JV is Back for FY22!

Some things have changed, some have stayed the same...
Today’s Presentation

1. Montana Office of Tourism’s Winter Plan
2. Winter Joint Venture Offerings
3. Parents Inspiration Guide
4. Participation Details and Process
1. Montana Office of Tourism’s Winter Plan
MOT’s Continued Mission

Build awareness and familiarity of Montana in order to gain new visitors and create repeat visitors.
Ski Season Planning is Active

64% view it to be a safe activity for travel.

- November 2021: 15%
- December 2021: 25%
- January 2022: 27%
- February 2022: 25%
- March 2022: 12%
- April 2022: 8%
- May 2022: 8%

Peak months for 21-22 season.

Travelers are considering road trips and air travel (roughly 50/50)

SOURCE: Destination Analysts Coronavirus Travel Sentiment Index - Wave 72 Report
FY22 Winter: What does success look like?

Sustainable promotion of Montana’s Winter product:

**Goal**

- Increase awareness of Montana’s Winter season
- Maintain competitive advantage in audience consideration
- Increase visitation for Montana’s Winter season
- Greater visitor dispersal among destinations and activities:
  - Greater measured visitation at other MT ski/hospitality in key regions/CVBs
  - Increase bed tax collections across the state
Foundational Strategies for FY22 Winter

1. **BUILD BRAND AWARENESS**

Heavy awareness approach promoting all major winter activities and destinations.

2. **“SKI PLUS” DRIVE STATE FOCUS**

Maximize engagement with niche activities (wildlife, snowshoeing, dogsledding, XC ski, snowmobiling etc.) as well as mom & pop ski areas by heavilying-up Ski Plus message to drive state visitors.

Regional state heavy-up geography based on high volume and per-capita visitation and interest metrics.

*Canadian market based on travel permissions*
Audience-first Approach

MOT has invested in multiple audience studies to home in on highest-value Winter visitors.

Segment and Deliver to Various Winter Enthusiasts:

- Create messaging specific for Family and Avid Skier interests
- Winter Enthusiasts: 5% of total adult population
- Continue to test niche Winter audience/content:
Multi-Touch Approach via Layered Media Plan

Inspiration

Connected TV/OTT/Video

Streaming Audio

High-Impact/Rich Media

Display, Native, Paid Social

SEM

Print

Custom Content
Timing

Heavy-up media during key booking and travel window.

Lower funnel tactics carry into March to capture late season travel interest.
The Adventure Continues

Creative adapted for FY22 Winter season.
New VISITMT.COM
Coming October
MOT’s FY22 Winter Plan Highlights

✓ Maintain heavy awareness to support entire state
✓ Aggressively target competitor visitors/interest
✓ Local market heavy-ups to key feeder markets
✓ Support more content than ever before
2. FY22 Winter JV Opportunities
Consistent Components

Some things have stayed the same...

1. Maintaining partnerships with tried-and-true MOT + JV media partners

2. HY/MOT offers complimentary non-video creative services

3. Wide variety of options and multiple cost levels and packages to consider
Evolutions

Some things have changed...

1. Lowest cost offerings ever – some packages starting at $1K/partner!

2. All media vendor billing will be handled by HY – JV partners will be billed upfront for packages secured

3. Expanded custom content to digital

4. Majority of offerings today are Winter season focused (media would need to run between Oct. 2021 - Mar. 2022)
FY22 Winter JV Overview

• All packages on sale 9/16
• Five (5) package cost levels with Sojern, Tripadvisor and OnTheSnow
  - Each partner is limited to one package within listed media partners
  - No limit on # of JV partners per media partner
• Twelve (12) available packages digital custom content opportunity
Sojern is a digital programmatic partner with direct access to first party, real-time travel data from 100+ large travel companies. Their campaigns utilize real-time and historical travel data to reach high-value target audiences.

Data partners include:

- Top programmatic media partner for MOT seasonal campaigns since FY17
- Previous MOT Sojern campaigns have performed 15-67% better than Sojern benchmarks
- Flexible and cost-efficient pricing for JV program
Sojern | Media Tactics Overview

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Display Banners</th>
<th>Native Display</th>
<th>Pre-roll Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners will define the target audience and geotarget for their campaign.</td>
<td>![Display Banner Image] CPM: $5 Sizes: 160x600, 300x250, 300x600, 728x90, 300x50, 320x50 Type: Static, HTML5, GIF Max Size: 200K Animation: up to .15 Tracking: via Sizmek</td>
<td>![Native Display Image] CPM: $6 Sizes: 1200x627, Square Type: completed spreadsheet with images Max Size: 200K Animation: n/a Tracking: via Sizmek</td>
<td>![Pre-roll Video Image] CPM: $14 Sizes: .15, .30 Type: mp4, wmv, mpg Max Size: 1 GB Animation: .15, .30 Tracking: via Sizmek</td>
</tr>
</tbody>
</table>

HY/MOT recommends:

**Audience Targeting**
- Winter Enthusiast: defined as participated in downhill skiing, cross country skiing, snowboarding or snowmobiling in the last 12 mos.

