AGENDA
SUN VALLEY
AIR SERVICE BOARD MEETING

IN THE COUNCIL CHAMBERS – 81 ELKHORN ROAD
CITY OF SUN VALLEY, IDAHO
July 2, 2014 - 2:00 P.M.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

REMARKS FROM THE CHAIR

REMARKS FROM THE BOARD

CONSENT AGENDA *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Air Service Board Minutes of March 12, 2014 and April 24, 2014; 1
2. Receive and File Financials:
   a. 1% Local Option Tax Report – March 2014 7
   b. 1% Local Option Tax Report – April 2014 8

PRESENTATIONS

3. Fly Sun Valley Alliance, Semi-Annual Report and Budget Presentation, Carol Waller; 9
4. Sun Valley Marketing Alliance, Semi-Annual Report and Budget Presentation, Arlene Schieven; 25

ACTION/DISCUSSION

5. Consideration of Terrorism Coverage for Insurance Policy Year October 1, 2013 – September 30, 2014; ... 71
6. Authorization of Payment of Bills on-hand through June 27, 2014; 75
7. Scheduling of next Sun Valley Air Service Board meeting.

EXECUTIVE SESSION – Pursuant to Idaho Code 9-340D(1) and 9-340D(6) to discuss a matter that pertains to the expansion of business operations and trade secrets.

ADJOURNMENT

Please Note: The agenda is subject to revisions. Any person in need of assistance to attend or participate should contact Sun Valley City Hall prior to the meeting at 622-4438. Council Packets are online at www.sunvalley.govoffice.com

Recorded

REGULAR MEETING OF THE SUN VALLEY AIR SERVICE BOARD
Wednesday, March 12, 2014

Members present:	Chairman DeWayne Briscoe - Mayor, City of Sun Valley Secretary/Treasurer Nina Jonas - Mayor, City of Ketchum Fritz Haemmerle - Mayor, City of Hailey
Members absent:	Larry Schoen - Blaine County Commissioner
Staff present:	Sun Valley City Administrator Susan Robertson Ketchum Interim City Administrator Ray Silver Hailey City Administrator Heather Dawson Fly Sun Valley Alliance Board President Eric Seder Fly Sun Valley Alliance Executive Director Carol Waller Sun Valley Resort Marketing and PR Director Jack Sibbach Friedman Memorial Airport General Manager Rick Baird Ketchum Special Projects Manager Lisa Enourato Minutes Written by Ketchum Recording Secretary Sunny Grant

1. **This meeting of the Sun Valley Air Service Board was called to order at 2:03p.m. at Ketchum City Hall, Ketchum, Idaho.**

2. **Amend Agenda**

Board Member Fritz Haemmerle moved to amend the agenda to include an item to set another meeting. Motion seconded by Board Member Nina Jonas, and passed unanimously; all members voting.

3. **Remarks from the Board**

Board Member Nina Jonas introduced the new interim Ketchum City Administrator, Ray Silver.

4. **Open Session for General Public Comments** - None

5. **Consent Calendar**

Approval of minutes from the February 13, 2014 Sun Valley Air Service Board meeting

Board Member Fritz Haemmerle moved to approve the minutes of February 13, 2014, as amended. Board Member Nina Jonas seconded the motion, and it passed unanimously; all members voting.

Board Member Nina Jonas moved to approve the Consent Calendar of March 12, 2014. Motion seconded by Board Member Fritz Haemmerle, and passed unanimously; all members voting.

Public Hearings

6. **Consideration and adoption of limited-time contract with Fly Sun Valley Alliance for air service development services including maintaining and expanding commercial air service to the local area through the use of Minimum Revenue Guarantees or other inducements to providers and all ancillary costs which are associated with the ongoing effort to maintain and expand commercial air services.**
7. **Consideration and adoption of limited-time contract with Sun Valley Marketing Alliance for promotion of existing for air service(s) and future service to ensure significant enplanements.**

Hailey City Attorney Ned Williamson outlined issues of concern in the three similar contracts:

• Contract for Services between the Sun Valley Air Service Board and Sun Valley Marketing Alliance

The contract with Sun Valley Marketing Alliance contemplates monthly payments of about $40,000 to Fly Sun Valley Alliance for air service development costs. It's fairly standard for a government entity to pay another entity to perform services. The bulk of the contract is for reimbursement.

There presently are contracts between Sun Valley Company and United Airlines and Alaska Airlines. The contracts allow for payment to the airlines for Minimum Revenue Guarantees (MRGs), start-up costs, and busing expenses. The contracts each have a confidentiality provision. Idaho law protects trade secrets and any public record that includes trade secrets does not have to be disclosed. The law's broad definition of "trade secrets" is any information that derives independent economic value and/or efforts to secure secrecy. The contracts probably fit that definition.

With that restriction, the contract for services agreements have been developed with the arrangement that Sun Valley Company would be reimbursed half the cost of their reimbursables. Fly Sun Valley Alliance, under this proposal, would be paid that amount and would then pay Sun Valley Company.

- Contract for Service between the Sun Valley Air Service Board and Fly Sun Valley Alliance based on monthly payments, based on percentage of revenue. The contract makes it clear that FSVA will only receive money the Air Service Board receives. The money can only be used for purposes set forth in the Local Option Tax vote and in the contract.
- Contract for Services between the Sun Valley Air Service Board and Fly Sun Valley Alliance based on payment upon invoice submittal.

All three agreements have recital provisions that were designed to meet the intent of the Local Option Tax vote. The Fly Sun Valley Alliance Agreement also contains provisions that are unique to the Fly Sun Valley Alliance arrangement with Sun Valley Company, including MRGs, busing, etc.

Because there's only about six months left in the fiscal year, the agreements last until September 30, 2015. The agreements make it clear that payment is derived from revenue from this fiscal year only. The Agreements are compliant with constitutional prohibition that governmental entities cannot incur debts and liabilities in excess of income and revenue for one year.

The Air Service Board has to decide if they want the monthly version of the FSVA agreement or the payment upon invoice submittal version of the FSVA agreement.

The monthly payment version allows FSVA to receive X number of dollars percent of the revenue every month. When contracts with Sun Valley Company and the airlines require reimbursement, FSVA would submit invoice and supporting documents and the Air Service Board would okay FSVA to pay Sun Valley Company.

Under the alternate contract with FSVA, the Air Service Board would hold the money. Sun Valley Company would submit an invoice to FSVA and FSVA would submit an invoice and supporting documents to the Air Service Board. The Air Service Board would pay FSVA and FSVA would pay Sun Valley Company. Under both methods, the Air Service Board approves the invoices in Executive Session. The big difference between the two agreements is who holds the money.

The confidentiality provision could be in jeopardy if there is payment upon invoice submittal. If the Air Service Board authorizes a check for X dollars, the carrier would be able to figure out what the other carrier did based on the amount of the check.

Staff recommends the monthly payment, since Hailey has used it on other contracts. The advantage to the invoice submittal contract is that it allows more control over the money, and perhaps less chance of misuse of the funds. Both agreements provide fairly sufficient contractual protection that the money has to be used for a specified purpose. Williamson said the Air Service Board will need to carefully review invoices and supporting documents to be sure the money goes for the proper purpose.

The contracts include an audit provision and a reporting provision. Williamson added language allowing for inspection of records; and also language that the contract would not provide any third party beneficiary rights.

Williamson submitted the Sun Valley Marketing Agreement to the Air Service Board, and pointed out specific language in the contract. Both Fly Sun Valley Alliance and the Sun Valley Marketing Alliance have copies of the contracts, and have no issues with the language. Williamson submitted the two versions of the Fly Sun Valley Alliance agreement, noting the language referring to confidentiality. In the event staff or the Air Service Board look at the airlines' records, they will maintain confidentiality if it relates to the confidentiality provisions involving MRGs. If a court requires disclosure, you have to comply; if an airline and/or Sun Valley Company okays disclosure, that's fine.

PUBLIC COMMENT:

Fly Sun Valley Alliance Board President Eric Seder agreed with Williamson on a monthly arrangement.

Sun Valley Resort Marketing and PR Director Jack Sibbach urged the Air Service Board to sign the Sun Valley Marketing Alliance contract. He and Sun Valley Marketing Alliance Chief Marketing Officer Arlene Schieven are working closely together to market and support the Sun Valley area.

Air Service Board members supported the monthly contracts as submitted.

Board member Fritz Haemmerle moved to approve the Contract for Services with Fly Sun Valley Alliance for monthly payments. Motion seconded by Board member Nina Jonas. Roll Call: Board

member Jonas aye, Board member Haemmerle aye, Board member Briscoe aye. Motion carried unanimously; all members voting.

Board member Nina Jonas moved to approve the Contract for Services between the Air Service Board and Sun Valley Marketing Alliance. Motion seconded by Board member Fritz Haemmerle. Roll call: Board member Jonas aye, Board member Haemmerle aye, Board Member Briscoe aye. Motion carried unanimously; all members voting.

8. Set Next Meeting Date

Chairman Briscoe suggested the next Air Service Board meeting could be in June. Fly Sun Valley Alliance Executive Director Carol Waller said FSVA expected to have air service contracts for FY2015 finalized in May. She requested the ASB have a meeting in May to review budget presentations from FSVA and SVMA, which was part of their contracts. The Board said they would try to schedule a special meeting in May if advisable.

Board member Fritz Haemmerle moved to set the next meeting of the Air Service Board for Wednesday, June 4, in Sun Valley. Motion seconded by Board Member Nina Jonas, and passed unanimously; all members voting.

9. Old Business - None

10. Adjournment

Board member Fritz Haemmerle moved to adjourn at 2:37pm. Motion seconded by Board Member Nina Jonas. Roll call: Board member Haemmerle aye, Board member Jonas aye, Board member Briscoe aye. Motion passed unanimously; all members voting.

_____

Chairman DeWayne Briscoe

Attest:

_____

Secretary/Treasurer Nina Jonas

Special Meeting of the
Sun Valley Air Service Board
Tuesday, April 24, 2014

Present: Fritz Haemmerle – Mayor, City of Hailey
Nina Jonas – Mayor, City of Ketchum (via conference call)

Absent: Dewayne Briscoe – Mayor, City of Sun Valley
Larry Schoen – Blaine County Commissioner

Staff Present: Sun Valley – Susan Robertson
Hailey – Heather Dawson
Ketchum – Ray Silver (via conference call)

The Sun Valley Air Service Board met in a Board Meeting in the Hailey City Hall Meeting Room on April 24, 2014 at 3:00 p.m.

CALL TO ORDER:
3:06:25 PM Called to order by Vice-Chairman Fritz Haemmerle. Nina Jonas conferenced in via telephone.

REMARKS FROM THE VICE-CHAIR:
None.

REMARKS FROM THE BOARD:
None.

CONSENT AGENDA:
3:07:30 PM **Vice-Chairman Haemmerle moved to approve invoices except the Fly Sun Valley Alliance and Sun Valley Marketing Alliance invoices. Motion seconded by Jonas. Motion passed.**

Discussion regarding the Sun Valley Marketing Alliance (SVMA) and Fly Sun Valley Alliance (FSVA) invoices. In the future Haemmerle would like to have staff review the bills going forward to make sure they are going towards contract purposes. Jonas agrees with Haemmerle that this Board should confirm whether these funds are going towards contract purposes. Discussion ensued regarding more detail in the invoices. Susan Robertson will request more detail from both organizations. Jonas offered to have the Interim Ketchum City Administrator review the FSVA invoice detail since she is the Treasurer of this Board.

3:09:53 PM Haemmerle then discussed the FSVA and the SVMA invoices. **Haemmerle moved to approve the FSVA and the SVMA invoices. Jonas seconded the motion and clarified Haemmerle's comments regarding asking for more detail in future invoices from both FSVA and SVMA, as well as**

having a staff member of this board review the details of the FSVA invoices in an Executive Session, to confirm that the funds are going towards contract purposes. Motion approved.

3:11:11 PM Jonas moved to adjourn meeting. Motion seconded by Haemmerle. Motion passed.

Fritz X. Haemmerle, Vice-Chairman

ATTEST:

Nina Jonas, Secretary/Treasurer

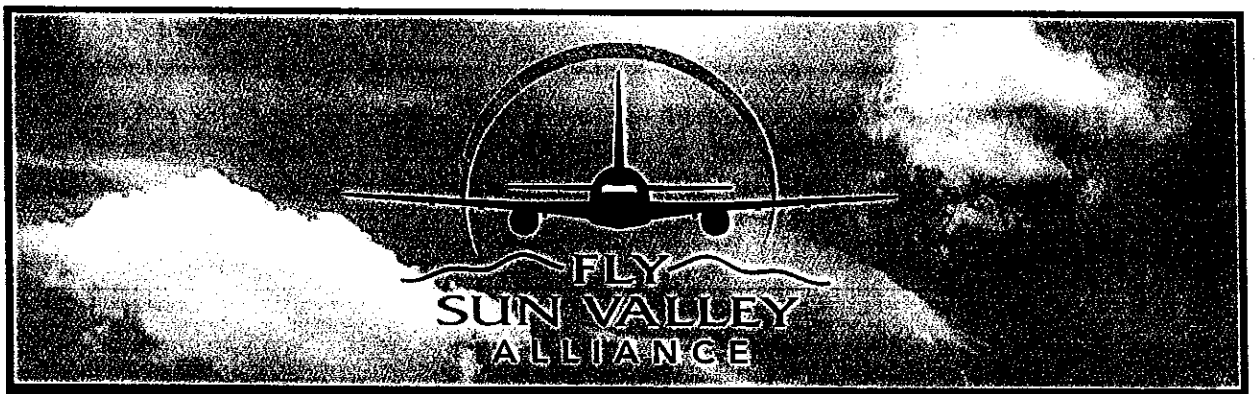
1% LOCAL OPTION TAX EARNED THROUGH MARCH 31, 2014

SUN VALLEY	BEDS 3%	BEDS 1%	LIQUOR 3%	LIQUOR1%	RETAIL 2.5%	RETAIL1%			TOTAL 3%	TOTAL 1%	MINUS COST	SVASB NET
JAN	31,978.97	10,659.66	6,285.19	2,095.06	48,526.91	18,663.76			86,791.07	31,418.48	-591.78	30,826.70
FEB	47,919.13	15,973.04	5,639.91	1,879.97	58,374.54	25,385.47			111,933.58	43,238.49	-591.78	42,646.71
MAR	43,512.54	14,332.83	6,776.93	2,258.98	49,014.94	20,545.41			99,304.41	37,137.22	-591.78	36,545.44
APR											-591.78	
MAY											-591.78	
JUNE											-591.78	
JULY											-591.78	
AUG											-591.78	
SEPT											-591.78	
Total	123,410.64	41,136.88	18,702.03	6,234.01	155,916.39	64,594.64			298,029.06	111,794.19	-5,326.02	110,018.85

KETCHUM	BEDS 3%	BEDS 1%	LIQUOR 3%	LIQUOR1%	RETAIL 2%	RETAIL1%	BDLG 2%	BDLG1%	TOTAL	TOTAL 1%	MINUS COST	SVASB NET
JAN	14,117.75	4,705.92	25,106.47	8,368.82	163,702.76	81,851.38	17,060.58	8,530.29	219,987.56	103,456.41	-7,425.44	96,030.97
FEB	20,086.56	6,695.52	30,452.85	10,150.95	208,556.99	104,278.50	15,154.85	7,577.42	274,251.25	128,702.39	-7,425.44	121,276.95
MAR	19,240.82	6,413.61	31,194.86	10,398.29	200,453.18	100,226.59	24,666.25	12,333.12	275,555.11	129,371.60	-7,425.44	121,946.16
APR											-7,425.44	
MAY											-7,425.44	
JUI											-7,425.44	
JUI											-7,425.00	
AU											-7,425.44	
SEPT											-7,425.44	
Total	53,445.13	17,815.04	86,754.18	28,918.06	572,712.93	286,356.47	56,881.68	28,440.83	769,793.92	361,530.40	-66,828.52	339,254.08

HAILEY	BED/CAR3%	BED/CAR1%							TOTAL	TOTAL 1%	MINUS COST	SVASB NET
JAN	18,567.51	6,189.17							18,567.51	6,189.17	-173.30	6,015.87
FEB	11,064.51	3,688.17							11,064.51	3,688.17	-103.27	3,584.90
MAR	15,172.05	5,057.35							15,172.05	5,057.35	-141.35	4,916.00
APR												
MAY												
JUNE												
JULY												
AUG												
SEPT												
Total	44,804.07	14,934.69								14,934.69	-417.92	14,516.77
									TOTAL FY	488,259.28		463,789.70

Expect to distribute
April 2014
1% LOT
at meeting



IMPROVING AIR SERVICE TO SUN VALLEY

FY14 Winter Results – Summer Update

FY15 Contract for Service Scope of Work/Budget

July 2, 2014

Presented To

SUN VALLEY
AIR SERVICE BOARD

FSVA FY14 Scope of Work & Performance Metrics

Mission Support & improve air service to Sun Valley

Contract Scope of Work

- **Air Service Development – air service contracts/MRGs, other**
- **Research**
- **Local Air Marketing/Community outreach & education**

Key Contract Performance Metrics

Retain/Expand Current Air Service

- Retain contracted nonstop SEA,LAX, SFO, DEN flights;
- Secure contracted nonstop DEN flights for winter 2014/15
- Optimize all air service schedules/frequency as feasible (including SLC)

Minimize Air Service Contract Costs

- Work with airlines & marketing partners to increase load factors & minimize contract costs
- Work with airlines to make SUN fares more competitive; reduce passenger leakage.

New Air Service

- Pursue new nonstop flight market (s) for 2015 or 2016

Research

- Conduct 1000+ air passenger surveys at SUN; continue with competitive analysis, economic impact and air service ROI research.

