

**Utah Office of Tourism
Board Conference Call
Friday, March 9, 2018 – 3:30 p.m.**

Present

Board Members

Lance Syrett
John Holland
Shayne Wittwer
Sara Toliver

Kym Buttschardt
Ryan Starks
Zachary Renstrom
Mike Taylor

Staff

Vicki Varela
Jay Kinghorn

David Williams
Julia Barnhouse

Guests

Megan Griffin

Love Communications

WELCOME

Lance Syrett called the meeting to order and asked that everyone on the call announce themselves.

3-Season Marketing Overview and Proposal

Dave Williams informed the Tourism Board that the office was contacted by United Airlines with an intriguing opportunity that Megan Griffin, one of our media buyers from Love Communications, analyzed for us. Megan recommended that UOT purchase the ad space because the current offer is one-third of the standard cost and cross platform exposure through print, TV, and digital components. The overall delivery would be 48.8M impressions targeted to a highly qualified, affluent traveler audience for less than \$2 CPM. The total print run each month is 550,000 with the publication found in 137,000 flights per month and being seen by 13.5 million passengers. The 8.2 million monthly impressions for the print ad are based off an audited readership estimate. The full cost breakdown is provided below:

	<u>Monthly Impressions</u>	<u>Frequency</u>	<u>Total Impressions</u>
Print Ad – Hemisphere	8,200,000	4 Months	32,800,000
:30 TV Ad – In-Flight Travel Channel	2,100,000	3 Months	6,300,000
Ink-live.com Banner ROS	100,000	3 Months	300,000
Unitedmags.com Banner ROS	150,000	3 Months	450,000
IPad and Android App Banner	250,000	3 Months	750,000
150 Word Advertorial (August)	8,200,000	1 Month	8,200,000
Total Impressions			48,800,000

	<u>Monthly Cost</u>	<u>Total Cost (3x)</u>	<u>CPM</u>
Full Page Placement	\$26,111	\$78,333	\$1.93
Half Page Placement	\$13,889	\$41,667	\$1.03

Recommended timing for ad placement would be April, May, June (Family Travel editorial) and

September (Adventure Travel editorial) 2018 issues, with packaged August 2018 advertorial adding in exposures through a fourth month. UOT would have full creative control over the August advertorial placement – providing up to 3 high-resolution images and 100-150 words of editorial.

The total amount that is being requested from the TMPF budget for this media buy is \$81,666.

MOTION: Sara Toliver motioned to approve the adjustment of the 3-season budget of \$81,666. Mike Taylor seconded the motion. The motion carried unanimously.

Meeting Adjourned.