



HOFFMAN YORK

MONTANA



# FY21 Joint Venture Program

Montana Office of Tourism and Business Development

March 11<sup>th</sup>, 2020

# FY21 JV Program

FY20 JV Recap

FY21 JV Overview

Budget Summary

Program Process

# FY20 JV Recap

# FY21 JV Program | FY20 Media Options

This past fiscal year, MOTBD offered three digital/programmatic media vendor options and one custom content print publisher to In-State partners.

## Digital



SOJERN

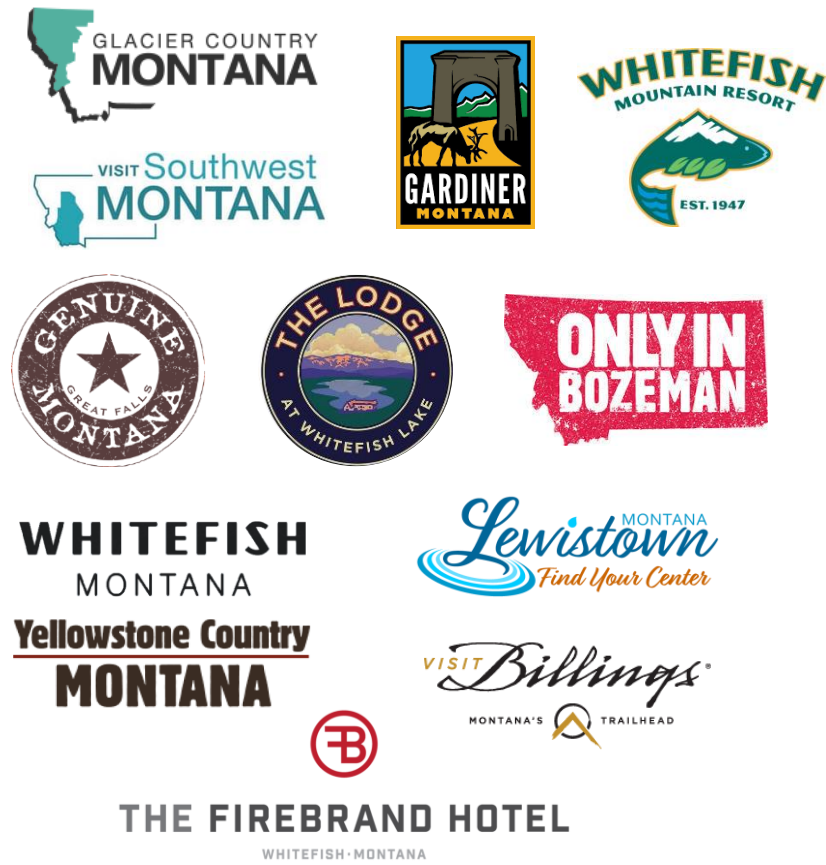


## Print

Parents

# FY21 JV Program | FY20 JV Partner Buys

## Digital



## Digital + Print



## Print



# FY21 JV Overview



# FY21 JV Program | Input and Considerations

1

Reallocate budget to lower level packages

2

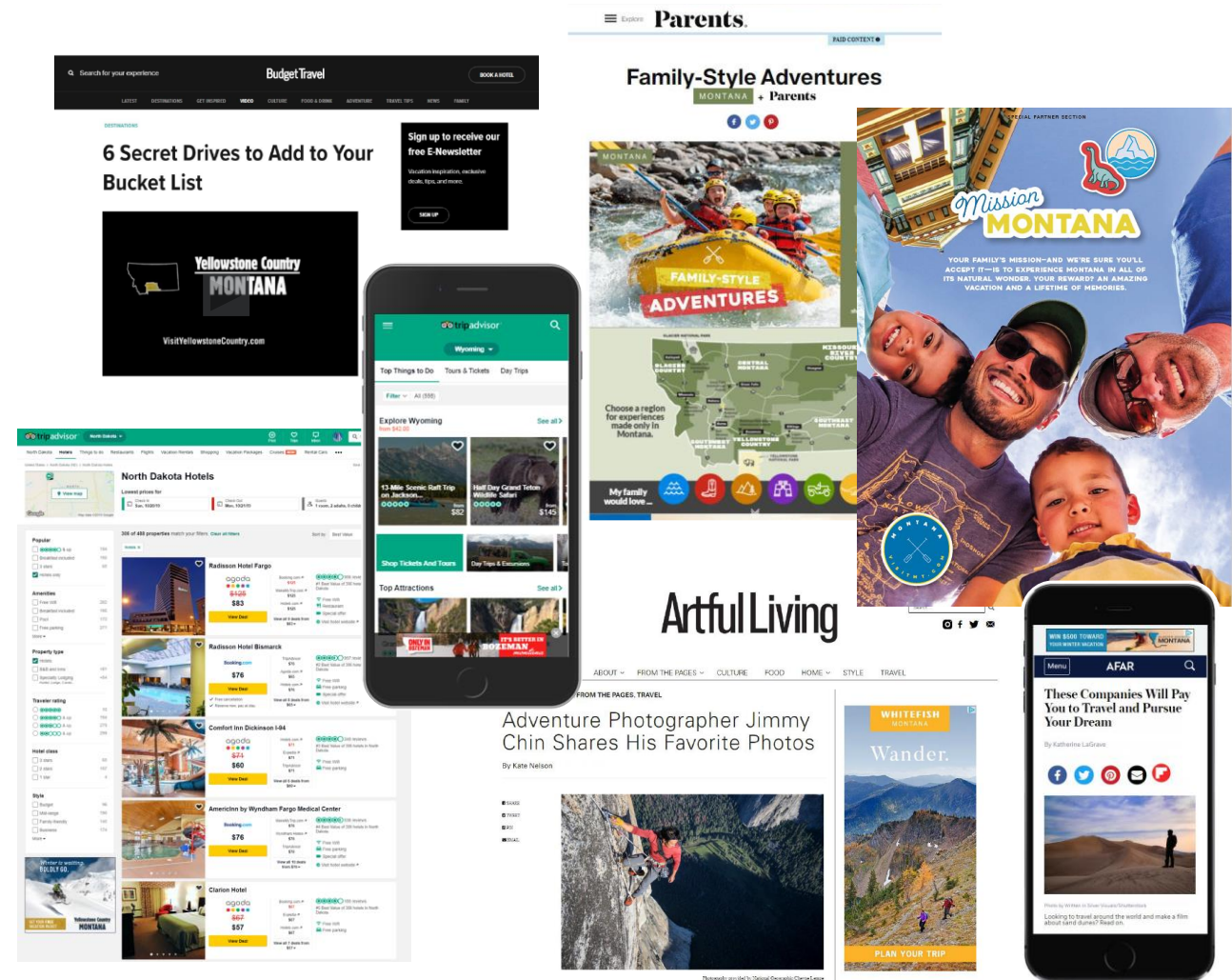
Increase video packages offered

3

Focus on travel centric digital partners

4

Expand use of custom print packages



# FY21 JV Program | Programmatic



## Program Recommendations

- Shift historically budgeted OnTheSnow program dollars into Sojern programmatic display and video packages
  - Increase \$5K and \$10K packages
  - Increase video package options
- Eliminate \$20K packages to focus on more affordable options for all partners

Price Levels	Packages	Ad Sizes	Total Impressions	CPM
\$5,000 (\$2.5K each)	11 (+83%)	160x600, 300x600, 728x90, 300x250, 320x50, 300x50	1,000,000	\$5.00 (0%)
\$10,000 (\$5K each)	8 (+33%)	160x600, 300x600, 728x90, 300x250, 320x50, 300x50	2,000,000	\$5.00 (0%)
\$10,000 (\$5K each)	8 (+100%)	160x600, 300x600, 728x90, 300x250, 320x50, 300x50	1,000,000	\$5.00 (0%)
Plus Video		:15 or :30 Pre-Roll	357,143	\$14.00 (0%)

## Additional Notes

- Partners provide
  - Targeting parameters (intent, competitive destinations, geotargeting)
  - Video assets for video packages

	FY21 Spend	% Change
MOTBD	\$107.5K	10%
JV	\$107.5K	10%
Total	\$215K	10%



# FY21 JV Program | OTA

## Program Recommendations

- Increase \$10K packages by 25% by eliminating \$5K packages
  - TA's new campaign minimum is \$10K
- Double \$20K packages

