to work with MOTBD's Agency of Record, Hoffman York, to utilize their resources. For more information or assistance with developing match creative, please email Kelly Kimball at Hoffman York [kkimball@hoffmanyork.com](mailto:kkimball@hoffmanyork.com)

### Agency Service Assumptions and Restrictions for Media & Reporting

- All campaigns will run in accordance with the IAB Standard Terms and Conditions version 3.
- Pursuant to the IAB Standard Terms and Conditions, notice to cancel must be provided in writing to Nick Johnson ([njohnson@hoffmanyork.com](mailto:njohnson@hoffmanyork.com)) and Kelly Kimball ([kkimball@hoffmanyork.com](mailto:kkimball@hoffmanyork.com)) 14 days prior to effective cancellation date.
- Billing will be based on 3<sup>rd</sup> party audited impressions provided by Sizmek for match campaigns where Hoffman York (HY) is using Sizmek on JV Partners behalf. This stipulation must be included on both the HY signed Insertion Order (IO) and the JV Partner signed IO with the vendor.
- All match opportunities must first be secured with the vendor by HY. HY will submit the IO to the vendor. Any requests or changes pertaining to a media schedule after the IO has been sent will need to be routed through Nick Johnson and Kelly Kimball at HY.
- HY will provide monthly 3<sup>rd</sup> party audited reporting to each JV Partner. Reports will be submitted 1-2 weeks post month and include Impressions, Clicks, Click-Thru Rate, Percent Delivered and Impressions within audited Geography. Any additional reporting needs or



HOFFMAN YORK

ongoing metric requests (e.g. VersaTag, conversions etc.) will be on a case-by-case basis and potentially subject to additional fees.

- For match programs, HY is happy to assist with coordinating geo-targeting specifications with the vendor and to include these parameters on the IO. If desired after the KOC, a minimum of 10-business days written email notice must be provided for all geo-requests. However, please keep in mind (even though vendors may accommodate custom geo-parameters such as radiuses) HY reporting will include geo-verification down to a National, State or DMA level due to the standard limitations of 3<sup>rd</sup> party verification tools. Additional geo-targeting may also include additional fees; these will be disclosed and will need to be approved by the partner before finalizing.

## Billing Practices and Protocols

**HY will reconcile all media invoices for all partners.** The benefits of billing only through HY include the ability to offer the lowest package costs ever by reducing the number of contracts/insertion orders with media vendors and JV partners will spend less time managing invoices. Billing will work in the following steps:

1. Partner will provide W9 to HY with completed order form
2. HY to send authorizations for all JV packages secured
3. HY to issue one invoice directly to the JV partner for all packages secured – invoices will be sent the month prior to any media running

If you have any questions, please contact Nick Johnson [njohnson@hoffmanyork.com](mailto:njohnson@hoffmanyork.com) and Kelly Kimball [kkimball@hoffmanyork.com](mailto:kkimball@hoffmanyork.com).

## Parents and Real Simple Flip Card Articles - Match

Through innovative and engaging flip cards, we'll launch brand-new digital destinations on RealSimple.com and Parents.com that spotlights the best of Montana and inspires travel to and within the state. Both RealSimple.com and Parents.com are two of the top Meredith brands that Montana's key target audiences interact with most. [Here is a flip card article example.](#)

Article Themes:

Parents: A Wonderous Winter Trip in Montana

200 North Water Street  
Milwaukee, Wisconsin 53202  
414.289.9700  
hoffmanyork.com



HOFFMAN YORK

Montana is a top winter destination for the whole family. The front of each flip card will include an image, the partner's name and a 2-3 word tagline that quickly sells their winter offerings. (e.g. “Glacier Country: Mountain Marvels” or “Southwest Montana: Cool Legends”).

On the back, 1-2 sentences will further highlight winter getaway activities such as skiing or snowmobiling in the respective partner’s region. Links will to a URL of the partners choosing.

Real Simple: Six Ways to Own Winter in Montana

This article will focus on specific winter activities, with the front of each partner’s flip card highlighting a unique draw (e.g. Leap Into a Hot Spring, Scale Massive Icicles, Sled with Dogs, Snowmobiling, Skiing, etc.).

The backs of the flip cards will include more details about each activity. Links will lead to a URL of the partners choosing. This proposal would require partners to each promote a different type of activity, so we don’t have duplicate flip cards mentioning the same thing.

---

## Specs

Meredith will create each Partner’s flip card and there will be rounds of review/edits before finalization. **To create the advertorial, each Partner will supply:**

- Bullet points about related to the topic of their flip card which collate the overall theme.
- Two photos (*likely only one will be used, whichever is determined to fit with the overall content better*)
- *Desired click through URL on your website (UTMS are allowed)*

## Parents Magazine Inspiration Guide Match

Parents Magazine helps busy moms and dads navigate the uncharted waters of parenthood. Each month Parents Magazine offers trusted content with a familiar, understanding voice. Parents Magazine empowers today's parents to make the best decisions for their families.

200 North Water Street  
Milwaukee, Wisconsin 53202  
414.289.9700  
hoffmanyork.com



HOFFMAN YORK

Join Montana in an inspiration travel guide produced by Parents Magazine. This visually creative guide will showcase photos and engaging articles about Montana, to possibly include top places to eat, suggested activities and must-see attractions.

The piece will include custom-curated content by Parents Magazine coupled with pages of Joint Venture advertorial content woven throughout. JV Partners can select a half page ad.

Half pages will be available for reservation on Mon. September 13, 2021. In total, there are 20 half pages available for reservation. Be advised, this opportunity sold out quickly the last two years. Partners will be limited to a half page ad.

The travel guide will be professionally produced and polybagged in Parents Magazine. The guide will be distributed in Parents' March 2022 issue to a circulation of 582,000+ in AZ, CA, CO, ID, IL, MN, MT/WY, NM, NV, ND/SD, OR, TX, UT, WA.

MOTBD will be covering the production cost of the editorial guide as well as half (match) the cost of each JV Partner advertorial.

## Specs

Parents Magazine will write each Partner's section and there will be rounds of review/edits before finalization. **To create the advertorial, each Partner will supply:**

- Bullet points about unique offerings, activities, food/dining, etc. for their region/town/etc. *(these bullets will be edited into an advertorial of roughly 80 words)*
- Two photos *(likely only one will be used, whichever is determined to fit with the overall content better)*



HOFFMAN YORK

200 North Water Street  
Milwaukee, Wisconsin 53202  
414.289.9700  
[hoffmanyork.com](http://hoffmanyork.com)