FY14 Winter Successes

Fly SUN.
Non-stop to DEN, LAX, SEA, SFO, SLC
ONE-STOP TO THE WORLD

New Regional Jet Service and Increased Seat Capacity

- Secured new United SFO-SUN winter/summer service- Dec 13, 2013-March 30 2014; July- Sept 23, 2014
- Secured new United DEN-SUN summer CRJ 700 service – to begin July 2, 2014
- Delta CRJ 700 service SLC-SUN - began on Jan 6, 2014

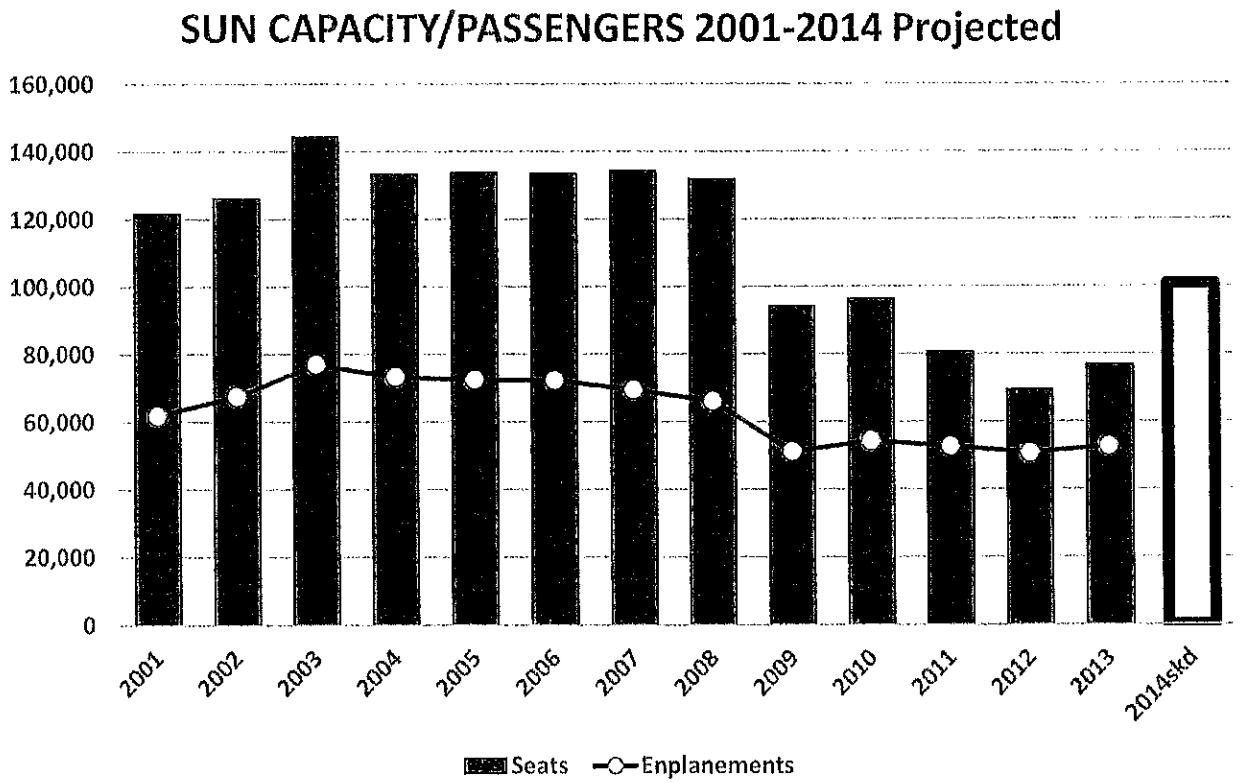
Secured expanded air service for 2014

- Alaska Airlines SEA & LAX winter flights daily Dec 14 through April 6, 2014
- Alaska Airlines SEA summer flights daily June 13 thru Sept 28; weekends Oct 3 – 19
- Alaska Airlines LAX summer flights daily June 13- Sept 28

- 30% INCREASE in seat capacity scheduled to date in 2014
  23,000+ additional seats
  (even with airport closure spring, winter DEN not yet included)

- 20% DECREASE in average business and leisure airfares to SUN

THE GOOD NEWS
SEATS = PASSENGERS = BUSINESS



FY14 Winter Successes

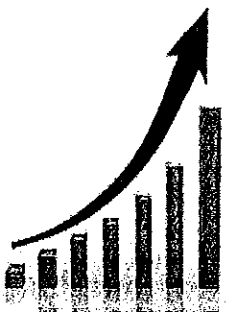
More Seats = More Enplanements

The addition of more seats into the market this winter came from:

- The new United daily SFO nonstop flights
- Longer season with Alaska flights – through April 6
- More capacity with new Delta regional jets

2014 WINTER SEASON (Jan-April)

- **37,515 seats available - up 28%**
- **23,199 enplanements - up 16%**



Load factors averaged 75% for all flights.

- *Note: Passengers/flights diverted to TWF and BOI not included in these stats*

Winter FY14 Successes
New Flights Bring New Visitors

2013/14 Winter SUN Air Passenger Survey - Key Highlights

San Francisco (SFO) Flight Impacts:

- Over 1000 new first-time visitors
  - ***30% of the total SFO flight passengers were new visitors***
  - *SFO pax: 83% visitors/PT residents; 17% local residents*
    (68% visitors, 15% PT residents, 17% local residents)
- $1.3M in direct spend economic impact from new visitors on SFO flight
- More frequent trips by second-homeowners, repeat visitors

Total Winter Flight Impacts:

- Visitors: 15,220 - Direct Spend $28M
- PT Residents 4455 – Direct Spend $16M
- TOTAL VISITOR + PT RESIDENT SPEND:

$44 MILLION

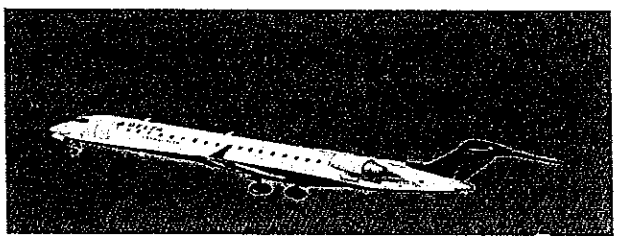
Summer 2014 Update

Air Service

- **Alaska Airlines SEA & LAX flights**
  - SEA flights run daily June 13 - Sept 28, 3x week Oct 3-19
  - LAX flights run daily June 13 – Sept 21

- **United Airlines SFO & DEN flights**
  - SFO & DEN run daily July 2 – Aug 25, 5x week Aug 26-Sept 23

- **Delta Air Lines SLC flights**
  - SLC flights run daily (3x week through 9/30)



Summer 2014 Update

Other FSVA Efforts

- **Airline Meetings/Strategic Development**
  - Met with airline officials from United, Alaska, Delta this spring to review winter results, start contract negotiations for winter FY15 service.
  - Met with current/potential new airlines at Jumpstart Airline Conference
  - Ongoing monitoring/tracking of bookings, competitive developments
  - Began planning improvements to diversion bussing for winter FY15

- **Local Air Marketing**
  - Promotion of air service and fare sales to local and regional (southern ID) markets.
  - Coordinate start-up effort for new DEN service
    Launch celebration on July 2, marketing, etc

- **Community Outreach & Education**
  - Keep stakeholders, consumers, media updated with information via enews, website, social media, press releases, presentations, etc.

FY15 Scope of Work & Budget Proposal

Air Service Development

Secure & Manage Contract Air Service

Alaska for SEA & LAX flights; United for SFO & DEN flights

- Negotiate air service contract terms with airlines, in partnership with SV Resort :
  - Operating season and schedules
  - MRG cap amount; analysis of cost per flight & projected revenues
  - LOC requirements
  - Weather diversion busing provisions

- Monitor bookings on weekly basis; cost & revenue monthly
- Monitor fares on ongoing basis within our competitive set, plus BOI, TWF
- Initiate fare adjustment discussions with airlines where appropriate
- Coordinate airline marketing efforts for SUN with other partners (SVMA, SVR, ITC, etc.)
- Assist with coordination of local marketing of flights/fares sales, etc. with airlines and local/state partners

FY15 Scope of Work & Budget Proposal

Air Service Development

Manage & Support Non-Contract Air Service

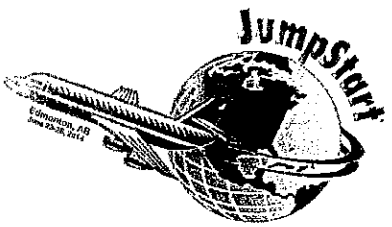
Delta for SLC-SUN flights

- Work with FMAA re: monitoring fares on ongoing basis within our competitive set, plus BOI, TWF
- Continue fare & schedule adjustment discussions as appropriate
- Coordinate airline marketing efforts for SUN w/other partners (SVMA, SVR, ITC)
- Assist with coordination of local marketing of flights/fares sales, etc. with airlines and local/state partners

FY15 Scope of Work & Budget Proposal

Additional air service support

- Work with FMAA on leakage analysis and recapture strategies, fare analysis & monitoring, service expansion opportunities
- Maintain strong relationships with industry partners/contacts: airlines, consultants, officials, air service program directors in other areas
- Assist with customer service issues at SUN as feasible



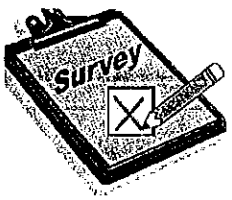
Air service development

- Identify strategic opportunities for current service expansion
- Research and identify opportunities for new service; provide extensive economic/demographic analyses of our market to prospective airlines
- Attend national industry conferences to meet with airlines
- Keep abreast of new air service development nationally and within our competitive set (other Rocky Mountain resort areas, regional cities)

FY15 Scope of Work & Budget Proposal

Research

- Conduct SUN air passenger survey research winter & summer
  - 1000+ surveys to be collected/analyzed re: trends, demographics, economic impact
- Monitor monthly enplanement, seat occupancy, other air service data for SUN and our competitors



Local Air Marketing/ Community Outreach &Education

- Maintain FSVA website, www.flysunvalleyalliance.com with information on SUN air service, economic impact studies
- Ongoing communications via Enews, Social Media, press releases/media relations, meetings, presentations
- Local marketing/PR re: air service news, fare deals, other
- Discussions on air service needs with local businesses (tourism & non-tourism)

FSVA FY15 BUDGET

FSVA FY15 1% LOT ASB CONTRACT BUDGET (FYE 9/30/15)		
FSVA CONTRACT INCOME		
1% LOT Revenues*	$	1,200,000
TOTAL INCOME	**$**	**1,200,000**
**Contract for Services with Air Service Board*		
FSVA AIR SERVICE DEVELOPMENT EXPENSE		
Air Service Contracts/MRG/Busing *(United SFO/DEN; Alaska SEA/LAX)*	$	1,100,000
Projected max MRGs/Busing expense - FSVA 50% share with Sun Valley Resort		
Air Service Consulting Fees/Meetings/Travel	$	65,000
Mead & Hunt consulting fees, Airline meetings		
Local Air Service Marketing (fare sales, etc)	$	15,000
Wood River Valley, southern Idaho		
Research	$	20,000
Winter/summer air passenger surveys, other research		
TOTAL EXPENSE	**$**	**1,200,000**
TOTAL 1% LOT PROJECTED FY15	**$**	**1,994,083**
LESS TAX COLLECTION COST/AIR SERVICE BOARD EXPENSES	**$**	**(54,000)**
TOTAL 1% FUNDS AVAILABLE	**$**	**1,940,083**
FSVA FY15 AIR SERVICE DEVELOPMENT	**$**	**1,200,000**
SVMA FY15 AIR SERVICE MARKETING (includes FY14 carryover)	**$**	**900,000**

FY15 Performance Metrics

- **Retain/Expand Current Air Service**
  - Retain contracted nonstop SEA,LAX, SFO, DEN flights
  - Optimize all air service schedules/frequency as feasible (including SLC)

- **Minimize Air Service Contract Costs**
  - Work with airlines & marketing partners to increase load factors & minimize air service contract costs. Reduce local market leakage
  - Work with airlines to make SUN fares as competitive as possible.

- **New Air Service**
  - Pursue new nonstop flight market for FY16

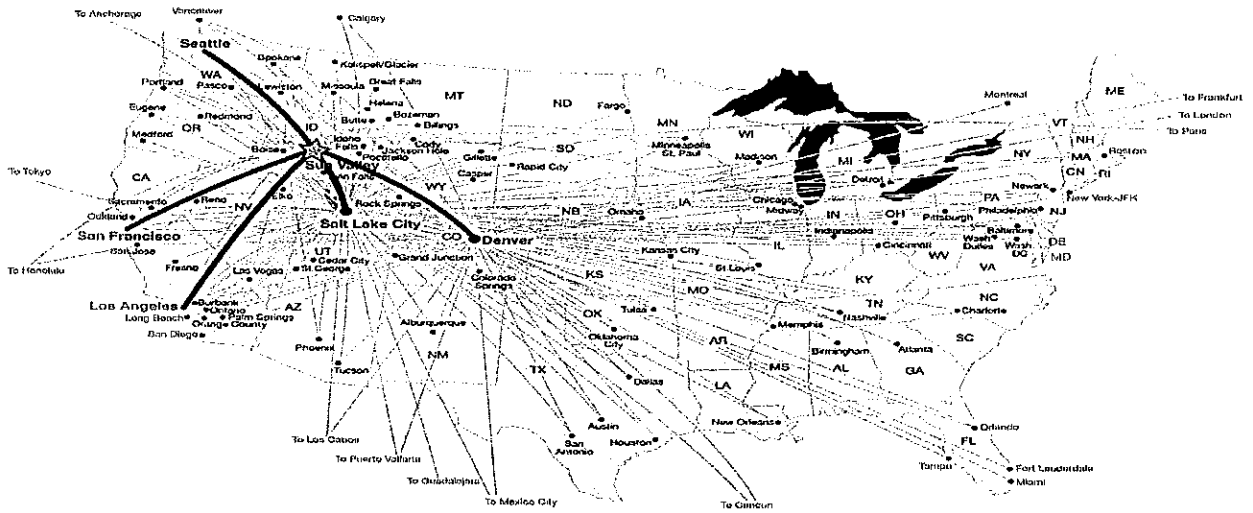
- **Research**
  - Conduct 1000+ air passenger surveys at SUN; continue with competitive analysis, economic impact and air service ROI research.

AIR SERVICE = BUSINESS

We are making great progress – more to come

THANK YOU

DAILY NONSTOP FLIGHTS to SUN VALLEY from DENVER, LOS ANGELES, SALT LAKE CITY, SAN FRANCISCO and SEATTLE



NON-STOP FLIGHTS TO SUN VALLEY (SUN)

Alaska Airlines — Los Angeles, Seattle – Sun Valley via Alaska Airlines: summer/fall/winter

DELTA — Salt Lake City – Sun Valley via SkyWest/Delta Connection: year-round

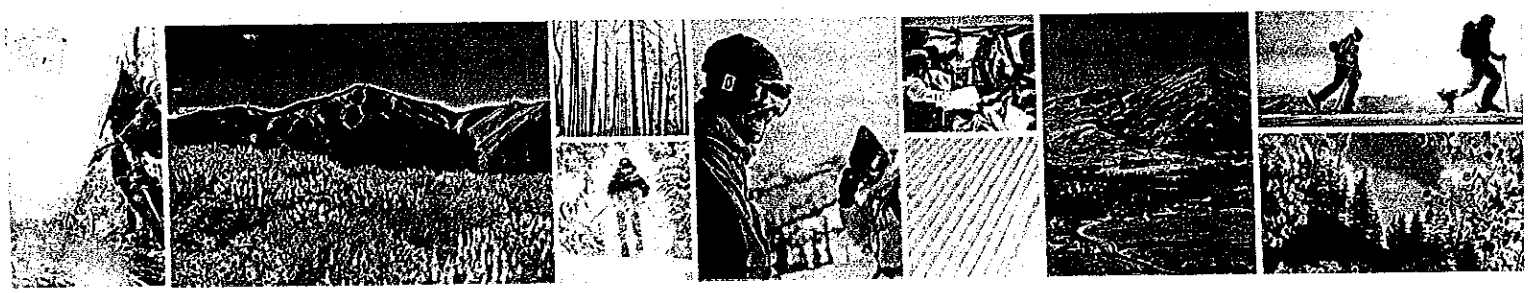
UNITED — Denver, San Francisco – Sun Valley via United Express: summer/fall/winter (winter DEN flights TBA)

©Fly Sun Valley Alliance 2014

Visit SunValley

Visit Sun Valley

Presentation for the Air Service Board
July 2, 2014



Results from Winter 13.14

Visit SunValley

- ***Note #1***: No additional funds were available for this past winter. All funds came from Visit Sun Valley's core budget

- ***Note #2***: In order to create demand for the new San Francisco flight, funds were diverted from Boise. As well, $50,000 from reserve funds were used to bolster marketing efforts.

Winter Results

Visit SunValley

- **Room Nights Sold:**
  - Winter 2012/2013 = 100,107
  - Winter 2013/2014 = 100,258 (flat)

- **Winter Visitors:**
  - Winter 2012/13 = 123,872
  - Winter 2013/14 = 131,758 (up 6.4%)
    - *More visitors staying in second homes and with friends and relatives; less in paid accommodation; day visitors on par*

Website Visits

Visit SunValley

www.visitsunvalley.com

- Winter 2013.14 (Nov 1 – Mar 31, 2014): +60%
- By Market:
  - San Francisco +1,135%
  - Los Angeles +151%
  - Seattle +76%

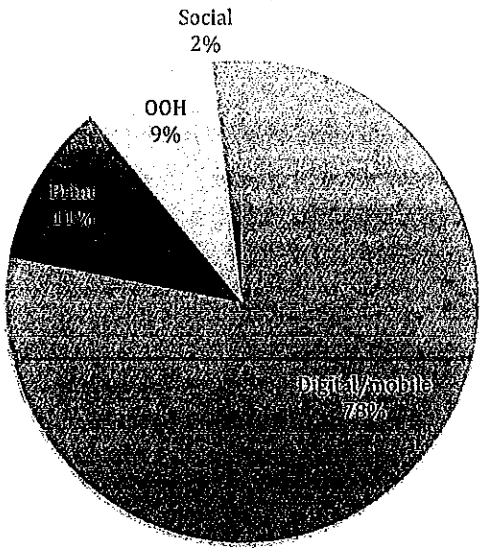
Summer Results To Date

Visit SunValley

- Summer to date (May 1- Jun 26)
  - Website visits +40%
    - LA +47%
    - NY +132%
    - Seattle +64%
    - SF +46%
  - Digital campaign is performing well with video ads far outperforming static ads

