



FY26 MEDIA PLAN

Adopted 6-19-2025

MEDIA	ASSETS/FORMAT	TARGET MARKETS	TARGET DEMOGRAPHIC	TIMING	IMPRESSIONS/ VIEWS	COST	CPM/CPV
Streaming TV	:15 Video	Chicago, Dallas & Los Angeles	Adults 35-65 DINK's & Solo Travelers Contextual Targeting: Travel Behavioral Targeting: Adventure Seekers, Outdoor Enthusiasts	October - December, 2025 February - April, 2026	800,000	\$20,000.00	\$25.00
Streaming TV	:15 Video	Calgary & Lethbridge, Alberta	Adults 35-65 DINK's & Solo Travelers Contextual Targeting: Travel Behavioral Targeting: Adventure Seekers, Outdoor Enthusiasts	October - December, 2025 February - April, 2026	560,000	\$14,000.00	\$25.00
Search Retargeting	Display Ad or Video	Chicago, Dallas & Los Angeles	Adults who have recently searched for specific keywords or phrases related to Glacier and Yellowstone National Parks	September - November, 2025 January - March, 2026	857,143	\$12,000.00	\$14.00
Geofencing + Foot Traffic	Display Ad	Billings, Kalispell, Missoula & Hi-Line	Adults 25-45 Outdoor Adventure Targeting Outdoor/Sporting Goods Stores	August - October, 2025	400,000	\$5,000.00	\$12.50
Geofencing + Foot Traffic	Display Ad	Calgary & Lethbridge, Alberta	Adults 25-45 Outdoor Adventure Targeting Outdoor/Sporting Goods Stores	August - October, 2025	320,000	\$4,000.00	\$12.50
Google Ad Words	Specific Terms and Description Text	Chicago, Dallas & Los Angeles	Adults 25-45 Interest: Travel, Entertainment, Culture & Art, Outdoors	July - Septemer, 2025 November - January, 2026 March - May, 2026		\$12,000.00	
TikTok	:08 - :10 Video	Chicago, Dallas & Los Angeles	Adults 25+ Interest & Behavior: Travel, Entertainment, Culture & Art, Sports & Outdoors	August - October, 2025 December - February, 2026 April - June, 2026	3,000,000	\$24,000.00	\$8.00
	:08 - :10 Video	Calgary & Lethbridge, Alberta	Adults 25+ Interest & Behavior: Travel, Entertainment, Culture & Art, Sports & Outdoors	August - October, 2025 December - February, 2026 April - June, 2026	2,750,000	\$22,000.00	\$8.00
	:08 - :10 Video	Great Falls	Adults 25+ Interest & Behavior: Travel, Entertainment, Culture & Art, Sports & Outdoors	2025/2026	187,500	\$1,500.00	\$8.00

SnapChat	Display Ad	Chicago, Dallas & Los Angeles	Adults 18-45	July - September, 2025 November - January, 2026 March - May, 2026	2,777,778	\$25,000.00	\$9.00
	Display Ad	Calgary & Lethbridge, Alberta	Adults 18-45	July - September, 2025 November - January, 2026 March - May, 2026	1,777,778	\$16,000.00	\$9.00
	Display Ad	Great Falls	Adults 18-45	2025/2026	166,667	\$1,500.00	\$9.00
Facebook	:10 - :15 Video	Chicago, Dallas & Los Angeles	Adults 35-65 General Audience with Travel Intent	July - December, 2025 January - June, 2026		\$25,000.00	
	:10 - :15 Video	Calgary & Lethbridge, Alberta	Adults 35-65 General Audience with Travel Intent	July - December, 2025 January - June, 2026		\$14,000.00	
	:10 - :15 Video	Great Falls	Adults 25-45 General Audience	2025/2026		\$1,500.00	
Facebook	Single Tile Event Ad	Billings, Kalispell, Missoula & Hi-Line	Adults 25-45 General Audience with Travel Intent	July - December, 2025 January - June, 2026		\$10,000.00	
	Single Tile Event Ad	Calgary & Lethbridge, Alberta	Adults 25-45 General Audience with Travel Intent	July - December, 2025 January - June, 2026		\$9,000.00	
	Single Tile Event Ad	Great Falls	Adults 25-45 General Audience	2025/2026		\$1,000.00	
Instagram	:08 - :15 Video	Chicago, Dallas & Los Angeles	Adults 35-65 General Audience with travel intent	July - December, 2025 January - June, 2026		\$20,000.00	
	:08 - :15 Video	Calgary & Lethbridge, Alberta	Adults 35-65 General Audience with travel intent	July - December, 2025 January - June, 2026		\$16,000.00	
	:08 - :15 Video	Great Falls	Adults 25-45 General Audience	2025/2026		\$1,500.00	
Joint Venture Program		Chicago, Dallas & Los Angeles	Adults 35-65 DINK's & Solo Travelers Contextual Targeting: Travel Behaviorial Targeting: Adventure Seekers, Outdoor Enthusiasts	2026		\$5,000.00	
					Contingency	\$8,374.00	
					Total Cost	\$268,374.00	