## Additional Notes

- Partners agree to base placement packages:
  - State Searchers include MT, CO, ND, SD, ID and WY
  - Geo-targeting: U.S. (minus MT) plus AB, BC, SK, Canada
- Added value removed by TA



Price Levels	Packages	Placements	Ad Sizes	Total Impressions	CPM
\$10,000 (\$5K each)	8 (+25%)	Display: State Searchers	728x90, 300x250, 300x600, 320x50	500,000	\$20.00 (+33%)
\$20,000 (\$10K each)	4 (+100%)	Display: State Searchers	728x90, 300x250, 300x600, 320x50	1,000,000	\$20.00 (+33%)

FY21 Spend		% Change
MOTBD	\$80K	19%
JV	\$80K	19%
Total	\$160K	19%

# FY21 JV Program | Inspiration Guide History



**FY18:** April FamilyFun Magazine

**Packages:** 9 – SOLD OUT

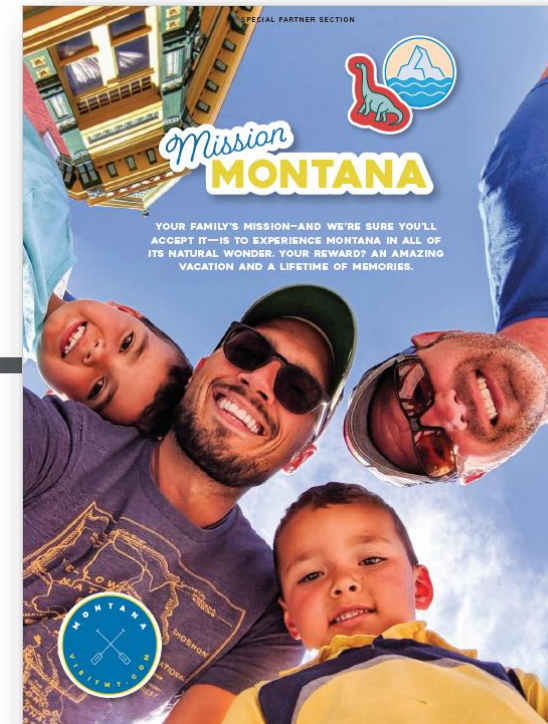
**Advertorial Size:** Half page or full page



**FY19:** April Parents Magazine

**Packages:** 8 – SOLD OUT

**Advertorial Size:** Half page or full page



**FY20:** April Parents Magazine

**Packages:** 12 – SOLD OUT

**Advertorial Size:** Half page only



# FY21 JV Program | Print Custom Content

## Program Recommendations

- Continue to produce the inspiration guide and polybag with Parents in FY21
- Increase available partner slots by 67% by adding 4 pages to the guidebook
- 16 State distribution\* (no changes YOY)

## Additional Notes

- Partner package rate decreased 24% YOY
- Partners will continue to provide bullet points and image options and receive multiple rounds of revisions
- MOTBD covers all production fees for new inspiration guide

Parents

Price Level	Packages	Advertorial Size	2021 Est. Circulation
\$5,350 (\$2,675 each)	20 (+67%)	Half-Page	618,500

FY21 Media Spend		% Change
MOTBD	\$53.5K	27%
JV	\$53.5K	27%
Total	\$107K	27%

# FY21 JV Program Summary

# FY21 JV Program | Evolution Summary

1

Reallocate budget to lower level packages

2

Increase video packages offered

3

Focus on travel centric digital partners

4

Expand use of custom print packages

1

Doubled Sojern's lowest level \$5K packages

2

Doubled Sojern's video package offerings

3

Removed Ski Vertical partner, OnTheSnow from package offerings

4

Continuing to polybag with Parents in FY21 and increased packages by 67%



# FY21 JV Program | Partner Summary



## 12x Digital Packages at 2 levels - \$10K, \$20K

- Removed \$5K price point due to their new minimum spend requirements
- Overall CPM increase aligned with MOTBD rate increases



## 27x Digital Packages at 3 levels - \$5K, \$10K, \$10K w/ video

- Expanded \$10K display and \$10K video packages
- Doubled the use of \$5K package size to account for TA's \$5K level elimination



## 20x Print Packages at 1 level - \$5.35K

- Increased half-page advertorials by an additional 8 packages
- Polybagged 20-page unit in the April '21 issue, a 25% increase in size