Summer 2014 Media Spend by Type

Visit SunValley



Summer 2014 Media Spend by Month

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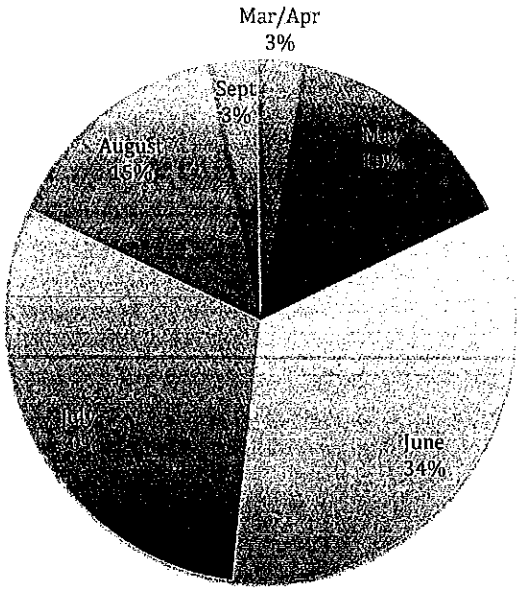
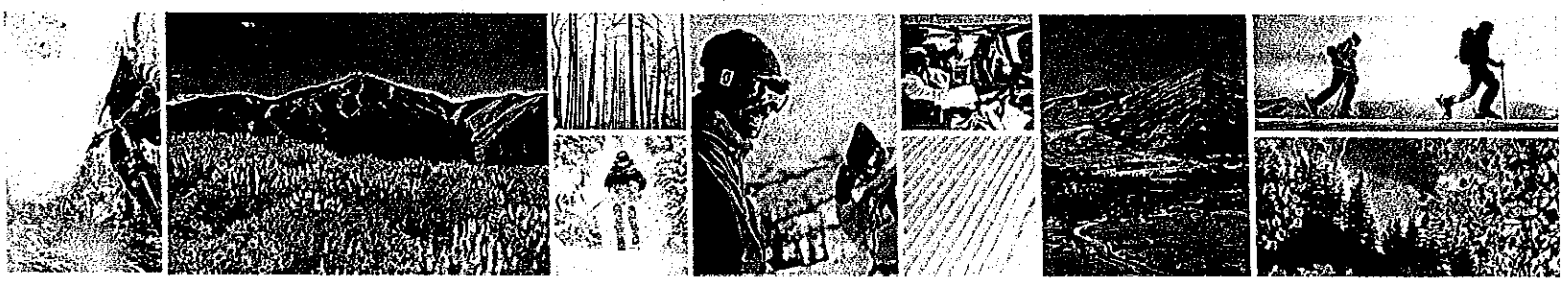
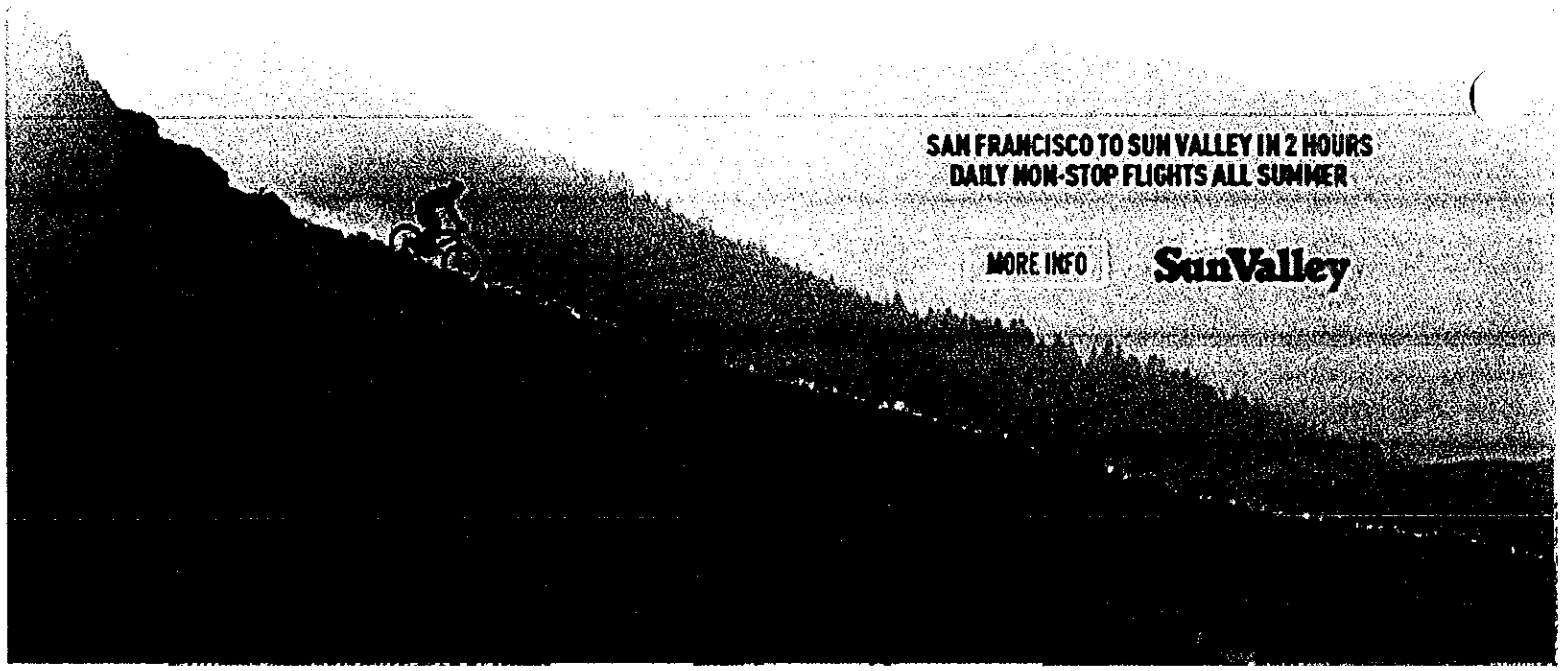
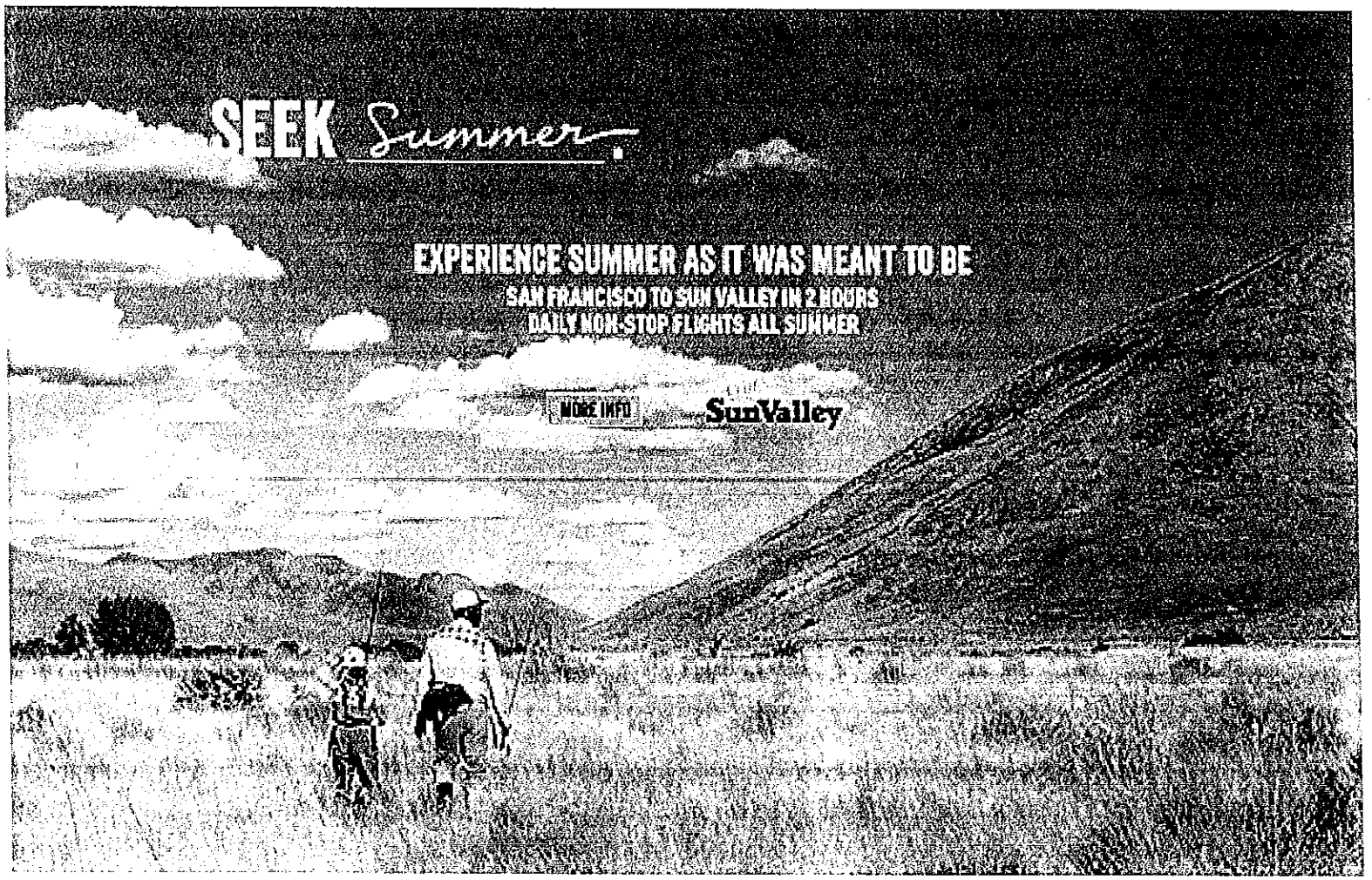




SEEK *Summer.*

WHATEVER IT IS YOU SEEK, YOU'LL FIND IT HERE




SEEK Summer.
EXPERIENCE SUMMER AS IT WAS MEANT TO BE
SAN FRANCISCO TO SUN VALLEY IN 2 HOURS
DAILY NON-STOP FLIGHTS ALL SUMMER
MORE INFO
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Summer in Sun Valley is like nowhere else on Earth. Marked by mesmerizing vistas, over 400 miles of flowy single track, world-class fly fishing, inspiring community events, concerts and so much more. It's a destination so authentic and vivid, whatever it is you seek, you'll find it here.

DAILY NON-STOP FLIGHTS ALL SUMMER.
ROOMS FROM $119.

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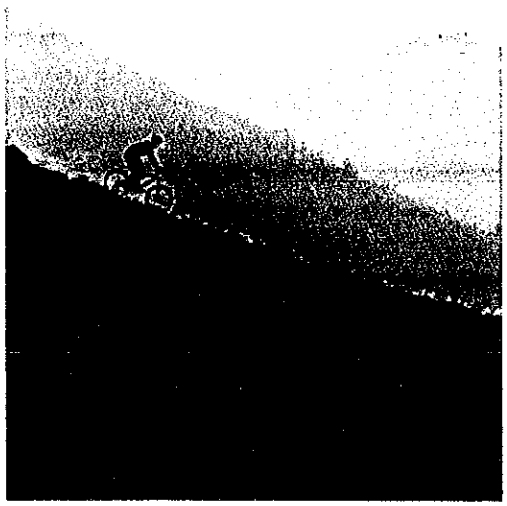

SEEK *Summer*.

For the seekers of solitude and single track. Festival fans and fisherfolk. For those inspired by fresh mountain air. Whose perfect day ends with delicious food and hearty laughter. This is your place. Summer in Sun Valley. Where no matter what it is you seek, you'll find it here.

SEATTLE TO SUN VALLEY IN 90 MINUTES.
DAILY NON-STOP FLIGHTS ALL SUMMER.

SunValley
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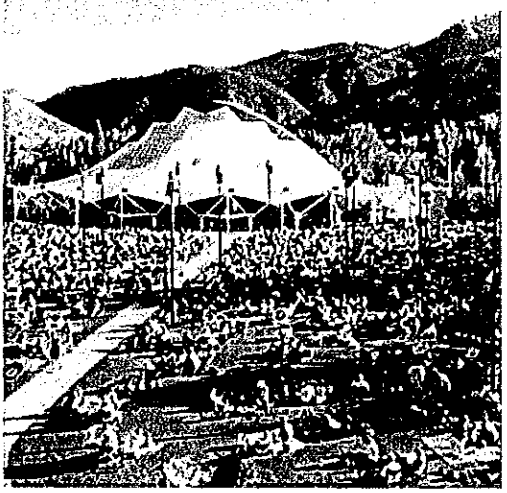

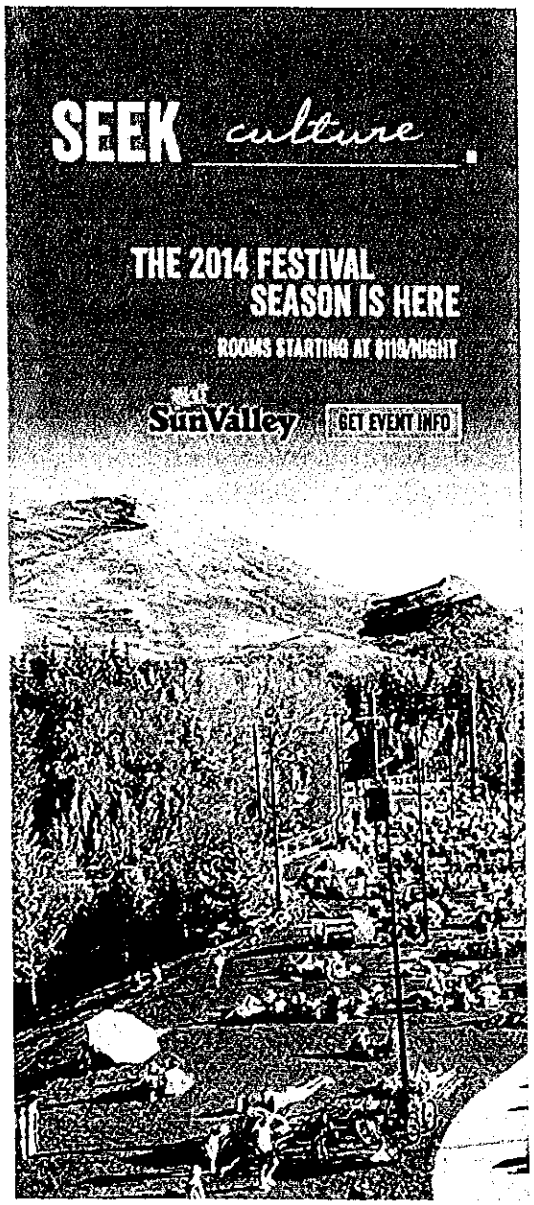
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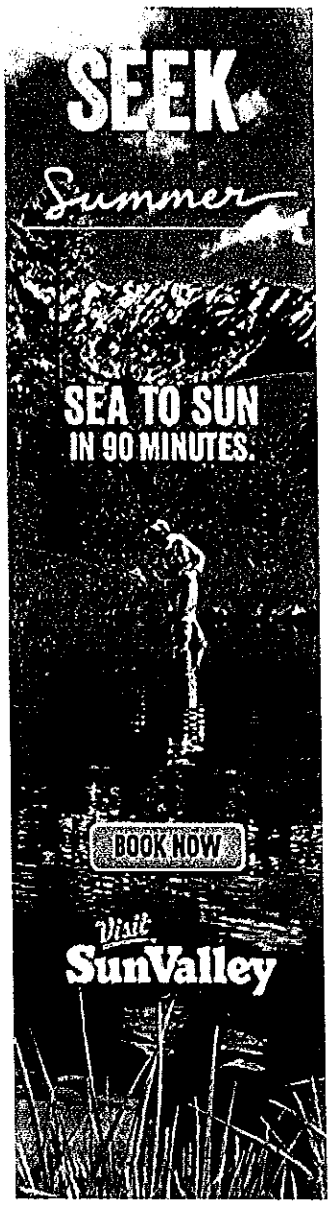
SEEK Summer
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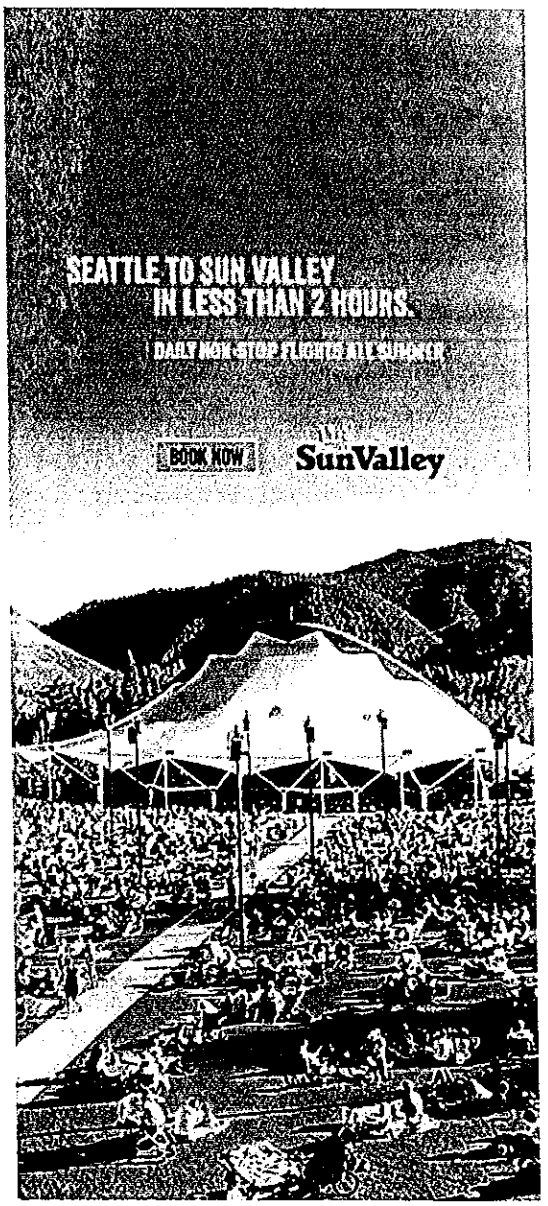
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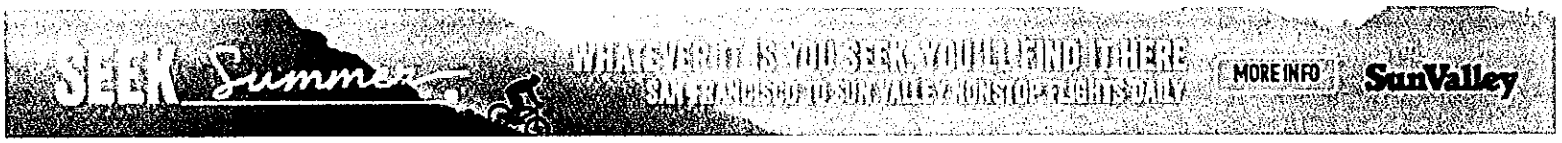
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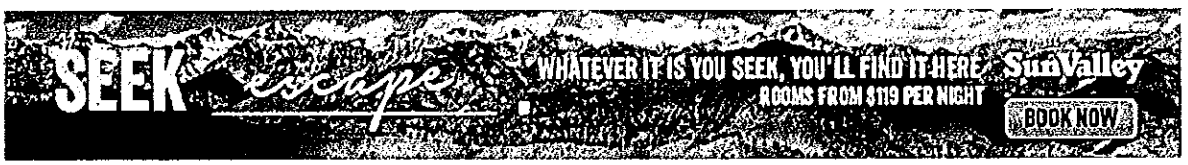
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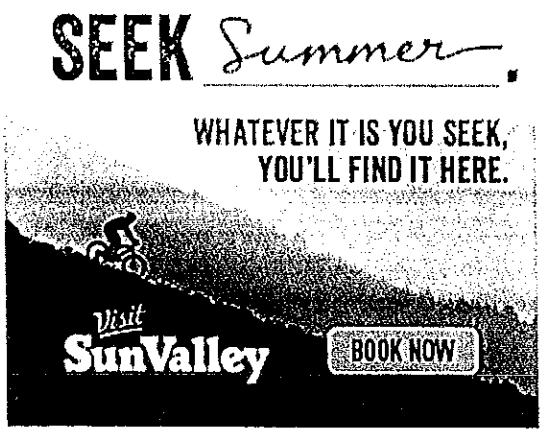
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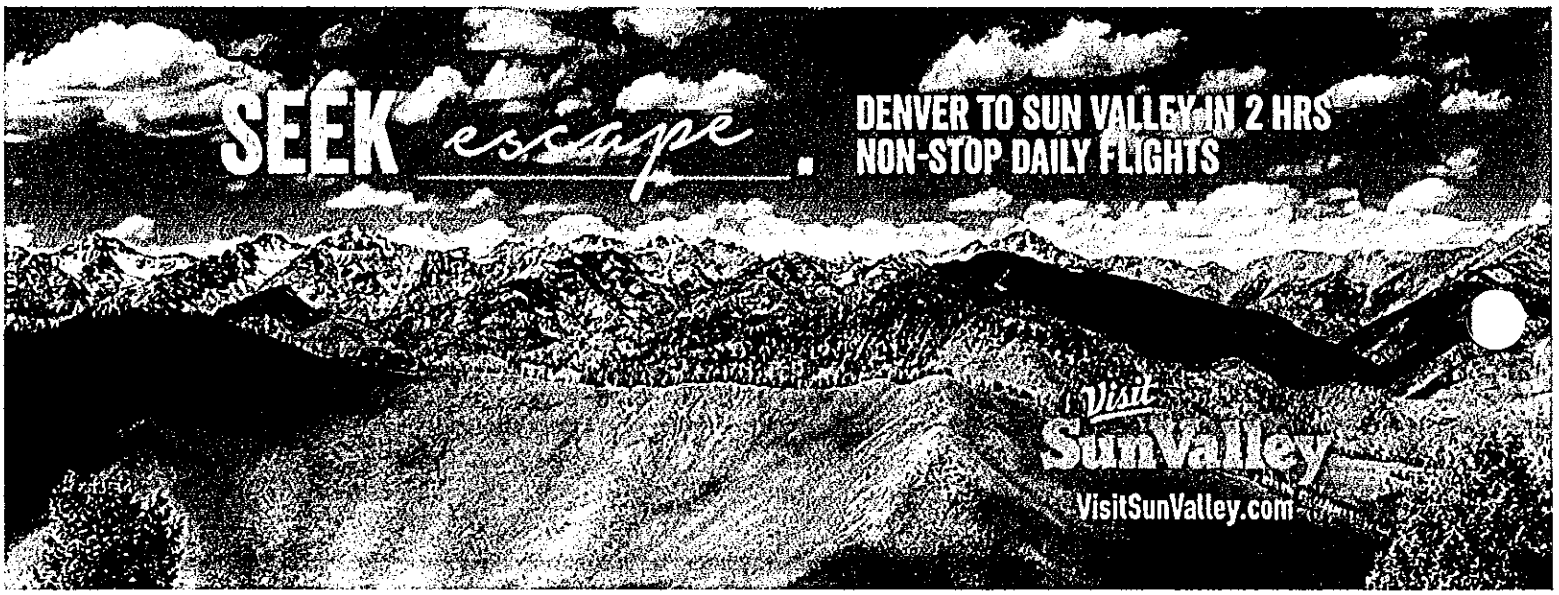
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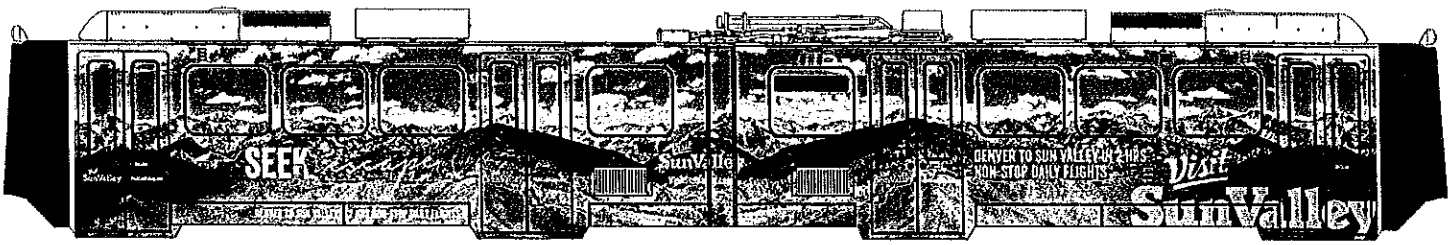
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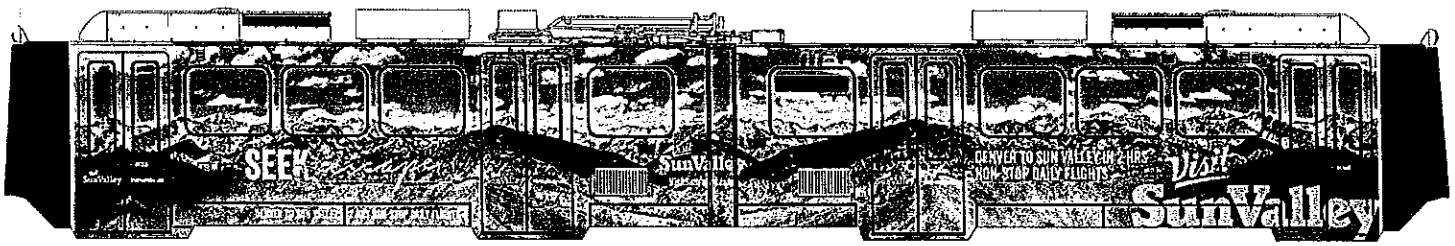
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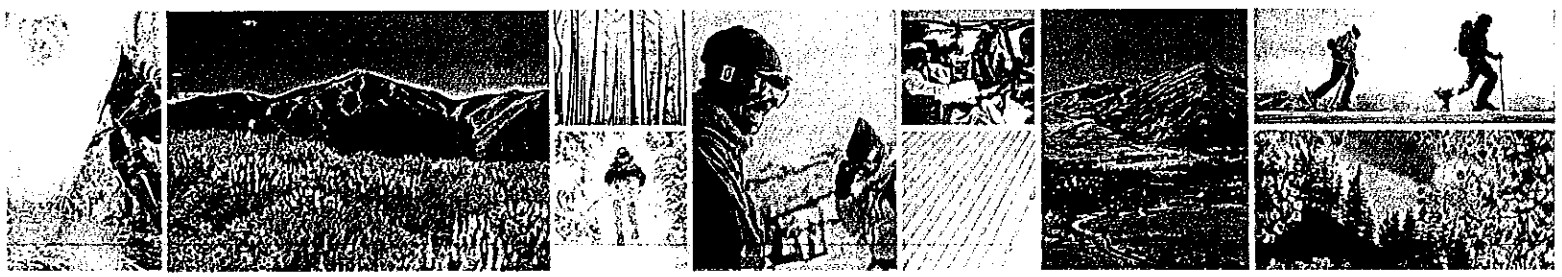
Summer Video