**Geotargeting (either)**
- National: USA ex. MT plus AB, BC, SK
- Drive Markets: ND, SD, MN, CO, WY, ID, UT, WA, OR, NE
# Sojern | Package Options

## Total Package Cost + Campaign Length Suggestions

<table>
<thead>
<tr>
<th>Total Cost</th>
<th>$2K</th>
<th>$5K</th>
<th>$10K</th>
<th>$15K</th>
<th>$20K</th>
</tr>
</thead>
<tbody>
<tr>
<td>JV Partner Cost</td>
<td>$1K</td>
<td>$2.5K</td>
<td>$5K</td>
<td>$7.5K</td>
<td>$10K</td>
</tr>
<tr>
<td>Month(s)</td>
<td>1x</td>
<td>1x or 2x</td>
<td>1x or 2x</td>
<td>1x, 2x or 3x</td>
<td>1x, 2x, 3x or 4x</td>
</tr>
</tbody>
</table>

## Total Impressions by Package Cost + Media Tactics Included

<table>
<thead>
<tr>
<th>Display</th>
<th>400K</th>
<th>1.00MM</th>
<th>2.00MM</th>
<th>3.00MM</th>
<th>4.00MM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display + Native</td>
<td>-</td>
<td>917K</td>
<td>1.83MM</td>
<td>2.75MM</td>
<td>3.67MM</td>
</tr>
<tr>
<td>Display</td>
<td>500K</td>
<td>1.00MM</td>
<td>1.50MM</td>
<td>2.00MM</td>
<td></td>
</tr>
<tr>
<td>Native</td>
<td>417K</td>
<td>833K</td>
<td>1.25MM</td>
<td>1.67MM</td>
<td></td>
</tr>
</tbody>
</table>

| Display, Native + Video | - | - | 1.46MM | 2.19MM | 2.92MM |
| Display | 667K | 1.00MM | 1.33MM |
| Native | 556K | 833K | 1.11MM |
| Video | 238K | 357K | 476K |
Tripadvisor is one of the world’s largest travel sites with 463MM monthly active users in 49 markets worldwide. Consumers use Tripadvisor to define their next destination, research key trip elements and plan things to do.

- Consistent OTA media partner for MOT seasonal campaigns since FY17
- Primarily mid-to low-funnel travel intender audience
## Targeting

Partners will define the target audience and geotarget for their campaign.

**HY/MOT recommends:**

### Audience Targeting
- **Winter Enthusiast:** defined as participated in downhill skiing, cross country skiing, snowboarding or snowmobiling in the last 12 mos.

### Geotargeting (either)
- National: USA ex. MT plus AB, BC, SK
- Drive Markets: ND, SD, MN, CO, WY, ID, UT, WA, OR, NE

### Additional targeting options
- Audience targeting can include 1P behavourial such as National Parks, Family Travel and Outdoors.
- Regional targeting can any states, DMAs or a combo.

## Display: Banners + Boost

### Banners
- **Sizes:** 728x90, 300x600, 320x50, 300x250
- **Type:** Static, HTML5, GIF
- **Max Size:** 150K
- **Animation:** up to :30, unlimited loops
- **Tracking:** via Sizmek

### Boost
- **Headline:** 30 characters max
- **Body:** 75 characters max
- **Sponsor Name:** no limit
- **Image:**
  - **Logo:** 50x50, max 25K
  - **Image:** 600x400, jpg, max 150K
- **Tracking:** via Sizmek

---

**National CPM:** $20  
**Regional CPM:** $21
## Tripadvisor | Package Options

<table>
<thead>
<tr>
<th>Total Package Cost + Campaign Length Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cost</td>
</tr>
<tr>
<td>JV Partner Cost</td>
</tr>
<tr>
<td>Month(s)</td>
</tr>
</tbody>
</table>

## Total Impressions by Package Cost + Geotargeting (Display media only)

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>250K</td>
<td>375K</td>
<td>500K</td>
<td>750K</td>
</tr>
<tr>
<td>Drive Markets</td>
<td>238K</td>
<td>357K</td>
<td>476K</td>
<td>714K</td>
<td>952K</td>
</tr>
</tbody>
</table>
OnTheSnow provides their active, affluent audience with ski trip planning resources including snow conditions, resort profiles and tailored content.