# Budget Summary

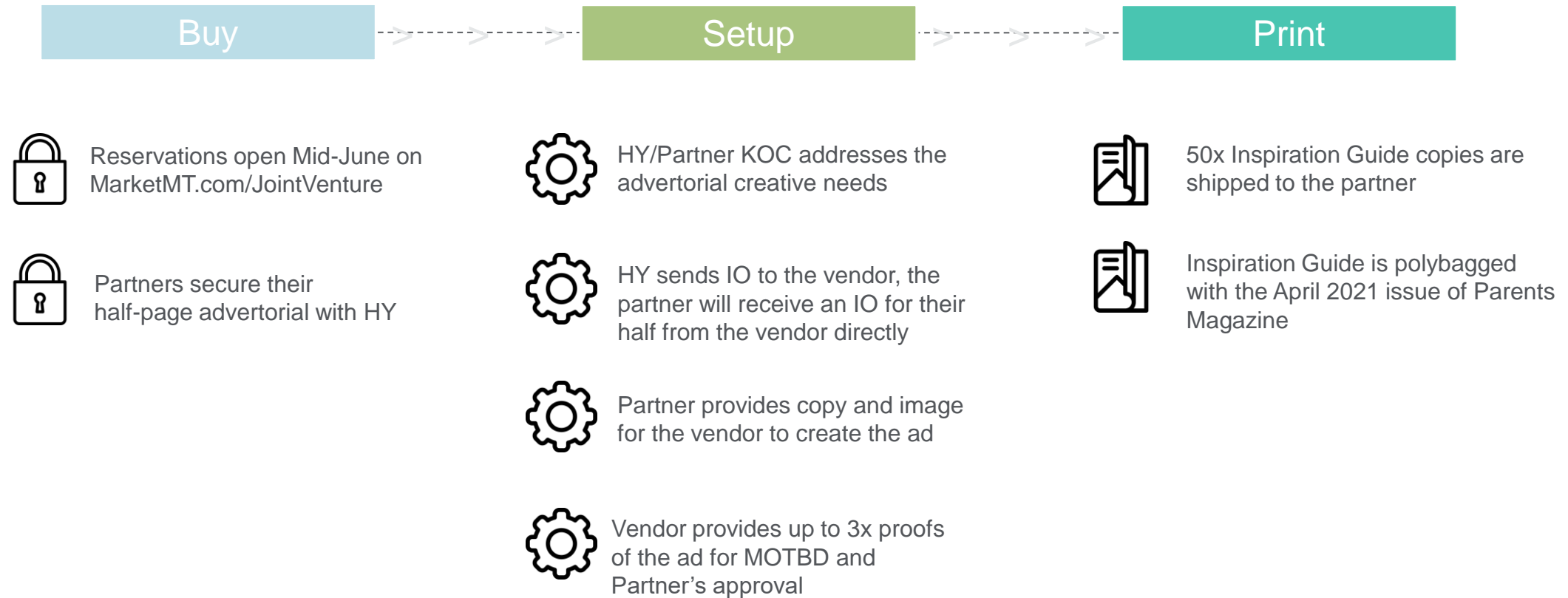
# FY21 JV Program | MOTBD Budget Summary