Visit SunValley

- http://vimeo.com/95774329



Marketing for Air Service Markets 2014.15

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- Core funding covers base functions plus staff and overhead
- Funds from the new 1% are invested ***directly into air service markets, with funds allocated to incremental advertising and supporting activities***
- Air service markets will also be supported through the core budget with additional advertising, PR and social media support

Draft Budget
Marketing Allocation

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- FY 15 – Total Available for marketing =$900,000
- Funds from core budget/additional carry-over from 2013/14 Air Service funds (TBC)= $100,000
- **Total = $1,000,000**
- Recommended spend for Winter 2014/15 = **$600,000**
- Recommended spend for Summer 2015 = **$400,000**

Target Markets

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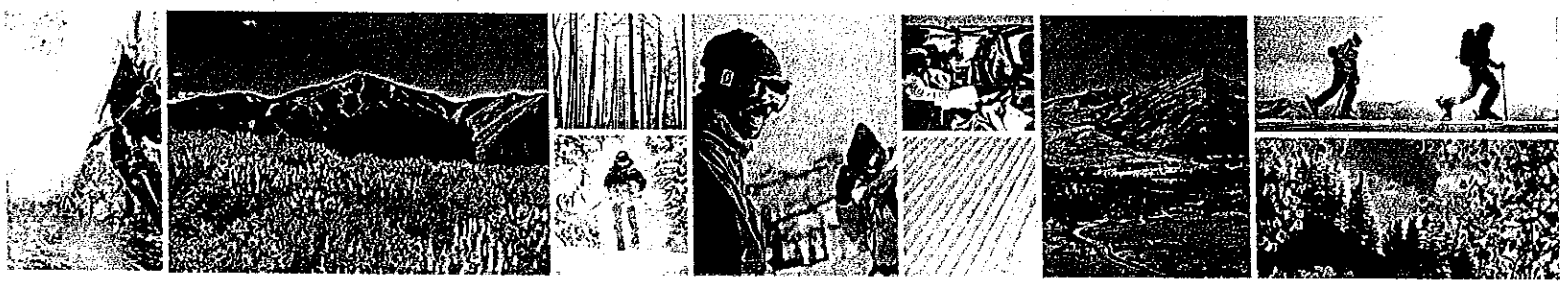
In order of priority for spending:

1. San Francisco
2. Los Angeles
3. Seattle
4. New York
5. Denver



Tentative Winter 2014.15

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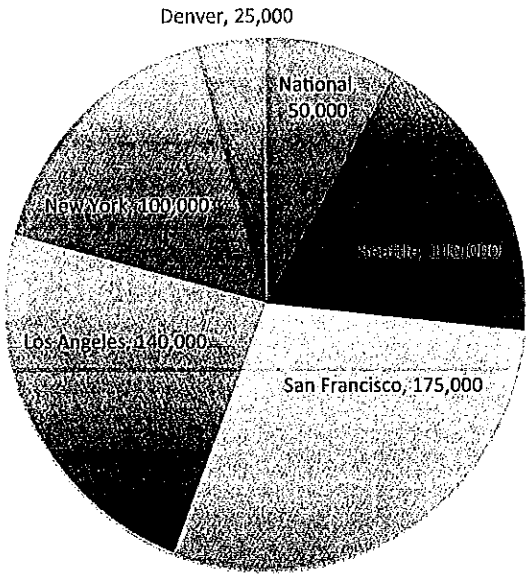

Winter 2014.15
Spend by Month

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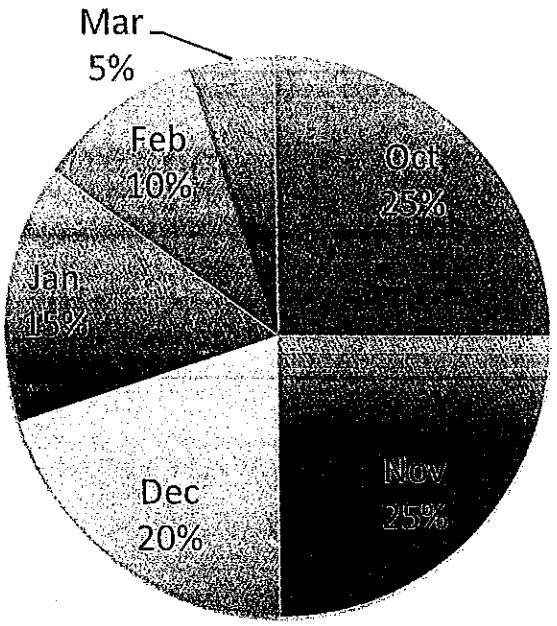

Summer 2014

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- Target markets to be determined based on air service contracts but are likely to be the same as winter
- Will start summer advertising programs earlier, based on booking patterns and availability of funds
- Currently securing video and photography for Summer 2015

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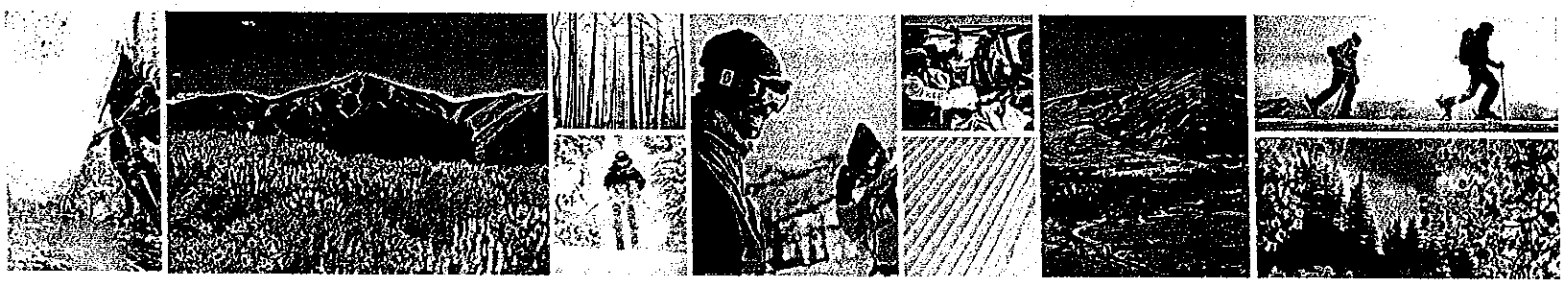
Questions?



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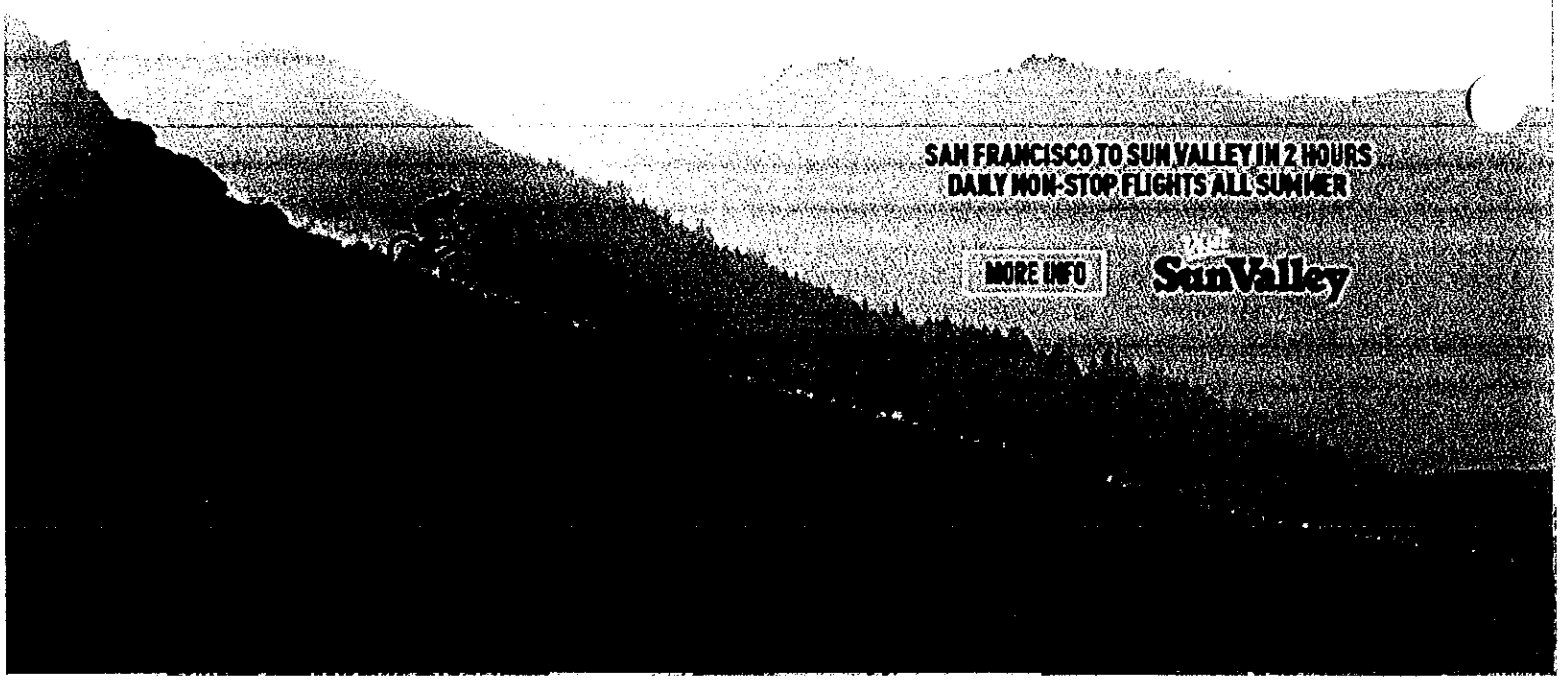

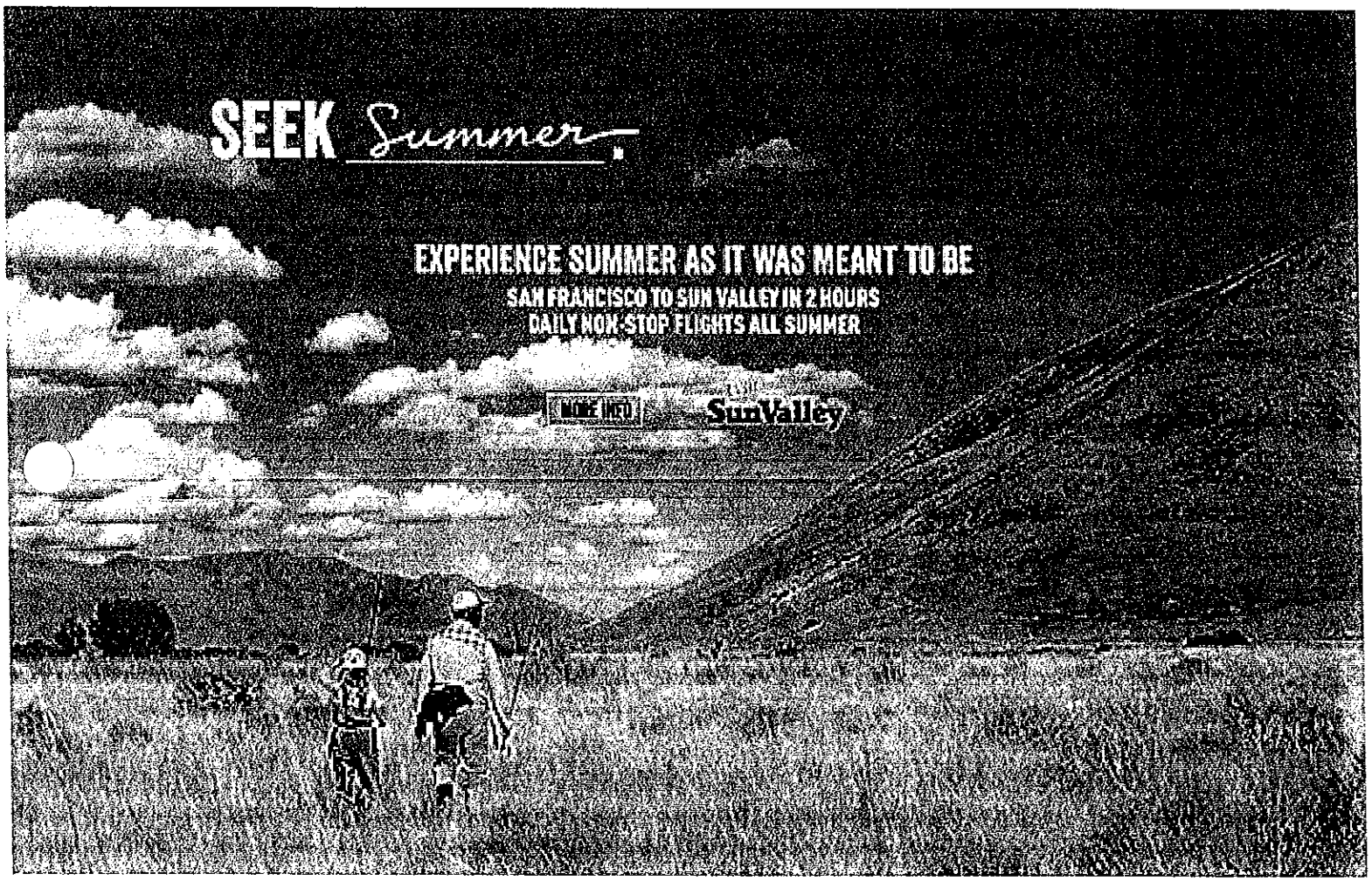
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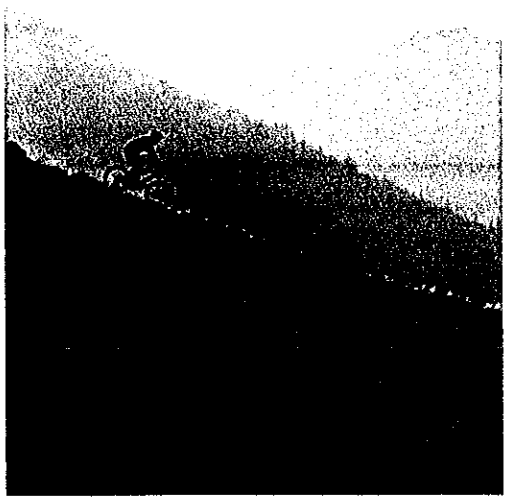

SEEK *Summer*.

