

FY20 Tourism Santa Fe

Promotions

Artists in Residence
Kids Free Spring Break

CORE AUDIENCE

Target(s): PRIZM Segments: Money & Brains, Upper Crust, Mayberry-ville, Networked Neighbors,

Winner's Circle, Movers & Shakers, Gray Power and Fast-Track

Buying Demo(s): A35-64

Market(s): Phoenix, Tucson, Colorado Springs, Denver, Oklahoma City, Dallas-Ft Worth, Austin, Houston

Print

5280 Magazine (FP4CB)

Galerie Magazine (FP4CB)

Collectors Issue (December), Creative Minds Issue (April), Home and Away (June)

New Mexico Magazine (FP4CB)

The Definitive Guide to Chile (September), The Culture Issue (October), Out There (April), The Music Issue (May)

ADDED VALUE New Mexico Magazine: Monthly e-Newsletter (300x250)

ADDED VALUE New Mexico Magazine: Monthly Facebook Post

New Mexico True Adventure Guide (Gatefold Insert)

Phoenix Magazine (FP4CB)

ADDED VALUE: Phoenix Magazine Editorial Feature (PM Produced)

Springs Magazine (FP4CB)

Texas Monthly (FP4CB)

ADDED VALUE: Texas Monthly (FP4CB)

ADDED VALUE: Texas Monthly (April & May 2020 Issue Advertorial)

USA Today: Travel Guide (Winter Edition) (1/2 P2CB)

Interactive

VJ Trade Desk: Connected TV (:30 units)

VJ Trade Desk: Standard Display (300x250, 300x600, 320x50, 160x600, 728x90)

VJ Trade Desk: Standard Display Remarketing (300x250, 300x600, 320x50, 160x600, 728x90)

VJ Trade Desk: Spring Break Standard Display (300x250, 300x600, 320x50, 160x600, 728x90)

Pinterest: Video & Remarketing Display (:15, :30 units)

YouTube Trueview (:06, :15, :30 units)

Facebook & Instagram: Video & Display (:15, :30 units)