- OnTheSnow has the largest endemic audience of skiers with 9.2-million skiers annually (76% of all North American skiers)
- Favorite Winter vertical partner in past JV programs
- New website launching soon
OnTheSnow | Media Tactics Overview

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Display Banners</th>
<th>Mobile Scroller</th>
<th>Mobile Inbox</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners will define the geotarget for their campaign.</td>
<td>![Display Banners Image]</td>
<td>![Mobile Scroller Image]</td>
<td>![Mobile Inbox Image]</td>
</tr>
<tr>
<td>HY/MOT recommends: Display + Mobile Scroller (either):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- National: USA ex. MT plus AB, BC, SK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Drive Markets: ND, SD, MN, CO, WY, ID, UT, WA, OR, NE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Inbox</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- National: Favored resorts in USA plus AB, BC, SK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPM: $20</td>
<td>Sizes: 160x600, 300x250, 300x600, 728x90, 320x50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type: Static, HTML5, GIF</td>
<td>Max Size: 40K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animation: up to 3 loops, no blinking text</td>
<td>Tracking: via Sizmek</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPM: $21</td>
<td>Sizes: 370x740, 400x666</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type: Static, GIF</td>
<td>Max Size: 300KB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animation: n/a</td>
<td>Tracking: via Sizmek</td>
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<td></td>
</tr>
<tr>
<td>Flat Rate: $3K per send</td>
<td>Tracking: via Sizmek</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option 1 – Full Screen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Subject Line: 30 characters max</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- CTA: 1 to 3 words (optional)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Image: 640x960, JPG, max 500KB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option 2 – Half Screen w/ Text (above)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Subject Line: 30 characters max</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>- Header Text: 17 characters max</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>- Body Text: 50 words max</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- CTA: 1 to 3 words (optional)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Image: 640x840, jpg, max 500KB</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## OnTheSnow | Package Options

| Total Package Cost + Campaign Length Suggestions | 
| Total Cost | $2K | $5K | $10K | $15K | $20K |
| JV Partner Cost | $1K | $2.5K | $5K | $7.5K | $10K |
| Month(s) | 1x | 1x or 2x | 1x or 2x | 1x, 2x or 3x | 1x, 2x, 3x or 4x |

### Total Impressions by Package Cost + Media Tactics Included

<table>
<thead>
<tr>
<th>Display</th>
<th>100K</th>
<th>250K</th>
<th>500K</th>
<th>750K</th>
<th>1.00MM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Display + Scroller</strong></td>
<td>-</td>
<td>244K</td>
<td>488K</td>
<td>732K</td>
<td>976K</td>
</tr>
<tr>
<td><strong>Display</strong></td>
<td>-</td>
<td>125K</td>
<td>250K</td>
<td>375K</td>
<td>500K</td>
</tr>
<tr>
<td><strong>Scroller</strong></td>
<td>-</td>
<td>119K</td>
<td>238K</td>
<td>357K</td>
<td>476K</td>
</tr>
<tr>
<td><strong>Display, Scroller + Inbox</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>752K</td>
<td>996K</td>
</tr>
<tr>
<td><strong>Display</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>300K</td>
<td>425K</td>
</tr>
<tr>
<td><strong>Scroller</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>286K</td>
<td>405K</td>
</tr>
<tr>
<td><strong>Inbox</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>166K</td>
<td>166K</td>
</tr>
</tbody>
</table>

*1x guaranteed mobile inbox send counted as 1x impression*
Consumer Journey to Flip Card Articles

**ROBUST PROMOTION**

Native Promotional Units
Drive views at scale through cross platform native ad placements.

**NATIVE CONTENT DESTINATION**

New to Skiing or Snowboarding? These Expert Tips Will Help You Hit The Slopes With Confidence

Taking a stab at skiing or snowboarding as a novice can seem daunting. We partnered with Ski Resorts to share advice on how it doesn't need to be.

If watching winter athletes take to the slopes with ease, athleticism, and verve fills you with a special blend of envy, envy, and curiosity, you’re far from alone. Ever wanted to be able to use the word “flip” or “slope” in casual conversation? There’s no season like the present to begin. Having a go at skiing or snowboarding hardly requires you to hold any records, low, they local or international.