For the seekers of solitude and single track, festival fans and fly-fishers, or those inspired by fresh mountain air, whose perfect day ends with delicious food and hearty laughter, this is your place. Summer in Sun Valley. Where no matter what it is you seek, you'll find it here.

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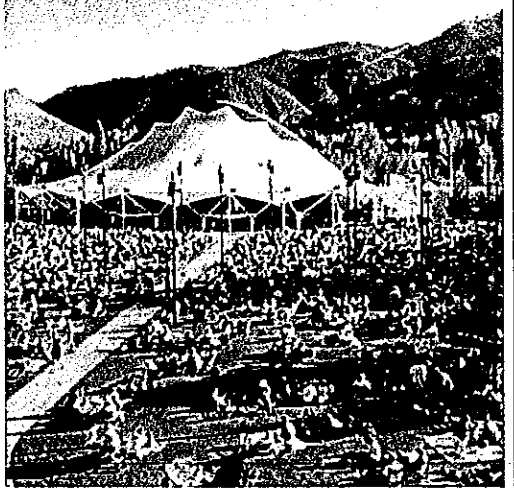

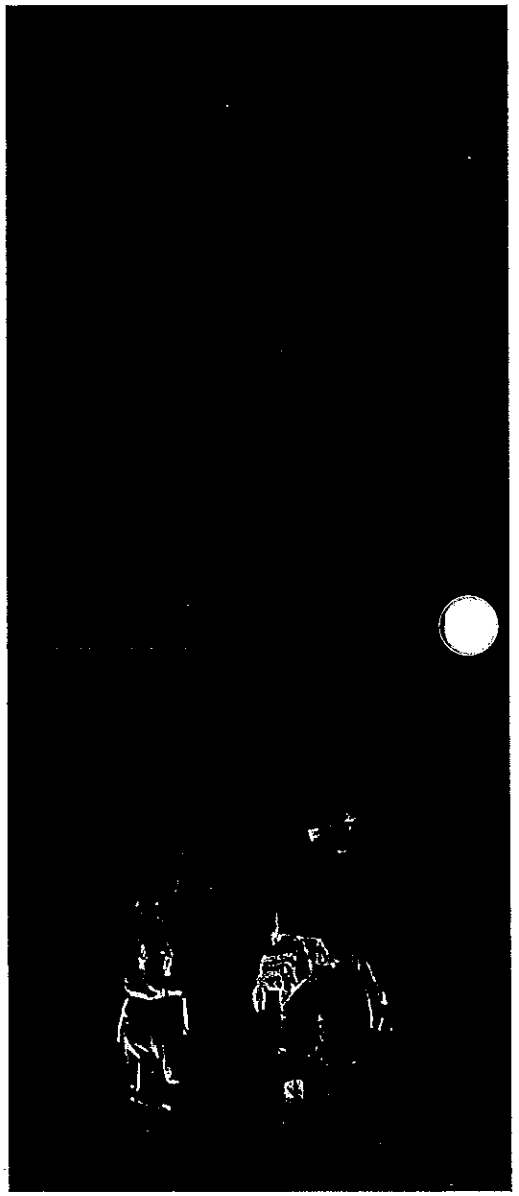

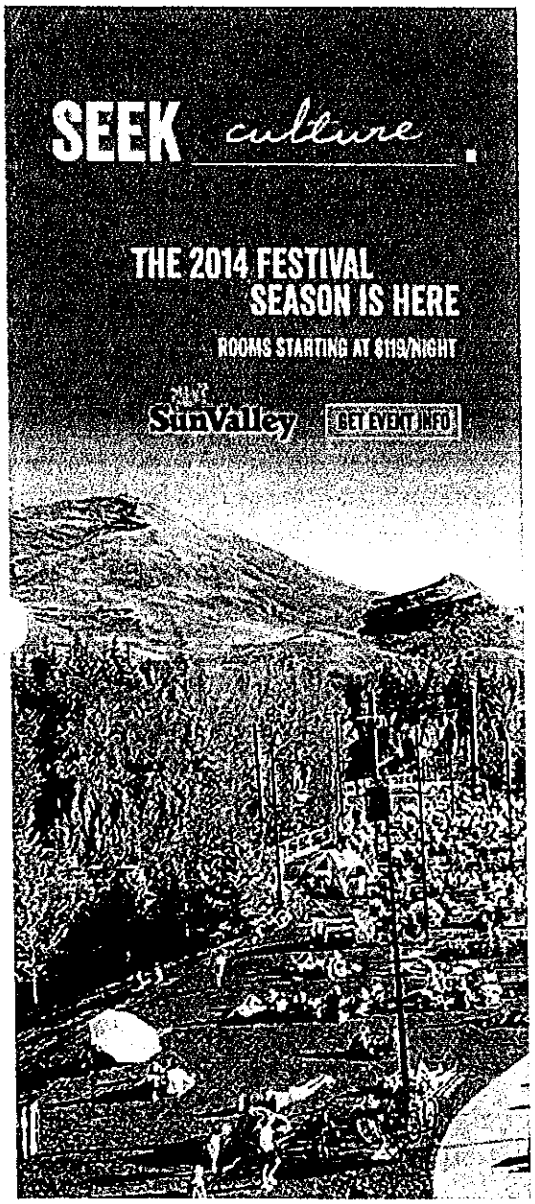
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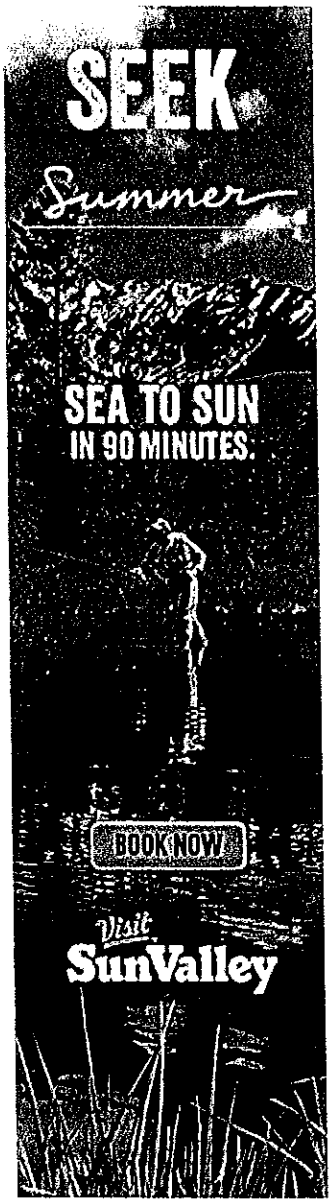
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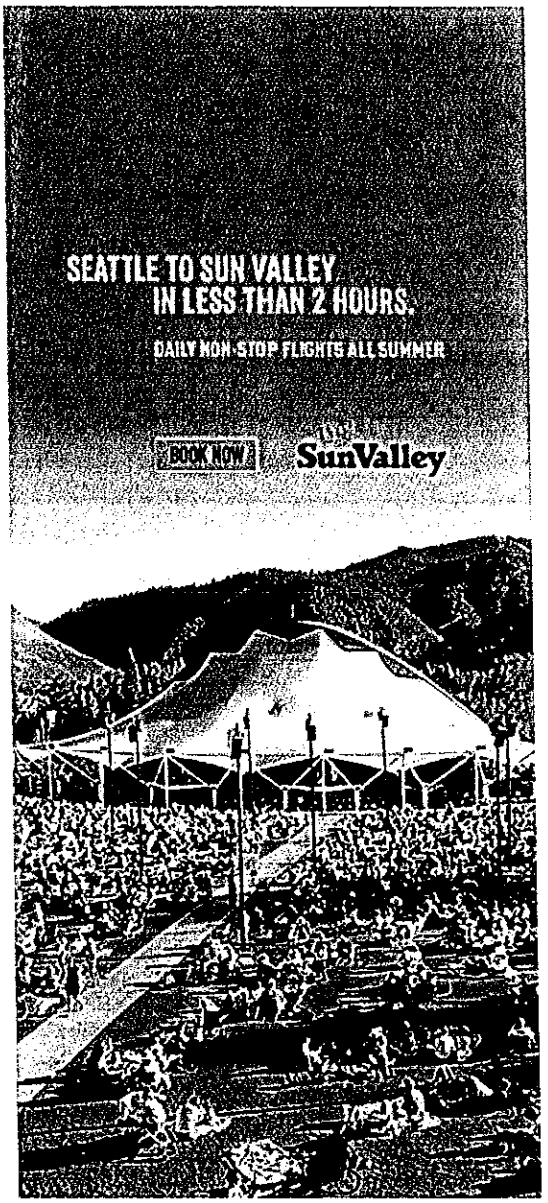
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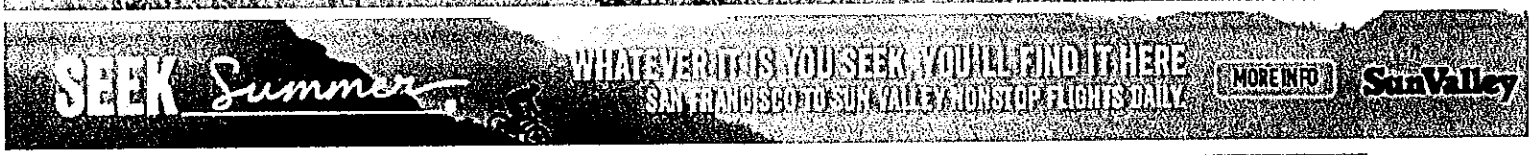
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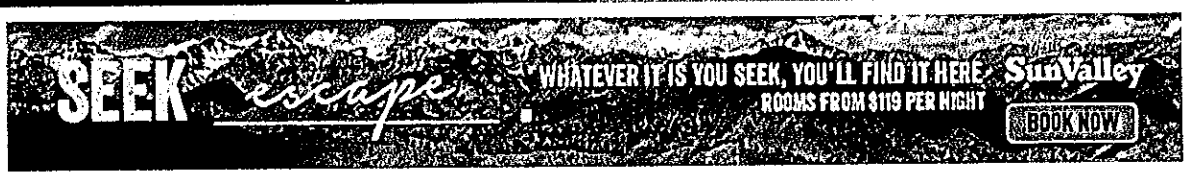
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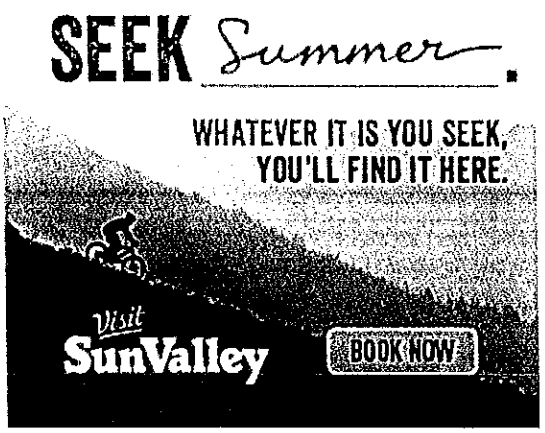
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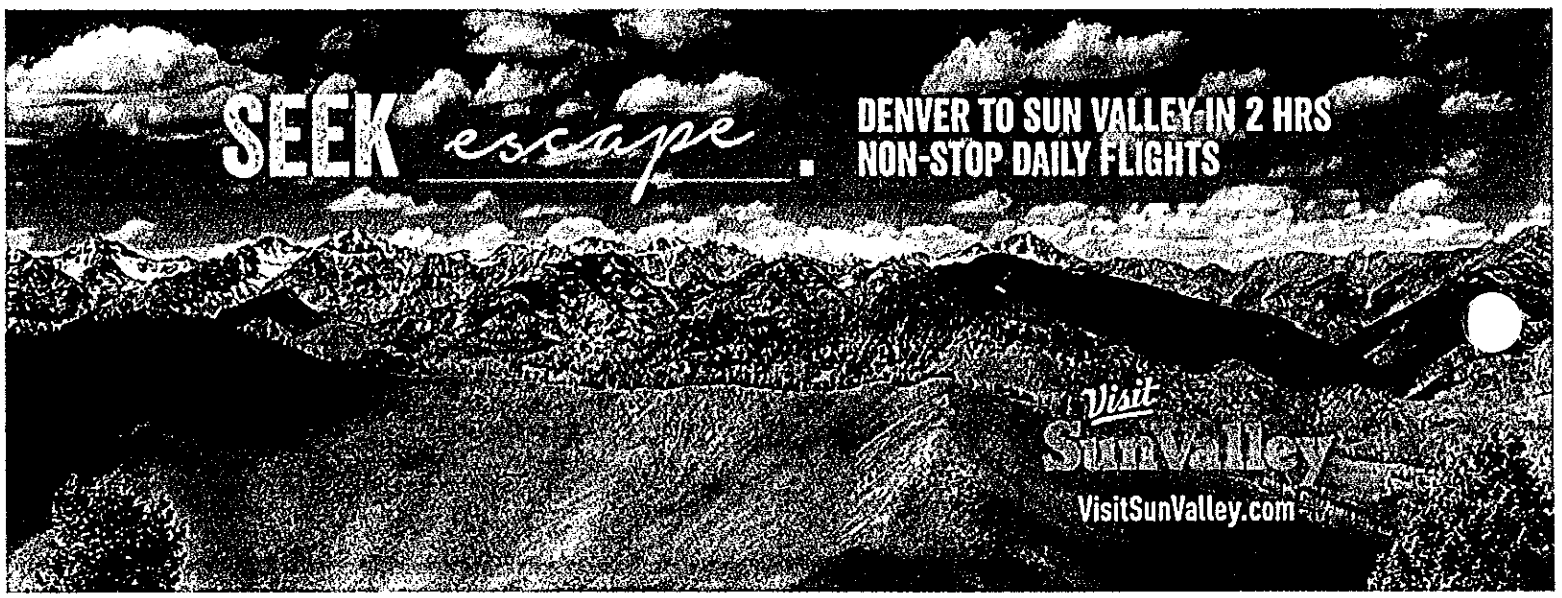
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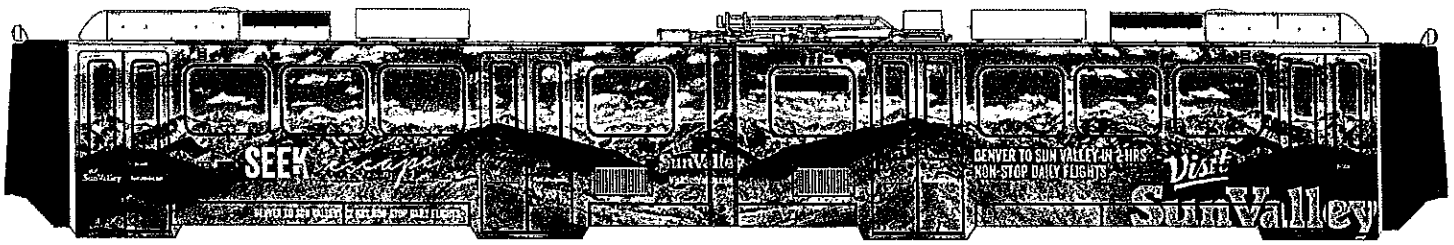
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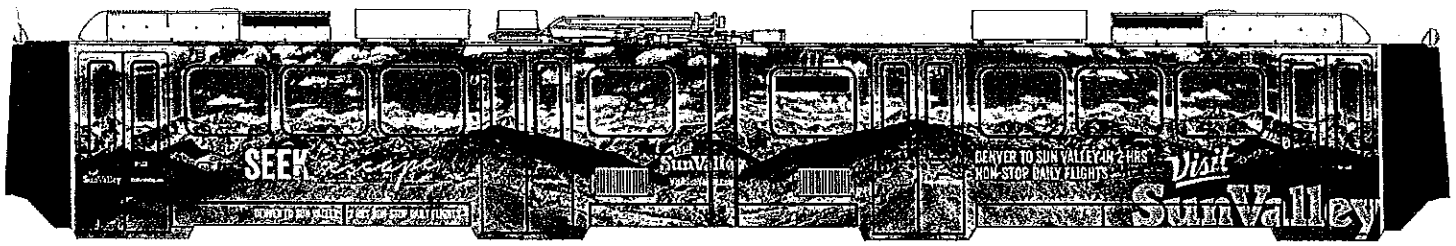
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SUMMER 2014/WINTER 2014-2015 MEDIA PLAN