Planned Spend + YOY

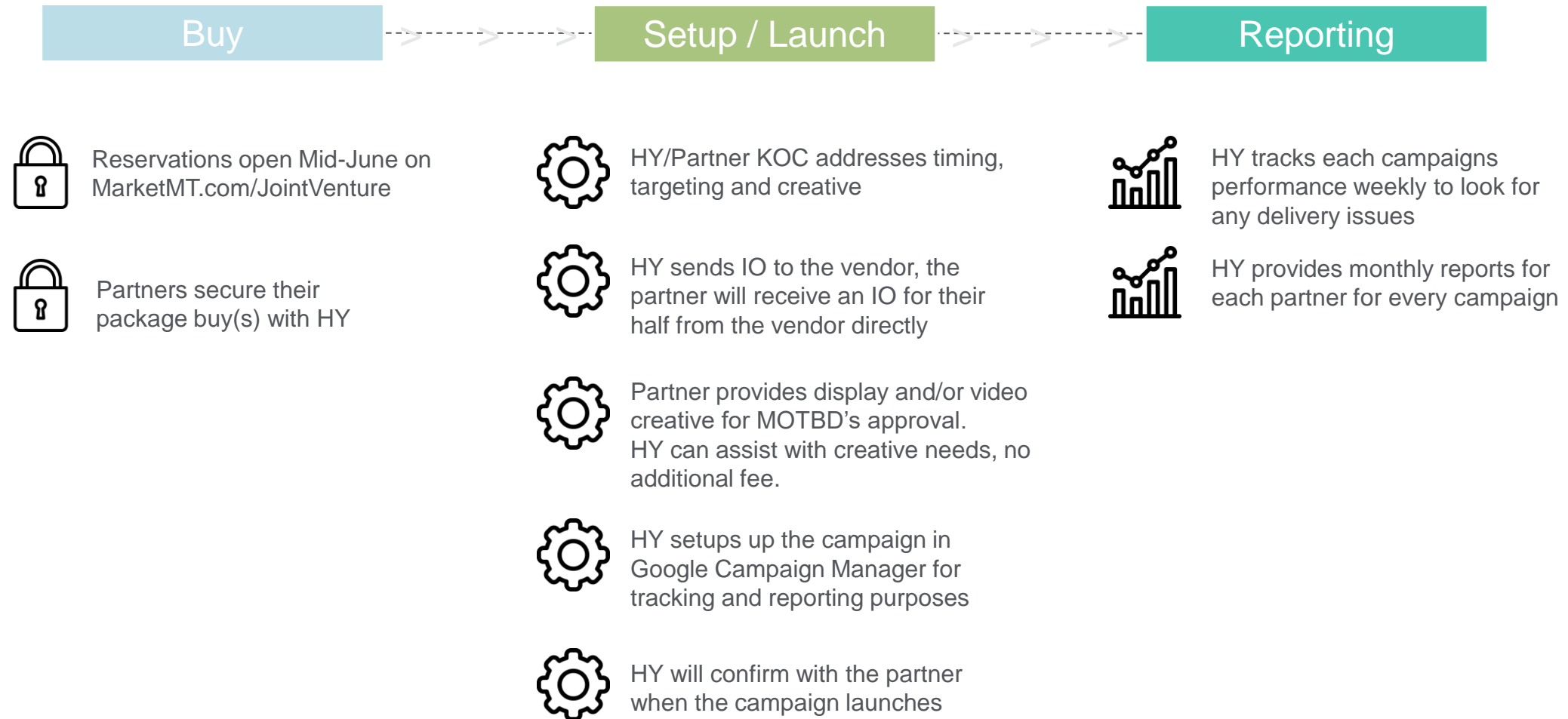
Partner	FY20 - Spent	FY21 - Planned	% Change
OnTheSnow	\$40,000	\$0	-100%
Sojern	\$97,500	\$107,500	10%
TripAdvisor	\$67,500	\$80,000	19%
Meredith - Print	\$42,075	\$53,500	27%
Ad Serving	\$5,425	\$9,000	66%
Media Sub-total	\$252,500*	\$250,000	-1%
Production Sub-total^	\$140,250	\$171,000	22%
Grand Total	\$392,750	\$421,000	7%

# Program Process

# FY21 JV Program | Print Package Process



# FY21 JV Program | Digital Package Process



# FY21 JV Program

## Slight **Changes** from FY20 Requirements - MarketMT.com/JointVenture

- 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 **Amy Barber** ([abarber@hoffmanyork.com](mailto:abarber@hoffmanyork.com)) 14 days prior to effective cancellation date.
- Billing will be based on 3<sup>rd</sup> party audited impressions provided by **Google Campaign Manager** for match campaigns where Hoffman York (HY) is using **Google Campaign Manager** on JV Partner's 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 half of the IO to the vendor, purchasing the State's portion, and then the vendor will mimic the IO parameters and send directly to the JV Partner to secure the second mirrored half of the buy. Each JV Partner is responsible for reviewing the vendor's IO including but not limited to geo-targeting (if specified), total cost and terms of payment. Any requests or changes pertaining to a media schedule need to be routed through **Nick Johnson** and **Amy Barber** at HY. HY will update the IO to inform vendor and vendor will share updated IO parameters with JV Partner.
- 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 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. 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.
- Current package costs are based on the negotiated terms listed – additional changes to targeting (i.e. audiences, geography, etc.) may require CPM adjustments (TBD based on need).