We (graciously) touched base with expert skiers and snowboarders to get some must-know tips for beginners, with everything from how many pairs of skis to wear to how to best move on the slopes (definitely for unshrown blankets of snow). At Vail Resorts, learning to exactly your own pace – armed with their Epic Day Pass – is just the ticket. Last chance to buy the pass is November 24!

Have a look at the tips before, and we’ll see you on the slopes.

Made and written by MOT/Meredith

**CO-OP PARTNER SITES**

Each flip card will link out to a page on JV partner’s website

Clickable JV partner asset
A Wonderous Winter Trip in Montana

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.

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.
Flip Card Articles | Overview

Increase interaction with highly engaging flip cards articles on Parents.com and RealSimple.com

Media

• Each article will receive 33K guaranteed views driven from paid social ads on the respective brand handle and native display ads across all Meredith websites.

• Paid promotion will be geotargeted to USA ex. MT.

Production

• Participating partners will select which article they'd like to be featured in:
  - Parents: A Wonderous Winter Trip in Montana
  - Real Simple: Six Ways to Own Winter in Montana

• Partners will provide images, talking points and a click through URL for Meredith to use as they create their flip card. Partners will receive multiple rounds of revisions and final approval.*

<table>
<thead>
<tr>
<th>Total Package Cost</th>
<th>$8.33K</th>
</tr>
</thead>
<tbody>
<tr>
<td>JV Partner Package Cost</td>
<td>$4.17K</td>
</tr>
<tr>
<td>Packages per Article</td>
<td>6x</td>
</tr>
<tr>
<td>Gtd. Views per Article</td>
<td>33K</td>
</tr>
</tbody>
</table>

* Meredith will decide the location of each flip card, partners cannot dictate their flip cards order.
<table>
<thead>
<tr>
<th>October ‘21</th>
<th>November ‘21</th>
<th>December ‘21</th>
<th>February ‘22</th>
</tr>
</thead>
<tbody>
<tr>
<td>13th: Assets due to HY</td>
<td>3rd: First mock-up feedback due to HY</td>
<td>1st: Campaign launches</td>
<td>28th: Campaign ends</td>
</tr>
<tr>
<td>28th: First mock-up sent to JV partner</td>
<td>8th: Second mock-up sent to JV partner</td>
<td>10th: Second mock-up feedback due to HY</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>17th: Final mock-up sent to JV partner</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>22nd: Final approval due to HY</td>
<td></td>
</tr>
</tbody>
</table>

*Subject to change, HY will notify participating partners of changes.*
3. FY22 Parents Inspiration Guide (Warm)
Inspiration Guidebook

Available packages have consistently sold out every year (FY18, FY19, FY20).
Inspiration Guidebook | Overview

Include more partners in this highly desired custom print piece by increasing available partner slots from 12 to 20 by adding total four additional pages.

Media Polybag

• 16 State distribution* in March 2022 issue of Parents
• Package rate decreased 18% from FY20
• Package includes half page ad with image and copy^ 

Production

• MOT covers all production fees
• Partners will provide images and talking points that Meredith would use to create their half page ad, and will receive multiple rounds of revisions and final approval
• Partners can elect to receive printed copies shipped to a desired location at no additional cost

<table>
<thead>
<tr>
<th>Total Package Cost</th>
<th>$5.73K</th>
</tr>
</thead>
<tbody>
<tr>
<td>JV Partner Package Cost</td>
<td>$2.87K</td>
</tr>
<tr>
<td>Packages</td>
<td>20x</td>
</tr>
<tr>
<td>Est. 2022 Circulation</td>
<td>582K</td>
</tr>
</tbody>
</table>

*Parents: AZ, CA, CO, ID, IL, MN, MT, NV, NM, ND, OR, TX, UT, WA, WY
^All JV partners are limited to 1x half page ad package
### Inspiration Guidebook | Key JV Partner Dates

<table>
<thead>
<tr>
<th>October ‘21</th>
<th>November ‘21</th>
<th>December ‘21</th>
<th>February ‘22</th>
</tr>
</thead>
<tbody>
<tr>
<td>1ˢᵗ: Overrun commitment due to HY</td>
<td>12ᵗʰ: First mock-up sent to JV partner</td>
<td>3ʳᵈ: Second mock-up feedback due to HY</td>
<td>4ᵗʰ: On-sale date of the March 2022 Parents magazine issue</td>
</tr>
<tr>
<td>8ᵗʰ: Assets due to HY</td>
<td>19ᵗʰ: First mock-up feedback due to HY</td>
<td>9ᵗʰ: Final mock-up sent to JV partner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>30ᵗʰ: Second mock-up sent to JV partner</td>
<td>13ᵗʰ: Final approval due to HY</td>
<td></td>
</tr>
</tbody>
</table>