VICHY SUN VALLEY SUMMER 2014/WINTER 2014-2015 MEDIA PLAN

	Circulation	Readership	Reach	Unduplicated Reach	GRP's	Insertions	Impressions	CPM	Cost Per Insertion	Total Spend
SEATTLE										
PRINT										
Seattle Met	55,331	296,180	2%	8%	23	3	888,540	$ 5.94	$ 5,277.00	$ 15,831.00
Seattle Weekly	65,000	408,847	3%	11%	97	8	3,679,673	$ 0.42	$ 1,650.00	$ 13,950.00
DIGITAL/MOBILE										
Seattleweekly.com	150,000	150,000	1%	4%	8	2	300,000		Add Value	$ -
Seattlemet.com	150,000	150,000	1%	4%	8	2	300,000		Added Value	$ -
Adconion (Conversion targeting)	1,900,000	1,900,000	20%	50%	151	3	5,700,000	$ 5.00		$ 28,500.00
OntheSnow.com	208,333	208,333	2%	6%	17	2	625,000	$ 8.00		$ 5,000.00
PeetMaps	142,857	142,857	1%	4%	8	2	285,714	$ 21.00		$ 6,000.00
TravelSpike	2,550,000	2,550,000	20%	67%	135	2	5,100,000	$ 5.00		$ 25,500.00
Explore/Travel Mindset	391,304	391,304	3%	10%	21	2	782,609	$ 11.50		$ 9,000.00
Dream Plan Go	357,143	357,143	3%	9%	19	2	714,286	$ 14.00		$ 10,000.00
YuMe	625,000	625,000	3%	17%	33	2	1,250,000	$ 16.00		$ 20,000.00
Expedia	85,714	85,714	1%	2%	5	2	171,429	$ 35.00		$ 6,000.00
SnoCountry.com	320,000	320,000	3%	8%	17	2	640,000	$ 10.00		$ 6,400.00
NationalGeographic.com	188,895	188,895	1%	5%	10	2	377,790	$ 9.93		$ 3,750.00
SOCIAL										
Facebook	250,000	250,000	3%	7%	13	2	500,000	$ 4.00		$ 2,000.00
SEATTLE SUBTOTAL			17%		563		21,314,989			$ 151,931.00
LOS ANGELES										
PRINT										
LA Weekly	140,000	600,535	2%	4%	36	8			$ 2,212.00	$ 17,696.00
DIGITAL/MOBILE										
Adconion (Conversion targeting)	2,466,667	2,466,667	7%	18%	55	3	7,400,000	$ 5.00		$ 37,000.00
OntheSnow.com	633,333	633,333	2%	5%	9	2	1,266,667	$ 15.00		$ 19,000.00
PeetMaps	95,238	95,238	0%	1%	1	2	190,476	$ 21.00		$ 4,000.00
TravelSpike	3,000,000	3,000,000	7%	22%	45	2	6,000,000	$ 5.00		$ 30,000.00
Explore/Travel Mindset	826,087	826,087	2%	6%	12	2	1,652,174	$ 11.50		$ 19,000.00
Dream Plan Go	357,143	357,143	1%	3%	5	2	714,286	$ 14.00		$ 10,000.00
YuMe	718,750	718,750	1%	5%	11	2	1,437,500	$ 16.00		$ 23,000.00
Expedia	328,571	328,571	1%	2%	5	2	657,143	$ 35.00		$ 23,000.00
SnoCountry.com	400,000	400,000	1%	3%	6	2	800,000	$ 10.00		$ 8,000.00
NationalGeographic.com	506,250	506,250	1%	4%	8	2	1,012,500	$ 20.00		$ 20,250.00
SOCIAL										
Facebook	375,000	375,000	1%	3%	6	2	750,000	$ 4.00		$ 3,000.00
LOS ANGELES SUBTOTAL			18%		260		21,880,745			$ 213,946.00
SAN FRANCISCO										
PRINT										
SF Weekly	85,000	175,500	1%	3%	49	15	2,632,500	$ 6.27	$ 1,100.00	$ 16,500.00
DIGITAL/MOBILE										
SFWeekly.com	150,000	150,000	1%	3%	8	2	300,000		Added Value	$ -
Adconion (Conversion targeting)	2,466,667	2,466,667	18%	40%	138	3	7,400,000	$ 5.00		$ 37,000.00
OntheSnow.com	566,667	566,667	4%	11%	21	2	1,133,333	$ 15.00		$ 17,000.00
PeetMaps	95,238	95,238	1%	2%	4	2	190,476	$ 21.00		$ 4,000.00
TravelSpike	2,900,000	2,900,000	18%	54%	108	2	5,800,000	$ 5.00		$ 29,000.00
Explore/Travel Mindset	826,087	826,087	5%	15%	31	2	1,652,174	$ 11.50		$ 19,000.00
Dream Plan Go	357,143	357,143	2%	7%	13	2	714,286	$ 14.00		$ 10,000.00
YuMe	812,500	812,500	3%	15%	30	2	1,625,000	$ 16.00		$ 26,000.00
Expedia	200,000	200,000	1%	4%	7	2	400,000	$ 35.00		$ 14,000.00
NationalGeographic.com	506,250	506,250	3%	8%	19	2	1,012,500	$ 20.00		$ 20,250.00
SnoCountry.com	500,000	500,000	4%	9%	19	2	1,000,000	$ 10.00		$ 10,000.00
SOCIAL										
Facebook	358,250	358,250	3%	7%	13	2	717,500	$ 4.00		$ 2,850.00
SAN FRANCISCO SUBTOTAL			42%		458		24,372,768			$ 205,600.00
DENVER										
DIGITAL/MOBILE										
Adconion (Conversion targeting)	2,500,000	2,500,000	32%	80%	181	2	5,000,000	$ 5.00		$ 25,000.00
OntheSnow.com	333,333	333,333	4%	11%	21	2	666,667	$ 15.00		$ 10,000.00
OUT OF HOME										
Denver International Airport		5,850,000				2	11,700,000			$ 43,000.00
Light Rail Train Wrap		1,900,000					-			$ 19,280.00
DENVER SUBTOTAL			36%		202		17,366,667			$ 97,280.00
NEW YORK										
DIGITAL/MOBILE										
Adconion (Conversion targeting)	4,500,000	4,500,000	11%	28%	56	2	9,000,000	$ 5.00		$ 45,000.00
OntheSnow.com	833,333	833,333	2%	5%	10	2	1,666,667	$ 15.00		$ 25,000.00
TravelSpike	3,000,000	3,000,000	8%	19%	37	2	6,000,000	$ 5.00		$ 30,000.00
PeetMaps	83,333	83,333	0.2%	1%	1	2	166,667	$ 21.00		$ 3,500.00
Explore/Travel Mindset	717,391	717,391	1%	4%	8	2	1,434,783	$ 11.50		$ 16,500.00
Dream Plan Go	357,143	357,143	1%	2%	4	2	714,286	$ 14.00		$ 10,000.00
YuMe	703,125	703,125	1%	4%	9	2	1,406,250	$ 16.00		$ 22,500.00
SnoCountry.com	500,000	500,000	1%	3%	6	2	1,000,000	$ 10.00		$ 10,000.00
NationalGeographic.com	643,750	643,750	1%	4%	8	2	1,287,500	$ 20.00		$ 25,750.00
SOCIAL										
Facebook	375,000	375,000	1%	2%	4	2	750,000	$ 4.00		$ 3,000.00
NEW YORK SUBTOTAL			26%		143		23,426,153			$ 191,250.00
BOISE — MOUNTAIN BIKING										
PRINT										
Mountain River	17,150	39,445	1%	2%	4	2	78,890	$ 43.10	$ 1,700.00	$ 3,400.00
Bike	45,273	181,092	4%	10%	19	2	362,184	$ -	$ 3,500.00	$ -
DIGITAL/MOBILE										
mountainriver.com	500,000	500,000	11%	27%	53	2	1,000,000		Added Value	$ -
mtbr.com	166,667	166,667	4%	9%	18	2	333,333	$ 12.00		$ 4,000.00
Mountain Bike Project	366,667	366,667	8%	19%	38	3	1,100,000	$ 4.55		$ 5,000.00
bikemag.com			0%	0%	0	2	-	$ 13.00		$ -
epicrides.com	115,000	115,000	2%	6%	12	2	230,000	$ 10.00		$ 2,300.00
Pinkbike.com						2				
SOCIAL										
Facebook	125,000	125,000	3%	7%	13	2	250,000	$ 4.00		$ 1,000.00
MOUNTAIN BIKING SUBTOTAL			22%		178		3,354,407			$ 15,700.00
EVENT CO-OP (BOISE/TWIN FALLS/IDAHO FALLS/SALT LAKE CITY)										
PRINT										
Boise Weekly	32,000	73,600	4%	12%	119	7	736,000		$ 985.00	$ 6,755.00
Idaho Falls Magazine	45,000	103,500	5%	17%	34	2	207,000		$ 1,500.00	$ 3,000.00
Salt Lake City Magazine	25,000	122,000	3%	10%	10	1	122,000		$ 4,540.00	$ 4,540.00
DIGITAL/MOBILE										
AdRoll - Retargeting	-	-	14%	45%	91	2	-	$ 3.50		$ -
Adconion						2	2,613,385	$ 3.25		$ 8,500.00
EVENT CO-OP SUBTOTAL			26%		254		3,680,385			$ 22,995.00
NATIONAL										
PRINT										
The Ski Journal	17,000	47,250	1%	4%	11	3	141,750		$ 3,000.00	$ 9,000.00
Skiing	50,000	115,000	3%	8%	17	2	230,000		$ 3,500.00	$ 7,000.00
DIGITAL/MOBILE										
AdRoll	857,143	857,143	26%	65%	194	3	2,571,429	$ 3.50		$ 9,000.00
liftandgravity.com	384,615	384,615	12%	29%	58	2	769,231	$ 13.00		$ 10,000.00
skiinmag.com	125,000	125,000	4%	9%	19	2	250,000	$ 12.00		$ 3,000.00
Explore/Travel Mindset	2,156,667	2,156,667	49%	163%	489	3	6,470,000	$ 1.55		$ 10,000.00
Dream Plan Go						2			Added Value	$ -
NATIONAL SUBTOTAL					788		10,982,409			$ 48,000.00
NORDIC										
PRINT										
Master Skier - CC Ski Journal						1			$ 2,800.00	$ 2,800.00
Cross Country Skier	14,000	25,000	0.9%	2%	2	1			$ 2,500.00	$ 2,500.00
TUNA			0.0%	0%	0	2			$ 235.00	$ 470.00
Ski Trax	30,000	68,000	2%	6%	12	2			$ 2,000.00	$ 4,000.00
DIGITAL/MOBILE										
SkiTrax.com	125,000	125,000	4%	11%	22	2	250,000	$ 10.00		$ 1,000.00
AdRoll	214,286	214,286	8%	19%	38	2	428,571	$ 3.50		$ 1,500.00
SOCIAL										
Facebook	312,500	312,500	11%	28%	55	2	625,000	$ 4.00		$ 2,500.00
NORDIC SUBTOTAL			18%		129		1,303,571			$ 14,770.00
SUBTOTAL							119,797,695	$ 12.92		$ 945,977.00
Double Click Ad Serving Fees										$ 72,900.00
Backbone Media Buying Fees										$ 78,390.16
Media Plan Total										$ 1,097,267.16

SUMMER 2014 MEDIA PLAN

VISIT SUN VALLEY SUMMER 2014 MEDIA PLAN

	Circulation	Readership	Reach	Unduplicated Reach	GRP's	Insertions	Impressions	CPM	Per Insertion	Total Spend
SEATTLE										
PRINT						1	296,180	$ 17.82	$ 5,277.00	$ 5,277.00
Seattle Met	55,331	296,180	2%	8%	8	3	1,226,541	$ 1.26	$ 1,550.00	$ 4,650.00
Seattle Weekly	65,000	408,847	3%	11%	32					
DIGITAL/MOBILE						2	100,000		Add Value	$ -
Seattleweekly.com	50,000	50,000	0.3%	1%	3	2	100,000		Added Value	$ -
Seattlemet.com	50,000	50,000	0.3%	1%	3	3	2,700,000	$ 5.00		$ 13,500.00
Adconion (Conversion targeting)	900,000	900,000	10%	24%	71					
OntheSnow.com						2	142,857	$ 21.00		$ 3,000.00
PixelMags	71,429	71,429	1%	2%	4	2	2,200,000	$ 5.00		$ 11,000.00
TravelSpike	1,100,000	1,100,000	9%	29%	58	2	304,348	$ 11.50		$ 3,500.00
iExplore/Travel Mindset	152,174	152,174	1%	4%	8	2	357,143	$ 14.00		$ 5,000.00
Dream Plan Go	178,571	178,571	3%	5%	9	2	625,000	$ 16.00		$ 10,000.00
YuMe	312,500	312,500	4%	8%	17	2	240,000	$ 25.00		$ 6,000.00
Expedia	120,000	120,000	2%	3%	6	2	377,789	$ 9.93		$ 3,750.00
National Geographic	188,895	188,895	1%	5%	10					
SOCIAL						2	250,000	$ 4.00		$ 1,000.00
Facebook	125,000	125,000	3%	3%	7		9,919,858			$ 69,677.00
SEATTLE SUBTOTAL			27%		216					
LOS ANGELES										
DIGITAL/MOBILE						3	3,400,000	$ 5.00		$ 17,000.00
Adconion (Conversion targeting)	1,133,333	1,133,333	13%	34%	101	2	800,000	$ 15.00		$ 12,000.00
OntheSnow.com	400,000	400,000	5%	12%	24	2	190,476	$ 21.00		$ 4,000.00
PixelMags	95,238	95,238	0.2%	1%	1	2	2,600,000	$ 5.00		$ 13,000.00
TravelSpike	1,300,000	1,300,000	3%	10%	19	2	521,739	$ 11.50		$ 6,000.00
iExplore/Travel Mindset	260,870	260,870	1%	2%	4	2	357,143	$ 14.00		$ 5,000.00
Dream Plan Go	178,571	178,571	0.4%	1%	3	2	812,500	$ 16.00		$ 13,000.00
YuMe	406,250	406,250	1%	3%	6	2	333,333	$ 30.00		$ 10,000.00
Expedia	166,667	166,667	0.3%	1%	2	2	513,039	$ 10.23		$ 5,250.00
National Geographic	256,520	256,520	1%	2%	4					
SOCIAL						2	375,000	$ 4.00		$ 1,500.00
Facebook	187,500	187,500	2%	6%	11		9,903,231			$ 86,750.00
LOS ANGELES SUBTOTAL			10%		176					
SAN FRANCISCO										
PRINT						6	1,053,000	$ 6.27	$ 1,100.00	$ 6,600.00
SF Weekly	65,000	175,500	1%	3%	20					
DIGITAL/MOBILE						2	100,000		Added Value	$ -
SFWeekly.com	50,000	50,000	0.2%	1%	2	3	3,400,000	$ 5.00		$ 17,000.00
Adconion (Conversion targeting)	1,133,333	1,133,333	24%	59%	178	2	666,667	$ 15.00		$ 10,000.00
OntheSnow.com	333,333	333,333	7%	17%	35	2	190,476	$ 21.00		$ 4,000.00
PixelMags	95,238	95,238	1%	2%	4	2	2,400,000	$ 5.00		$ 12,000.00
TravelSpike	1,200,000	1,200,000	7%	22%	45	2	521,739	$ 11.50		$ 6,000.00
iExplore/Travel Mindset	260,870	260,870	1%	5%	10	2	357,143	$ 14.00		$ 5,000.00
Dream Plan Go	178,571	178,571	1%	3%	7	2	812,500	$ 16.00		$ 13,000.00
YuMe	406,250	406,250	2%	8%	15	2	125,000	$ 32.00		$ 4,000.00
Expedia	62,500	62,500	0%	1%	2	2	518,556	$ 10.12		$ 5,250.00
National Geographic	259,278	259,278	1%	5%	10					
SOCIAL						2	400,000	$ 4.00		$ 1,600.00
Facebook	200,000	200,000	4%	10%	21		10,545,081			$ 84,450.00
SAN FRANCISCO SUBTOTAL			14%		347					
DENVER										
DIGITAL/MOBILE						2	2,000,000	$ 5.00		$ 10,000.00
Adconion (Conversion targeting)	1,000,000	1,000,000	26%	69%	138					
CUT OF HOME						2	11,700,000			$ 18,000.00
Denver International Airport		5,850,000				4	6,400,000			$ 19,280.00
Light Rail Train Wrap		1,600,000					20,100,000			$ 47,280.00
DENVER SUBTOTAL			19%		138					
DIGITAL/MOBILE						2	4,000,000	$ 5.00		$ 20,000.00
Adconion (Conversion targeting)	2,000,000	2,000,000	5%	12%	25	2	800,000	$ 15.00		$ 12,000.00
OntheSnow.com	400,000	400,000	8%	19%	39	2	2,000,000	$ 5.00		$ 10,000.00
TravelSpike	1,000,000	1,000,000	2%	6%	12	2	166,667	$ 21.00		$ 3,500.00
PixelMags	83,333	83,333	0.2%	1%	1	2	391,304	$ 11.50		$ 4,500.00
iExplore/Travel Mindset	195,652	195,652	0.4%	1%	2	2	357,143	$ 14.00		$ 5,000.00
Dream Plan Go	178,571	178,571	0.3%	1%	2	2	468,750	$ 16.00		$ 7,500.00
YuMe	234,375	234,375	0.4%	1%	3	2	528,894	$ 10.87		$ 5,750.00
National Geographic	264,447	264,447	0.5%	2%	3					
SOCIAL						2	375,000	$ 4.00		$ 1,500.00
Facebook	187,500	187,500	4%	9%	18		9,097,758			$ 69,750.00
NEW YORK SUBTOTAL			14%		106					
MOUNTAIN BIKING										
PRINT						2	76,890	$ 43.10	$ 1,700.00	$ 3,400.00
Mountain Flyer	17,150	39,445	1%	2%	4	2	362,184	$ -	$ 3,500.00	$ -
Bike	45,273	181,092	4%	10%	19					
DIGITAL/MOBILE						2	1,000,000		Added Value	$ -
mountainflyer.com	500,000	500,000	11%	27%	53	2	333,333	$ 12.00		$ 4,000.00
mtbr.com	166,667	166,667	4%	9%	18	3	1,100,000	$ 4.55		$ 5,000.00
Mountain Bike Project	366,667	366,667	8%	19%	38	2	-	$ 13.00		$ -
bikemag.com	-	-	0%	0%	0	2	230,000	$ 10.00		$ 2,300.00
wickline.com	115,000	115,000	2%	6%	12	2				$ -
Pinkbike.com						2	250,000	$ 4.00		$ 1,000.00
SOCIAL							3,354,407			$ 15,700.00
Facebook	125,000	125,000	3%	7%	13					
MOUNTAIN BIKING SUBTOTAL			22%		178					
EVENT CO-OP (BOISE/TWIN FALLS/IDAHO FALLS/SALT LAKE CITY)						7	736,000		$ 965.00	$ 6,755.00
PRINT						2	207,000		$ 1,600.00	$ 3,200.00
Boise Weekly	32,000	73,600	4%	12%	119	1	122,000		$ 4,540.00	$ 4,540.00
Idaho Falls Magazine	45,000	103,500	5%	17%	34					
Salt Lake City Magazine	25,000	122,000	3%	10%	10	2	-	$ 3.50		$ -
DIGITAL/MOBILE						2	2,615,385	$ 3.25		$ 8,500.00
AdRoll - Retargeting	-	-	14%	45%	91		3,680,385			$ 22,995.00
Adconion										
EVENT CO-OP SUBTOTAL			105%		91					
DIGITAL/MOBILE						3	1,000,000	$ 3.50		$ 3,500.00
AdRoll	333,333	333,333	10%	25%	76	3	5,000,000	$ 2.00		$ 10,000.00
iExplore/Travel Mindset	1,666,667	1,666,667	38%	126%	378	2			Added Value	$ -
Dream Plan Go						2	6,000,000			$ 13,500.00
NATIONAL SUBTOTAL			33%		463		71,590,719	$ 12.57		$ 407,102.00
SUBTOTAL										$ 12,100.00
Double Click Ad Serving Fees										$ 33,536.16
Backbone Media Buying Fees										$ 452,738.16
Media Plan Total										

