TOURISM SANTA FE - FY19 FLOWCHART

Version: 8/8/18

Media	Vendor	Tactic	JULY				AUGUST				SEPTEMBER					OCTOBER				NOVEMBER				DECEMBER					JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE				
			2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	30	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
CORE CAMPAIGN																																																					
DIGITAL																																																				
	Adtheorent	*Rich Media Display*																																																			
	Adara	*Standard Display*																																																		
	Varick	*Standard Display/Video*																																																		
	TripAdvisor	*PDP/Display*																																																		
	Pulsepoint (Story)	*Native/Content*																																																		
	ZEFR	*Video (TrueView)*																																																		
	Go NM Travel	*Lead Gen Page*																																																	
	Matador	*Custom Video*																																																	
PRINT																																																			
	New Mexico Magazine	*FP4C/Digital/Social*																																																	
	TAG Adventure Guide	*4-pg Spread/Gatefold*																																																	
	Texas Monthly	*FP4C/Digital*																																																	
	Phoenix Magazine	*FP4C/Digital*																																																	
	5280 Magazine	*FP4C/Digital*																																																	
	Austin Monthly	*FP4C/Digital*																																																	
PAID SEARCH (SEM)																																																		
	AdWords	*Paid Search*																																																	
AD SERVING																																																		
ARTISTS IN RESIDENCE																																																		
DIGITAL																																																		
	Varick	*Programatic Display*																																																	
PRINT																																																		
	ArtNews	*FP4C in Winter 2018 edition*																																																	
	Southwest Art Magazine	*FP4C in Dec issue & dedicated eblast*																																																	
	ArtistsNetwork	*Social Media Program*																																																	
KIDS FREE/SPRING BREAK																																																		
DIGITAL																																																		
	Pressboard	*Native/Sponsored Content*																																																	
	Varick	*PMP/Progamatic Display*																																																	
	MediaMax	*Targeted Email Blast*																																																	
CLIENT DIRECT																																																	
BROADCAST																																																	
	KKMJ and KJCE: Radio, Austin	:20s & :30s spots																																																
PRINT																																																		
	Georgia O'Keeffe Member Magazine	FP4C																																																
	2018 Santa Fe Opera Program	HP4C																																																	
	2018 HIPICO Summer Series Program	2-page spread																																																
	Ski New Mexico Community Page	FP4C																																																
	PGA Tour Essential Guide	FP4C & web banner																																																
	Edible (Music Week & Margarita Trail Promo)	FP4C, dedicated eblasts, eNewsletter & sponsored social post																																																
	Local Flavor (Music Week & Margarita Trail Promo)	FP4C & HP4C																																																
	Santa Fe Wine & Chile Program	FP4C																																																