*Subject to change, HY will notify participating partners of changes.*

**Responsibility**

- Hoffman York
- JV Partner
- Meredith
4. Participation Details and Process
## FY22 JV Pt. 1 | Packages Offered

<table>
<thead>
<tr>
<th>Media Vendor</th>
<th>Media Type</th>
<th>Media Tactic(s)</th>
<th>Package Levels (JV Partner Cost)</th>
<th>Packages Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sojern</td>
<td>Programmatic Digital</td>
<td>Display, Native, Video</td>
<td>$1K, $2.5K, $5K, $7.5K, $10K</td>
<td>N/A One per partner</td>
</tr>
<tr>
<td>Tripadvisor</td>
<td>Online Travel Agent</td>
<td>Display, Native (Boost)</td>
<td>$2.5K, $3.75K, $5K, $7.5K, $10K</td>
<td>N/A One per partner</td>
</tr>
<tr>
<td>OnTheSnow</td>
<td>Winter Endemic Digital</td>
<td>Display, Mobile Scroller, Mobile Inbox</td>
<td>$1K, $2.5K, $5K, $7.5K, $10K</td>
<td>N/A One per partner</td>
</tr>
<tr>
<td>Parents</td>
<td>Digital Custom Content</td>
<td>Flip Card Article</td>
<td>$4.17K</td>
<td>6</td>
</tr>
<tr>
<td>Real Simple</td>
<td>Digital Custom Content</td>
<td>Flip Card Article</td>
<td>$4.17K</td>
<td>6</td>
</tr>
<tr>
<td>Parents</td>
<td>Print Custom Content</td>
<td>Inspiration Guidebook</td>
<td>$2.87K</td>
<td>20</td>
</tr>
</tbody>
</table>
Key Dates

Order forms available on MarketMT.com on 9/16

9/24 - Send order forms in for all requested packages
HY/MOT will alert partners of any availability issues within the print/digital custom content pieces by the week of 9/26.

10/8 - Materials due for Parents Inspiration Guide
Partners who sign up will need to confirm if they want overrun copies of the guide by 10/1.

10/13 - Materials due for digital custom content:
Flip card assets due to HY.
FY22 Billing Practices + Protocols

HY will reconcile all media invoices for all partners.

- MOT can offer lower package costs than ever before by reducing the number of contracts/insertion orders with media vendors
- JV partners will reduce time spent managing invoices and payments

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
Buy

Review available packages on https://marketmt.com/Programs/Marketing/Joint-Venture

From 9/16 to 9/24, partners will select their package(s)* by emailing their completed form and W9 to kmimball@hoffmanyork.com

*If there is more interest than available packages for flip card articles and inspiration guide, a random drawing will be used, and notification will be sent the week of 9/26

HY will provide the partner an authorization form for their packages which must be returned and signed to officially secure media.

HY will issue one pre-bill invoice for the total buy with NET 30 payment terms.

Setup / Launch

HY/Partner will have a KOC** to discuss timing, targeting and creative for Sojern, Tripadvisor and OnTheSnow packages.

**Priority of KOC timing is based on ideal launch date of digital package.

HY issues one IO to the vendor for all secured packages.

Partner sends^ non-custom content creative assets for approval 2 weeks before launch.

^If HY is creating display banners, the process will be discussed on the KOC. Refer to the flip card and inspiration guide timeline for specific deadlines.

HY traffics all campaign assets to vendor and will confirm with the partner when the campaign officially launches.

Reporting

HY monitors and tracks campaign performance weekly via Sizmek for digital campaigns and Google Analytics for flip card articles.

HY provides standard^^ monthly reports for all months with active digital media campaigns.

^^Standard reporting includes impressions, clicks, click thru rate, percent delivered and impressions within audited geography. Any additional reporting needs or ongoing metric requests (e.g. VersaTag conversions etc.) will be on a case-by-case basis and potentially subject to additional fees.
Sample Standard Report

Monthly digital reporting includes impressions and click performance metrics for active digital packages*.

FY22 JV reporting will be powered by Datorama

*Custom reporting is available by request - custom reports may incur additional fees
RESERVATIONS
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COMPLIMENTARY HY
CREATIVE SERVICES
Concepting
Design
Copywriting
HTML5

MOTBD RESOURCE WEBSITE
https://marketmt.com/Programs/
Marketing/Joint-Venture
- Details of today's presentation
- Billing details
- IAB Standards
- Sample reporting document
Your FY22 Joint Venture Team

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