SUMMER FLIGHT 2014 MEDIA

VISIT SUN VALLEY SUMMER 2014/WINTER 2014-2015 MEDIA PLAN

2014 — March, April, June, July, August, September

	Circulation	Readership	Reach	Unduplicated Reach	GRP's	Insertions	Impressions
SEATTLE							
PRINT							
Seattle Met	55,331	296,180	2%	8%	8	1	296,180
Seattle Weekly	65,000	408,847	3%	11%	32	3	1,226,541
DIGITAL/MOBILE							
Seattleweekly.com	50,000	50,000	0.3%	1%	3	2	100,000
Seattlemet.com	50,000	50,000	0.3%	1%	3	2	100,000
Adconion *(Conversion targeting)*	900,000	900,000	10%	24%	71	3	2,700,000
OntheSnow.com							
PixelMags	71,429	71,429	1%	2%	4	2	142,857
TravelSpike	1,100,000	1,100,000	9%	29%	58	2	2,200,000
iExplore/Travel Mindset	152,174	152,174	1%	4%	8	2	304,348
Dream Plan Go	178,571	178,571	3%	5%	9	2	357,143
YuMe	312,500	312,500	4%	8%	17	2	625,000
Expedia	85,714	85,714	1%	2%	5	2	171,429
National Geographic	188,895	188,895	1%	5%	10	2	377,789
SOCIAL							
Facebook	125,000	125,000	3%	3%	7	2	250,000
SEATTLE SUBTOTAL			27%		234		8,851,286
LOS ANGELES							
DIGITAL/MOBILE							
Adconion *(Conversion targeting)*	1,133,333	1,133,333	13%	34%	101	3	3,400,000
OntheSnow.com	400,000	400,000	5%	12%	24	2	800,000
PixelMags	95,238	95,238	0.2%	1%	1	2	190,476
TravelSpike	1,300,000	1,300,000	3%	10%	19	2	2,600,000
iExplore/Travel Mindset	260,870	260,870	1%	2%	4	2	521,739
Dream Plan Go	178,571	178,571	0.4%	1%	3	2	357,143
YuMe	406,250	406,250	1%	3%	6	2	812,500
Expedia	142,857	142,857	0.3%	1%	2	2	285,714
National Geographic	256,520	256,520	1%	2%	4	2	513,039
SOCIAL							
Facebook	187,500	187,500	2%	6%	11	2	375,000
LOS ANGELES SUBTOTAL			18%		175		9,855,611
SAN FRANCISCO							
PRINT							
SF Weekly	65,000	175,500	1%	3%	20	6	1,053,000
DIGITAL/MOBILE							
SFWeekly.com	50,000	50,000	0.2%	1%	2	2	100,000
Adconion *(Conversion targeting)*	1,133,333	1,133,333	24%	59%	178	3	3,400,000
OntheSnow.com	333,333	333,333	7%	17%	35	2	666,667
PixelMags	95,238	95,238	1%	2%	4	2	190,476
TravelSpike	1,200,000	1,200,000	7%	22%	45	2	2,400,000
iExplore/Travel Mindset	260,870	260,870	1%	5%	10	2	521,739
Dream Plan Go	178,571	178,571	1%	3%	7	2	357,143
YuMe	406,250	406,250	2%	8%	15	2	812,500
Expedia	57,143	57,143	0.3%	1%	2	2	114,286
National Geographic	259,278	259,278	1%	5%	10	2	518,556
SOCIAL							
Facebook	200,000	200,000	4%	10%	21	2	400,000
SAN FRANCISCO SUBTOTAL			34%		346		10,534,367
DENVER							
DIGITAL/MOBILE							
Adconion *(Conversion targeting)*	1,000,000	1,000,000	26%	69%	138	2	2,000,000
OUT OF HOME							
Denver International Airport		5,850,000				2	11,700,000
Light Rail Train Wrap		1,600,000				4	6,400,000
DENVER SUBTOTAL			19%		138		20,100,000
NEW YORK							
DIGITAL/MOBILE							
Adconion *(Conversion targeting)*	2,000,000	2,000,000	5%	12%	25	2	4,000,000
OntheSnow.com	400,000	400,000	8%	19%	39	2	800,000
TravelSpike	1,000,000	1,000,000	2%	6%	12	2	2,000,000
PixelMags	83,333	83,333	0.2%	1%	1	2	166,667
iExplore/Travel Mindset	195,652	195,652	0.4%	1%	2	2	391,304
Dream Plan Go	178,571	178,571	0.3%	1%	2	2	357,143
YuMe	234,375	234,375	0.4%	1%	3	2	468,750
National Geographic	264,447	264,447	0.5%	2%	3	2	528,894
SOCIAL							
Facebook	187,500	187,500	4%	9%	18	2	375,000
NEW YORK SUBTOTAL			14%		106		9,087,758
NATIONAL							
DIGITAL/MOBILE							
AdRoll	333,333	333,333	10%	25%	76	3	1,000,000
iExplore/Travel Mindset	1,666,667	1,666,667	38%	126%	378	3	5,000,000
Dream Plan Go						2	
NATIONAL SUBTOTAL			33%		4		6,000,000
SUBTOTAL							64,429,022

SUMMER EVENT CO-OP

SUN VALLEY SUMMER 2014/WINTER 2014-2015 MEDIA F	March					April				2014										September					October			
	3	10	17	24	31	7	14	21	28											1	8	15	22	29				
EVENT CO-OP (BOISE/TWIN FALLS/IDAHO FALLS/SALT LAKE CITY)																												
PRINT																												
Boise Weekly																				HP		HP			HP		HP		HP		HP	HP
Idaho Falls Magazine																				FP					FP						
Salt Lake City Magazine																									FP						
DIGITAL/MOBILE																												
AdRoll - Retargeting																												
Adconion																												
EVENT CO-OP SUBTOTAL																												

WINTER 2014-2015 MEDIA PLAN

VISIT SUN VALLEY WINTER 2014-2015 MEDIA PLAN

	Circulation	Readership	Reach	Unduplicated Reach	GRP's	Insertions	Impressions	CPM	Cost Per Insertion	Total Spend
SEATTLE										
PRINT										
Seattle Met	55,331	296,160	2%	8%	16	2	592,360	$ 8.91	$ 5,277.00	$ 10,554.00
Seattle Weekly	65,000	408,847	3%	11%	87	9	3,679,523	$ 0.42	$ 1,550.00	$ 13,950.00
DIGITAL/MOBILE										
Seattleweekly.com	100,000	100,000	0.7%	3%	5	2	200,000		Add Value	$ -
Seattlemet.com	100,000	100,000	0.7%	3%	5	2	200,000		Added Value	$ -
Adconion *(Conversion targeting)*	1,000,000	1,000,000	11%	26%	79	3	3,000,000	$ 5.00		$ 15,000.00
OntheSnow.com	208,333	208,333	2%	6%	17	3	625,000	$ 8.00		$ 5,000.00
PixelMags	71,429	71,429	1%	2%	4	2	142,857	$ 21.00		$ 3,000.00
TravelSpike	1,450,000	1,450,000	11%	38%	77	2	2,900,000	$ 5.00		$ 14,500.00
iExplore/Travel Mindset	239,130	239,130	2%	6%	13	2	478,261	$ 11.50		$ 5,500.00
Dream Plan Go	178,571	178,571	1%	5%	9	2	357,143	$ 14.00		$ 5,000.00
YuMe	312,500	312,500	2%	8%	17	2	625,000	$ 16.00		$ 10,000.00
Expedia	-	-	0%	0%	0	2	0	$ 35.00		$ -
SnoCountry.com	320,000	320,000	3%	8%	17	2	640,000	$ 10.00		$ 6,400.00
SOCIAL										
Facebook	125,000	125,000	1%	3%	7	2	250,000	$ 4.00		$ 1,000.00
SEATTLE SUBTOTAL			**28%**		**382**		**13,690,244**			**$ 89,904.00**
LOS ANGELES										
PRINT										
LA Weekly	140,000	600,835	2%	4%	36	8	4,806,680		$ 2,212.00	$ 17,696.00
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	1,333,333	1,333,333	16%	39%	118	3	4,000,000	$ 5.00		$ 20,000.00
OntheSnow.com	233,333	233,333	3%	7%	14	2	466,667	$ 15.00		$ 7,000.00
PixelMags	0		0%	0%	-					
TravelSpike	1,700,000	1,700,000	4%	13%	25	2	3,400,000	$ 5.00		$ 17,000.00
iExplore/Travel Mindset	565,217	565,217	1%	4%	8	2	1,130,435	$ 11.50		$ 13,000.00
Dream Plan Go	178,571	178,571	0%	1%	3	2	357,143	$ 14.00		$ 5,000.00
YuMe	312,500	312,500	0.5%	2%	5	2	625,000	$ 16.00		$ 10,000.00
Expedia	185,714	185,714	0.3%	1%	3	2	371,429	$ 35.00		$ 13,000.00
SnoCountry.com	400,000	400,000	5%	12%	24	2	800,000	$ 10.00		$ 8,000.00
Nationalgeographic.com	375,000	375,000	1%	3%	6	2	750,000	$ 20.00		$ 15,000.00
SOCIAL										
Facebook	187,500	187,500	2%	6%	11	2	375,000	$ 4.00		$ 1,500.00
LOS ANGELES SUBTOTAL			**24%**		**253**		**17,082,353**			**$ 127,196.00**
SAN FRANCISCO										
PRINT										
SF Weekly	65,000	175,500	1%	3%	29	9	1,579,500	$ 6.27	$ 1,100.00	$ 9,900.00
DIGITAL/MOBILE										
SFWeekly.com	100,000	100,000	0.5%	2%	2	2	200,000		Added Value	$ -
Adconion *(Conversion targeting)*	1,333,333	1,333,333	10%	25%	75	3	4,000,000	$ 5.00		$ 20,000.00
OntheSnow.com	233,333	233,333	5%	12%	24	2	466,667	$ 15.00		$ 7,000.00
PixelMags			0%	0%	0					
TravelSpike	1,700,000	1,700,000	9%	32%	63	2	3,400,000	$ 5.00		$ 17,000.00
iExplore/Travel Mindset	565,217	565,217	3%	11%	21	2	1,130,435	$ 11.50		$ 13,000.00
Dream Plan Go	178,571	178,571	1%	3%	7	2	357,143	$ 14.00		$ 5,000.00
YuMe	406,250	406,250	2%	6%	15	2	812,500	$ 16.00		$ 13,000.00
Expedia	142,857	142,857	1%	3%	5	2	285,714	$ 35.00		$ 10,000.00
Nationalgeographic.com	375,000	375,000	2%	7%	14	2	750,000	$ 20.00		$ 15,000.00
SnoCountry.com	500,000	500,000	10%	20%	52	2	1,000,000	$ 10.00		$ 10,000.00
SOCIAL										
Facebook	156,250	156,250	3%	8%	16	2	312,500	$ 4.00		$ 1,250.00
SAN FRANCISCO SUBTOTAL			**33%**		**328**		**14,294,459**			**$ 121,150.00**
DENVER										
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	1,500,000	1,500,000	41%	104%	207	2	3,000,000	$ 5.00		$ 15,000.00
OntheSnow.com	333,333	333,333	9%	23%	46	2	666,667	$ 15.00		$ 10,000.00
OUT OF HOME										
Denver International Airport		5,850,000				2	11,700,000			$ 25,000.00
Light Rail Train Wrap		1,600,000								
DENVER SUBTOTAL			**35%**		**253**		**15,366,667**			**$ 50,000.00**
NEW YORK										
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	2,500,000	2,500,000	6%	16%	31	2	5,000,000	$ 5.00		$ 25,000.00
OntheSnow.com	433,333	433,333	8%	9%	5	2	866,667	$ 15.00		$ 13,000.00
TravelSpike	2,000,000	2,000,000	4%	12%	25	2	4,000,000	$ 5.00		$ 20,000.00
PixelMags	-	-	0%	0%	0		-	$ -		$ -
iExplore/Travel Mindset	521,739	521,739	1%	3%	6	2	1,043,478	$ 11.50		$ 12,000.00
Dream Plan Go	178,571	178,571	0%	1%	2	2	357,143	$ 14.00		$ 5,000.00
YuMe	468,750	468,750	1%	3%	6	2	937,500	$ 16.00		$ 15,000.00
SnoCountry.com	500,000	500,000	10%	24%	49	2	1,000,000	$ 10.00		$ 10,000.00
Nationalgeographic.com	500,000	500,000	7%	3%	6	2	1,000,000	$ 20.00		$ 20,000.00
SOCIAL										
Facebook	187,500	187,500	4%	9%	18	2	375,000	$ 4.00		$ 1,500.00
NEW YORK SUBTOTAL			**29%**		**148**		**14,579,786**			**$ 121,500.00**
NATIONAL										
PRINT										
The Ski Journal	17,000	47,250	1%	4%	14	4	189,000		$ 2,750.00	$ 11,000.00
Skiing	60,000	115,000	3%	9%	17	2	230,000		$ 3,500.00	$ 7,000.00
DIGITAL/MOBILE										
AdRoll	523,810	523,810	16%	40%	119	3	1,571,429	$ 3.50		$ 5,500.00
istangravity.com	384,615	384,615	12%	29%	58	2	769,231	$ 13.00		$ 10,000.00
skiingmag.com	41,667	41,667	1%	3%	6	2	83,333	$ 12.00		$ 1,000.00
iExplore/TravelMindset						2	1,470,000			$ -
NATIONAL SUBTOTAL			**24%**		**215**		**4,312,993**			**$ 34,500.00**
NORDIC										
PRINT										
Master Skier - CC Ski Journal						1	-		$ 2,800.00	$ 2,800.00
Cross Country Skier	14,000	25,000	0.9%	2%	2	1	25,000		$ 2,500.00	$ 2,500.00
TUNA			0.0%	0%	0	2	-		$ 235.00	$ 470.00
Ski Trax	30,000	69,000	2%	6%	12	2	138,000		$ 2,000.00	$ 4,000.00
DIGITAL/MOBILE										
SkiTrax.com	125,000	125,000	4%	11%	22	2	250,000	$ 10.00		$ 1,000.00
AdRoll	214,286	214,286	8%	19%	38	2	428,571	$ 3.50		$ 1,500.00
SOCIAL										
Facebook	312,500	312,500	11%	28%	55	2	625,000	$ 4.00		$ 2,500.00
NORDIC SUBTOTAL			**16%**		**129**		**1,466,571**			**$ 14,770.00**
SUBTOTAL							**80,793,074**	**$ 12.61**		**$ 559,020.00**
Double Click Ad [illegible] Fees										$ 15,800.00
Backbone Med[illegible]ees										$ 45,985.60
Media Plan T[illegible]										**$ 620,805.60**

WINTER FLIGHT 2014-2015

SUN VALLEY WINTER 2014-2015 MEDIA PLAN

	Circulation	Readership	Reach	Unduplicated Reach	GRP's	Insertions	Impressions		Cost Per Insertion	Total Spend
SEATTLE										
PRINT										
Seattle Met	55,331	295,180	2%	8%	16	2	592,360	$ 8.91	$ 5,277.00	$ 10,554.00
Seattle Weekly	65,000	408,847	3%	11%	97	9	3,679,623	$ 0.42	$ 1,550.00	$ 13,950.00
DIGITAL/MOBILE										
Seattleweekly.com	100,000	100,000	0.7%	3%	5	2	200,000		Add Value	$ -
SeattleMet.com	100,000	100,000	0.7%	3%	5	2	200,000		Added Value	$ -
Adconion *(Conversion targeting)*	1,000,000	1,000,000	11%	29%	79	3	3,000,000	$ 5.00		$ 15,000.00
OntheSnow.com	208,333	208,333	2%	6%	17	3	625,000	$ 8.00		$ 5,000.00
PixelMags	71,429	71,429	1%	2%	4	2	142,857	$ 21.00		$ 3,000.00
TravelSpike	1,450,000	1,450,000	11%	38%	77	2	2,900,000	$ 5.00		$ 14,500.00
iExplore/Travel Mindset	239,130	239,130	2%	6%	13	2	478,261	$ 11.50		$ 5,500.00
Dream Plan Go	178,571	178,571	1%	5%	9	2	357,143	$ 14.00		$ 5,000.00
YuMe	312,500	312,500	2%	8%	17	2	625,000	$ 16.00		$ 10,000.00
Expedia	-	-	0%	0%	0	2	0	$ 35.00		$ -
SnoCountry.com	320,000	320,000	3%	8%	17	2	640,000	$ 10.00		$ 6,400.00
SOCIAL										
Facebook	125,000	125,000	1%	3%	7	2	250,000	$ 4.00		$ 1,000.00
SEATTLE SUBTOTAL			26%		362		13,690,244			$ 89,904.00
LOS ANGELES										
PRINT										
LA Weekly	140,000	600,635	2%	4%	36	8	4,806,680		$ 2,212.00	$ 17,696.00
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	1,333,333	1,333,333	16%	39%	118	3	4,000,000	$ 5.00		$ 20,000.00
OntheSnow.com	233,333	233,333	3%	7%	14	2	466,667	$ 15.00		$ 7,000.00
PixelMags	0		0%	0%	-					
TravelSpike	1,700,000	1,700,000	4%	13%	25	2	3,400,000	$ 5.00		$ 17,000.00
iExplore/Travel Mindset	565,217	565,217	1%	4%	8	2	1,130,435	$ 11.50		$ 13,000.00
Dream Plan Go	178,571	178,571	0%	1%	3	2	357,143	$ 14.00		$ 5,000.00
YuMe	312,500	312,500	0.5%	2%	5	2	625,000	$ 16.00		$ 10,000.00
Expedia	185,714	185,714	0.3%	1%	3	2	371,429	$ 35.00		$ 13,000.00
SnoCountry.com	400,000	400,000	5%	12%	24	2	800,000	$ 10.00		$ 8,000.00
Nationalgeographic.com	375,000	375,000	1%	3%	6	2	750,000	$ 20.00		$ 15,000.00
SOCIAL										
Facebook	187,500	187,500	2%	6%	11	2	375,000	$ 4.00		$ 1,500.00
LOS ANGELES SUBTOTAL			24%		253		17,082,353			$ 127,196.00
SAN FRANCISCO										
PRINT										
SF Weekly	65,000	175,500	1%	3%	29	9	1,579,500	$ 6.27	$ 1,100.00	$ 9,900.00
DIGITAL/MOBILE										
SFWeekly.com	100,000	100,000	0.5%	2%	4	2	200,000		Added Value	$ -
Adconion *(Conversion targeting)*	1,333,333	1,333,333	10%	25%	75	3	4,000,000	$ 5.00		$ 20,000.00
On[illegible].com	233,333	233,333	5%	12%	24	2	466,667	$ 15.00		$ 7,000.00
Pix[illegible]			0%	0%	0					
Tra[illegible]	1,700,000	1,700,000	9%	32%	53	2	3,400,000	$ 5.00		$ 17,000.00
iEx[illegible]vel Mindset	565,217	565,217	3%	11%	21	2	1,130,435	$ 11.50		$ 13,000.00
Dre[illegible] Go	178,571	178,571	1%	3%	7	2	357,143	$ 14.00		$ 5,000.00
Yu[illegible]	406,250	406,250	2%	8%	15	2	812,500	$ 16.00		$ 13,000.00
Ex[illegible]	142,857	142,857	1%	3%	5	2	285,714	$ 35.00		$ 10,000.00
Nat[illegible]graphic.com	375,000	375,000	2%	7%	14	2	750,000	$ 20.00		$ 15,000.00
SnoCountry.com	500,000	500,000	10%	26%	52	2	1,000,000	$ 10.00		$ 10,000.00
SOCIAL										
Facebook	156,250	156,250	3%	8%	15	2	312,500	$ 4.00		$ 1,250.00
SAN FRANCISCO SUBTOTAL			33%		326		14,294,459			$ 121,150.00
DENVER										
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	1,500,000	1,500,000	41%	104%	207	2	3,000,000	$ 5.00		$ 15,000.00
OntheSnow.com	333,333	333,333	9%	23%	46	2	666,667	$ 15.00		$ 10,000.00
OUT OF HOME										
Denver International Airport		5,850,000				2	11,700,000			$ 25,000.00
Light Rail Train Wrap		1,800,000					-			
DENVER SUBTOTAL			35%		253		15,366,667			$ 50,000.00
NEW YORK										
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	2,500,000	2,500,000	6%	16%	31	2	5,000,000	$ 5.00		$ 25,000.00
OntheSnow.com	433,333	433,333	6%	3%	5	2	866,667	$ 15.00		$ 13,000.00
TravelSpike	2,000,000	2,000,000	4%	12%	25	2	4,000,000	$ 5.00		$ 20,000.00
PixelMags	-	-	0%	0%	0			$ -		
iExplore/Travel Mindset	521,739	521,739	1%	3%	6	2	1,043,478	$ 11.50		$ 12,000.00
Dream Plan Go	178,571	178,571	0%	1%	2	2	357,143	$ 14.00		$ 5,000.00
YuMe	468,750	468,750	1%	3%	6	2	937,500	$ 16.00		$ 15,000.00
SnoCountry.com	500,000	500,000	10%	24%	49	2	1,000,000	$ 10.00		$ 10,000.00
Nationalgeographic.com	500,000	500,000	7%	3%	6	2	1,000,000	$ 20.00		$ 20,000.00
SOCIAL										
Facebook	187,500	187,500	4%	9%	18	2	375,000	$ 4.00		$ 1,500.00
NEW YORK SUBTOTAL			29%		149		14,579,788			$ 121,500.00
NATIONAL										
PRINT										
The Ski Journal	17,000	47,250	1%	4%	11	3	141,750		$ 3,000.00	$ 9,000.00
Skiing	50,000	115,000	3%	9%	17	2	230,000		$ 3,500.00	$ 7,000.00
DIGITAL/MOBILE										
AdRoll	523,810	523,810	16%	40%	119	3	1,571,429	$ 3.50		$ 5,500.00
tetongravity.com	384,615	384,615	12%	29%	58	2	769,231	$ 13.00		$ 10,000.00
skiingmag.com	125,000	125,000	4%	9%	19	2	250,000	$ 12.00		$ 3,000.00
iExplore/TravelMindset						2	1,470,000			$ -
NATIONAL SUBTOTAL			25%		224		4,432,409			$ 34,500.00
SUBTOTAL							79,445,919	$ 12.61		$ 544,250.00
Double Click Ad Serving Fees										$ 15,600.00
Backbone Media Buying Fees										$ 44,788.00
Media Plan Total										$ 604,638.00

