Discover Moab

Fall Drive Campaign

2022

	Markets	Estimated Impressions	September (5, 12, 19, 26)	October (3, 10, 17, 24)	November (31, 7, 14, 21, 28)	December (5, 12, 19, 26)	BUDGET
TARGET AUDIENCE : Road Trip Travelers / Outdoor Adventurers	**Northern Utah, Denver/Colorado Springs, Vegas, Boise/Idaho Falls, Phoenix**						
Fixed Costs							
Ad Serving/Reporting Fixed fee for impressions served through reporting ad server							**$5,000.00**
Media Channels							
Broadcast TV & Cable :30 and :15 ad placement targeted for high reach/branding with local news and relevant programming Media partnerships leveraged for addtitional promotion ($0 spots, interviews, sponsorships, etc) for 1:1 match	Salt Lake DMA (statewide) Heavy up to Wasatch Front w/ Cable Zones	**10,437,500**	*Added Value Delivery*				**$83,500.00**
Transit Advertising - Wasatch Front High impact branding on UTA busses and TRAX trains 2x TRAX Wrap / 8x Bus King Kongs (Large Format) Media partnerships leveraged for 1:1 match through reduced cost and extended placement	Weber, Davis, Salt Lake, Tooele & Utah Counties	**10,500,000**			Added Value Extension		**$42,000.00**
Digital Billboards - Wasatch Front (8-10) 14x48 Bulletin locations along I-15 and I-80 Media Partnerships leveraged for 1:1 match through reduced cost.	Ogden to Provo	**2,000,000**					**$20,000.00**
Salt Lake Magazine Full Page, Full Color ad placement Media Partnerships leveraged for 1:1 match through reduced cost.	Salt Lake, Davis and Summit Counties+	**22,000**			**Nov/Dec Issue**		**$2,100.00**
Utah Symphony Program Full Page, Full Color ad placement Media Partnerships leveraged for 1:1 match through reduced cost.	Salt Lake County+	**19,000**			**Nov/Dec Program**		**$2,000.00**
Eccles Theater - Event Program Full Page, Full Color ad placement in broadway show programs Media Partnerships leveraged for 1:1 match through reduced cost.	Salt Lake County+	**140,000**			Moulin Rouge 11/30 - 12/11 / 40,000		**$6,500.00**
Paid Social Target A25-65 who have interest in Moab and Arches National Park, in key drive markets. Will utilize the video and will promote static images and copy posts (5x static posts, 1 video)		**6,651,000**					**$62,900.00**
Sojern Partnering with a proven programmatic partner that has expert experience in the tourism space, we will be able to leverage their data and in-market insights that tie ad exposure to hotel bookings. We will A/B test creative messaging that includes sustainable language so that we are attracting visitors who will spend more, stay longer and be stewards of the land.	Salt Lake County, Denver/Colorado Springs, Vegas, Boise/Idaho Falls, Phoenix	**4,909,983**					**$55,000.00**
Tripadvisor We are using display ads and native units on this platform where audiences can be inspired, informed and influenced to visit Moab responsibly. We want a tactical presence on Tripadvisor, marketing to our travel intenders looking at Moab and competitive destinations.		**3,601,440**					**$55,000.00**
Expedia Competitively targeted campaign to travelers researching trips to similar destinations For every hotel room booked, Expedia will donate 50 cents to a local non-profit in Moab.		**7,803,121**					**$125,000.00**
Total Estimated Impressions		**46,084,044**					**$459,000.00**

Total Monthly Spend	**September**	**October**	**November**	**December**	
Ad Serving/Reporting	$500.00	$1,500.00	$1,500.00	$1,500.00	$5,000.00
Broadcast / Cable TV	$27,833.33	$27,833.33	$27,833.33		$83,500.00
Transit Advertising	$25,000.00	$17,000.00			$42,000.00
Digital Billboards	$6,666.67	$6,666.67	$6,666.66		$20,000.00
Paid Social	$3,900.00	$29,000.00	$25,000.00	$5,000.00	$62,900.00
Salt Lake Magazine			$2,100.00		$2,100.00
Utah Symphony			$2,000.00		$2,000.00
Eccles Theater			$6,500.00		$6,500.00
Sojern	$10,000.00	$15,000.00	$20,000.00	$10,000.00	$55,000.00
Tripadvisor	$10,000.00	$15,000.00	$20,000.00	$10,000.00	$55,000.00
Expedia		$40,000.00	$45,000.00	$40,000.00	$125,000.00
TOTALS	$83,900.00	$152,000.00	$156,599.99	$66,500.00	$459,000.00