Google Display Network: Remarketing Display Banners

Google Display Network: Discovery Ads

Google & Bing: Search Engine Marketing

TexasMonthly: Sponsored Trip Guide

TexasMonthly: Article Produced by Texas Monthly

TexasMonthly: Promotional ROS

TexasMonthly: Sponsored Facebook Post

TexasMonthly: Sponsored Twitter Post

TexasMonthly: Exclusive E-newsletter - Traveling Texan

ADDED VALUE: TexasMonthly - Trip Planner Newsletter

ADDED VALUE: TexasMonthly - Sponsored Facebook Post

ADDED VALUE : 5280.com - Facebook Post

ADDED VALUE : 5280.com - Instagram Post

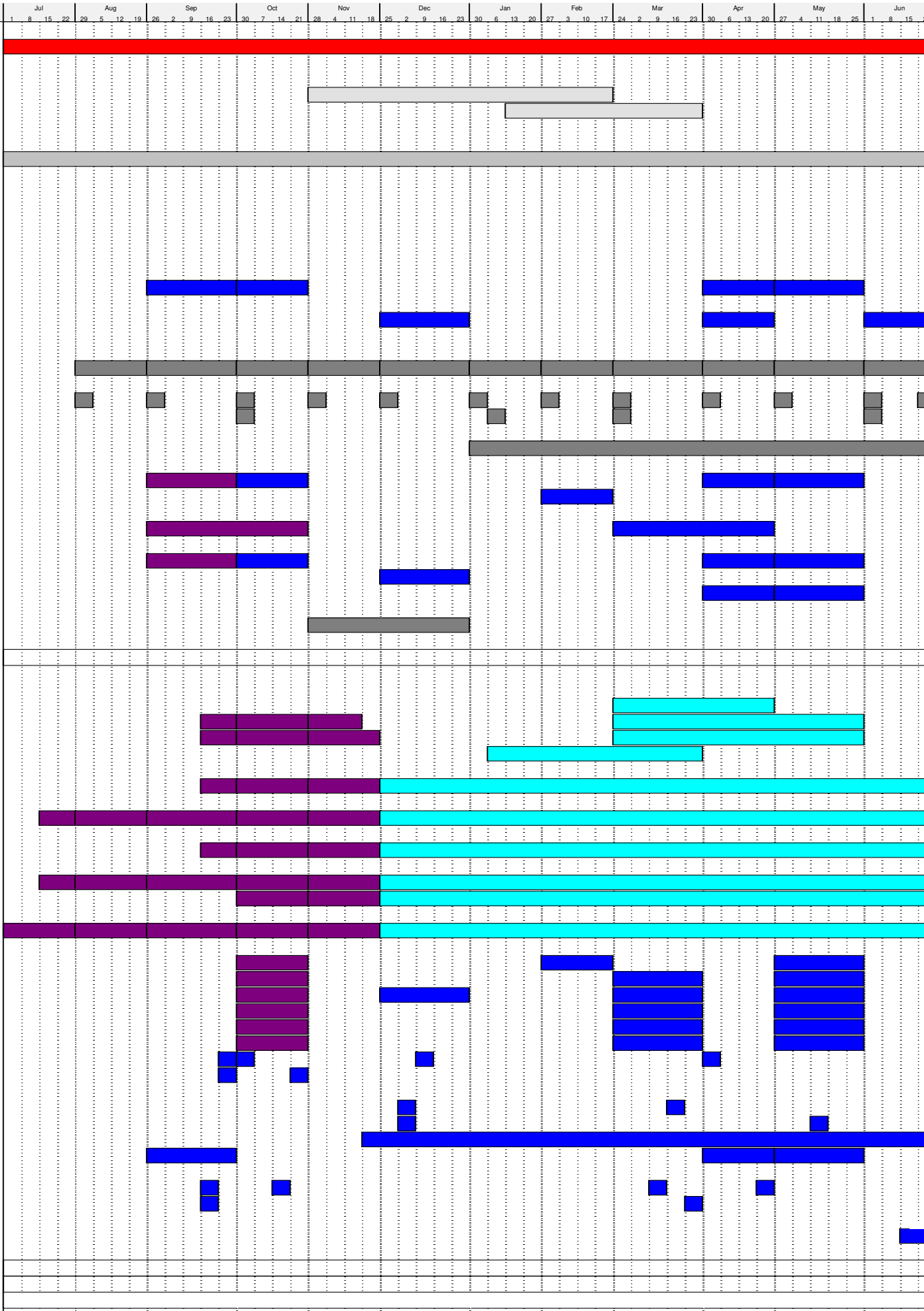
ADDED VALUE : 5280.com - ROS Display

ADDED VALUE : 5280.com - Digital Scene Listing

ADDED VALUE: Springs Magazine - Facebook Post

ADDED VALUE: Springs Magazine - Instagram Post

ADDED VALUE: Galerie - Panel Discussion



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	1 8 15 22	29 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20	27 3 10 17	24 2 9 16 23	30 6 13 20	27 4 11 18 25	1 8 15 22
OPPORTUNITY AUDIENCE												
<i>Target(s): PRIZM Segments: Young Digerati, Urban Modern Mix, and Connected Bohemians</i> <i>Buying Demo(s): A25-49</i> <i>Market(s): Los Angeles, Chicago</i>												
<u>Interactive</u>												
Matador Network: Social Pro Branded Content												
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Google Display Network: Remarketing Display Banners												
Google Display Network: Discovery Ads												
YouTube Trueview (:06, :15, :30 units)												
Facebook & Instagram: Video & Display (:15, :30 units)												
Pinterest: Video & Remarketing Display (:15, :30 units)												
TripleLift: Native Scroll Unit												
Outside Online: Social Media												
Outside Online: Native Content												
Outside Online: Newsletter/Email												
Outside Online: Impression Costs												
Google & Bing: Search Engine Marketing												
<u>Partnership</u>												
Refinery29 RON Audience Extension Display Package												
Refinery29 Production												
ADDED VALUE: Refinery29 RON Audience Extension Display Package												
ADDED VALUE: Refinery29 Custom Dedicated Email Package												
Refinery29 Custom Sweepstakes Feature Package												
Refinery29 Travel Channel Takeover Package												
Refinery29 Geo-Targeted Display Package												
Refinery29: Giftcard for Sweepstakes												