NORDIC 2014-2015

VALLEY WINTER 2014-2015 M	Insertions	Impressions	CPM	Cost Per Insertion	Total Spend
PRINT					
Master Skier - CC Ski Journal	1	-		$ 2,800.00	$ 2,800.00
Cross Country Skier	1	25,000		$ 2,500.00	$ 2,500.00
TUNA	2	-		$ 235.00	$ 470.00
Ski Trax	2	138,000		$ 2,000.00	$ 4,000.00
DIGITAL/MOBILE					
SkiTrax.com	2	250,000	$ 10.00		$ 1,000.00
AdRoll	2	428,571	$ 3.50		$ 1,500.00
SOCIAL					
Facebook	2	625,000	$ 4.00		$ 2,500.00
NORDIC SUBTOTALS		1,466,571			$ 14,770.00

SUMMER + WINTER 2014 - 2015 MEDIA

VISIT SUN VALLEY WINTER 2014-2015 MEDIA PLAN

	Circulation	Readership	Reach	Unduplicated Reach	GRP's	Insertions	Impressions	CPM		Total Spend
SEATTLE										
PRINT										
Seattle Met	55,331	296,180	2%	8%	16	2	592,360	$ 8.91	$ 5,277.00	$ 10,554.00
Seattle Weekly	65,000	408,847	3%	11%	87	9	3,579,623	$ 0.42	$ 1,550.00	$ 13,950.00
DIGITAL/MOBILE										
Seattleweekly.com	100,000	100,000	0.7%	3%	5	2	200,000		Add Value	$ -
Seattlemet.com	100,000	100,000	0.7%	3%	5	2	200,000		Added Value	$ -
Adconion *(Conversion targeting)*	1,000,000	1,000,000	11%	26%	79	3	3,000,000	$ 5.00		$ 15,000.00
OntheSnow.com	208,333	208,333	2%	6%	17	3	625,000	$ 8.00		$ 5,000.00
PixelMags	71,429	71,429	1%	2%	4	2	142,857	$ 21.00		$ 3,000.00
TravelSpike	1,450,000	1,450,000	11%	38%	77	2	2,900,000	$ 5.00		$ 14,500.00
iExplore/Travel Mindset	239,130	239,130	2%	6%	13	2	478,261	$ 11.50		$ 5,500.00
Dream Plan Go	178,571	178,571	1%	5%	9	2	357,143	$ 14.00		$ 5,000.00
YuMe	312,500	312,500	2%	8%	17	2	625,000	$ 16.00		$ 10,000.00
Expedia	-	-	0%	0%	0	2	0	$ 35.00		$ -
SnoCountry.com	320,000	320,000	3%	8%	17	2	640,000	$ 10.00		$ 6,400.00
SOCIAL										
Facebook	125,000	125,000	1%	3%	7	2	250,000	$ 4.00		$ 1,000.00
SEATTLE SUBTOTALS							13,690,244			$ 89,904.00
LOS ANGELES										
PRINT										
LA Weekly	140,000	600,835	2%	4%	35	8	4,806,680		$ 2,212.00	$ 17,696.00
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	1,333,333	1,333,333	16%	39%	118	3	4,000,000	$ 5.00		$ 20,000.00
OntheSnow.com	233,333	233,333	3%	7%	14	2	466,667	$ 15.00		$ 7,000.00
PixelMags	0		0%	0%	-					
TravelSpike	1,700,000	1,700,000	4%	13%	25	2	3,400,000	$ 5.00		$ 17,000.00
iExplore/Travel Mindset	565,217	565,217	1%	4%	8	2	1,130,435	$ 11.50		$ 13,000.00
Dream Plan Go	178,571	178,571	0%	1%	3	2	357,143	$ 14.00		$ 5,000.00
YuMe	312,500	312,500	0.5%	2%	5	2	625,000	$ 16.00		$ 10,000.00
Expedia	185,714	185,714	0.3%	1%	3	2	371,429	$ 35.00		$ 13,000.00
SnoCountry.com	400,000	400,000	5%	12%	24	2	800,000	$ 10.00		$ 8,000.00
Nationalgeographic.com	375,000	375,000	1%	3%	8	2	750,000	$ 20.00		$ 15,000.00
SOCIAL										
Facebook	187,500	187,500	2%	6%	11	2	375,000	$ 4.00		$ 1,500.00
LOS ANGELES SUBTOTAL							17,082,353			$ 127,196.00
SAN FRANCISCO										
PRINT										
SF Weekly	65,000	175,500	1%	3%	29	9	1,579,500	$ 6.27	$ 1,100.00	$ 9,900.00
DIGITAL/MOBILE										
SFWeekly.com	100,000	100,000	0.5%	2%	4	2	200,000		Added Value	$ -
Adconion *(Conversion targeting)*	1,333,333	1,333,333	10%	25%	75	3	4,000,000	$ 5.00		$ 20,000.00
OntheSnow.com	233,333	233,333	6%	12%	24	2	466,667	$ 15.00		$ 7,000.00
PixelMags			0%	0%	0					
TravelSpike	1,700,000	1,700,000	9%	32%	63	2	3,400,000	$ 5.00		$ 17,000.00
iExplore/Travel Mindset	565,217	565,217	3%	11%	21	2	1,130,435	$ 11.50		$ 13,000.00
Dream Plan Go	178,571	178,571	1%	3%	7	2	357,143	$ 14.00		$ 5,000.00
YuMe	406,250	406,250	2%	8%	15	2	812,500	$ 16.00		$ 13,000.00
Expedia	142,857	142,857	1%	3%	5	2	285,714	$ 35.00		$ 10,000.00
Nationalgeographic.com	375,000	375,000	2%	7%	14	2	750,000	$ 20.00		$ 15,000.00
SnoCountry.com	500,000	500,000	10%	26%	52	2	1,000,000	$ 10.00		$ 10,000.00
SOCIAL										
Facebook	156,250	156,250	3%	8%	16	2	312,500	$ 4.00		$ 1,250.00
SAN FRANCISCO SUBTOTAL							14,294,459			$ 121,150.00
DENVER										
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	1,500,000	1,500,000	41%	104%	207	2	3,000,000	$ 5.00		$ 15,000.00
OntheSnow.com	333,333	333,333	9%	23%	46	2	666,667	$ 15.00		$ 10,000.00
OUT OF HOME										
Denver International Airport		5,850,000				2	11,700,000			$ 25,000.00
Light Rail Train Wrap		1,600,000								
DENVER SUBTOTAL							15,366,667			$ 50,000.00
NEW YORK										
DIGITAL/MOBILE										
Adconion *(Conversion targeting)*	2,500,000	2,500,000	6%	16%	31	2	5,000,000	$ 5.00		$ 25,000.00
OntheSnow.com	433,333	433,333	8%	3%	5	2	866,667	$ 15.00		$ 13,000.00
TravelSpike	2,000,000	2,000,000	4%	12%	25	2	4,000,000	$ 5.00		$ 20,000.00
PixelMags	-	-	0%	0%	0			$ -		
iExplore/Travel Mindset	521,739	521,739	1%	3%	6	2	1,043,478	$ 11.50		$ 12,000.00
Dream Plan Go	178,571	178,571	0%	1%	2	2	357,143	$ 14.00		$ 5,000.00
YuMe	468,750	468,750	1%	3%	6	2	937,500	$ 16.00		$ 15,000.00
SnoCountry.com	500,000	500,000	10%	24%	49	2	1,000,000	$ 10.00		$ 10,000.00
Nationalgeographic.com	500,000	500,000	7%	3%	8	2	1,000,000	$ 20.00		$ 20,000.00
SOCIAL										
Facebook	187,500	187,500	4%	9%	18	2	375,000	$ 4.00		$ 1,500.00
NEW YORK SUBTOTAL							14,579,788			$ 121,500.00
NATIONAL										
PRINT										
The Ski Journal	17,000	47,250	1%	4%	14	4	189,000		$ 2,750.00	$ 11,000.00
Skiing	50,000	115,000	3%	9%	17	2	230,000		$ 3,500.00	$ 7,000.00
DIGITAL/MOBILE										
AdRoll	523,810	523,810	16%	40%	119	3	1,571,429	$ 3.50		$ 5,500.00
tetongravity.com	384,615	384,615	12%	29%	58	2	769,231	$ 13.00		$ 10,000.00
skiingmag.com	41,667	41,667	1%	3%	6	2	83,333	$ 12.00		$ 1,000.00
iExplore/TravelMindset						2	1,470,000			$ -
NATIONAL SUBTOTAL							4,312,993			$ 34,600.00
NORDICS										
PRINT										
Master Skier - CC Ski Journal						1	-		$ 2,800.00	$ 2,800.00
Cross Country Skier	14,000	25,000	0.9%	2%	2	1	25,000		$ 2,500.00	$ 2,500.00
TUNA			0.0%	0%	0	2	-		$ 235.00	$ 470.00
Ski Trax	30,000	69,000	2%	6%	12	2	138,000		$ 2,000.00	$ 4,000.00
DIGITAL/MOBILE										
SkiTrax.com	125,000	125,000	4%	11%	22	2	250,000	$ 10.00		$ 1,000.00
AdRoll	214,286	214,286	8%	19%	38	2	428,571	$ 3.50		$ 1,500.00
SOCIAL										
Facebook	312,500	312,500	11%	28%	55	2	625,000	$ 4.00		$ 2,500.00
NORDICS SUBTOTAL							1,466,571			$ 14,770.00
SUBTOTAL							80,793,074	$ 12.61		$ 559,020.00
Double Click Ad Serving Fees										$ 15,800.00
Backbone Media Buying Fees										$ 45,985.60
Media Plan Total										$ 620,805.60

MEDIA SPEND BY VENDOR

Sum of Cost Row Labels	Total
Adconion	**$77,500.00**
Denver	$10,000.00
LA	$17,000.00
New York	$20,000.00
San Francisco	$17,000.00
Seattle	$13,500.00
TravelSpike	**$46,000.00**
LA	$13,000.00
New York	$10,000.00
San Francisco	$12,000.00
Seattle	$11,000.00
YuMe	**$43,500.00**
LA	$13,000.00
New York	$7,500.00
San Francisco	$13,000.00
Seattle	$10,000.00
iExplore/Travel Mindset	**$40,000.00**
LA	$12,000.00
New York	$9,000.00
San Francisco	$12,000.00
Seattle	$7,000.00
Backbone Fees	**$37,779.38**
(blank)	$37,779.38
OntheSnow	**$34,000.00**
LA	$12,000.00
New York	$12,000.00
San Francisco	$10,000.00
Dream Plan Go	**$30,000.00**
LA	$8,000.00
New York	$9,000.00
San Francisco	$8,000.00
Seattle	$5,000.00
Onsight Media Group	**$25,000.00**
LA	$7,500.00
Mountain Bike	$2,000.00
New York	$7,500.00
San Francisco	$5,000.00
Seattle	$3,000.00
Denver International Airport	**$20,000.00**
Denver	$20,000.00
Expedia	**$20,000.00**
LA	$10,000.00
San Francisco	$4,000.00
Seattle	$6,000.00
Light Rail Train Wrap	**$20,000.00**
Denver	$20,000.00
AdSwerve	**$15,202.00**
(blank)	$15,202.00
Mountain Bike Project	**$10,000.00**
Mountain Bike	$10,000.00
Facebook	**$9,800.00**
LA	$2,500.00
Mountain Bike	$2,000.00
New York	$1,500.00

San Francisco	$2,600.00
Seattle	$1,200.00
Boise Weekly	**$7,543.20**
Event Co-op	$7,543.20
Bike	**$7,000.00**
Mountain Bike	$7,000.00
SF Weekly	**$6,600.00**
San Francisco	$6,600.00
Seattle Met	**$5,877.00**
Seattle	$5,877.00
San Francisco Magazine	**$5,800.00**
San Francisco	$5,800.00
Seattle Weekly	**$4,600.00**
Seattle	$4,600.00
Mountain Flyer	**$4,000.00**
Mountain Bike	$4,000.00
Idaho Falls Magazine	**$3,820.00**
Event Co-op	$3,820.00
AdRoll	**$9,500.00**
Event Co-op	$9,500.00
Salt Lake City Magazine	**$3,500.00**
Event Co-op	$3,500.00
bikemag.com	**$3,000.00**
Mountain Bike	$3,000.00
Mtbr.com	**$3,000.00**
Mountain Bike	$3,000.00
sicklines.com	**$2,500.00**
Mountain Bike	$2,500.00
Boiseweekly.com	**$0.00**
Event Co-op	$0.00
Saltlakecitymagazine.com	**$0.00**
Event Co-op	$0.00
Seattlemet.com	**$0.00**
Seattle	$0.00
SeattleWeekly.com	**$0.00**
Seattle	$0.00
SFWeekly.com	**$0.00**
San Francisco	$0.00
xAd	**$14,500.00**
LA	$4,000.00
New York	$3,500.00
San Francisco	$4,000.00
Seattle	$3,000.00
Grand Total	$510,021.58

CREATIVE WORKBOOK

Media Type	Publication	Issue/Placement	On Sale	End Date	Mat. Due	Size/Insertion	Ad Size (Trim)	Ad Size (Bleed)	Digital Spec	Creative	Click Through URL	Conversion Tag	Impressions	CPM	Cost	Market	Cut-Flow Month	Campaign
Print	Salt Lake City Magazine	May/June	5/1/2014		3/26/2014	C3	9"x 10.875"	9.25"x 11.125"		Event Co-op					$ 4,540.00	Event Co-op	March	Summer
Print	Idaho Falls Magazine	May/June	5/1/2014		3/27/2014	FP	8x10.75	8.125x10.875		Event Co-op					$ 1,500.00	Event Co-op	May	Summer
Digital	OntheSnow	Summer Endemic Event Package	5/1/2014		4/14/2014								950,000		$ 4,500.00		June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Los Angeles: Leisure	5/1/2014	6/22/2014	4/15/2014	1024x768 and 768x1024			HTML 5 Only, Aspect ratio 4:3	LA DF w/package option?			111,421		$ 2,339.84	LA	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Los Angeles: Leisure	5/1/2014	6/22/2014	4/15/2014	2048x1536 and 1536x2048			HTML 5 Only, Aspect ratio 4:3	LA DF w/package option?			-		$ -	LA	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Los Angeles: Leisure	5/1/2014	6/22/2014	4/15/2014	1024x600 and 600x1024			HTML 5 Only, Aspect ratio 5.12:3	LA DF w/package option?			79,059		$ 1,650.24	LA	June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Los Angeles: Leisure	5/1/2014	6/22/2014	4/15/2014	1920x1200 and 1200x1920			HTML 5 Only, Aspect ratio 16:10	LA DF w/package option?			-		$ -	LA	June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - New York: Leisure/Sc	5/1/2014	6/22/2014	4/15/2014	1024x768 and 768x1024			HTML 5 Only, Aspect ratio 4:3	NY DF w/package option?			111,401		$ 2,339.42	New York	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - New York: Leisure/Sc	5/1/2014	6/22/2014	4/15/2014	2048x1536 and 1536x2048			HTML 5 Only, Aspect ratio 4:3	NY DF w/package option?			-		$ -	New York	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - New York: Leisure/Sc	5/1/2014	6/22/2014	4/15/2014	1024x600 and 600x1024			HTML 5 Only, Aspect ratio 5.12:3	NY DF w/package option?			79,059		$ 1,660.24	New York	June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - New York: Leisure/Sc	5/1/2014	6/22/2014	4/15/2014	1920x1200 and 1200x1920			HTML 5 Only, Aspect ratio 16:10	NY DF w/package option?			-		$ -	New York	June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - San Francisco: Leisu	5/1/2014	6/22/2014	4/15/2014	1024x768 and 768x1024			HTML 5 Only, Aspect ratio 4:3	SF DF w/package option?			97,483		$ 2,047.14	San Francisco	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - San Francisco: Leisu	5/1/2014	6/22/2014	4/15/2014	2048x1536 and 1536x2048			HTML 5 Only, Aspect ratio 4:3	SF DF w/package option?			-		$ -	San Francisco	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - San Francisco: Leisu	5/1/2014	6/22/2014	4/15/2014	1024x600 and 600x1024			HTML 5 Only, Aspec ratio 5.12:3	SF DF w/package option?			69,182		$ 1,452.82	San Francisco	June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - San Francisco: Leisu	5/1/2014	6/22/2014	4/15/2014	1920x1200 and 1200x1920			HTML 5 Only, Aspect ratio 16:10	SF DF w/package option?			-		$ -	San Francisco	June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	5/1/2014	6/22/2014	4/15/2014	1024x768 and 768x1024			HTML 5 Only, Aspect ratio 4:3	Seattle DF w/package option?			83,556		$ 1,754.89	Seattle	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	5/1/2014	6/22/2014	4/15/2014	2048x1536 and 1536x2048			HTML 5 Only, Aspect ratio 4:3	Seattle DF w/package option?			-		$ -	Seattle	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	5/1/2014	6/22/2014	4/15/2014	1024x600 and 600x1024			HTML 5 Only, Aspec ratio 5.12:3	Seattle DF w/package option?			59,305		$ 1,245.41	Seattle	June	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	5/1/2014	6/22/2014	4/15/2014	1920x1200 and 1200x1920			HTML 5 Only, Aspect ratio 16:10	Seattle DF w/package option?			-		$ -	Seattle	June	Summer
Print	Seattle Met	June	5/23/2014		4/25/2014	FP	8.375"x10.875"	8.625"x11.125"							$ 4,277.00	Seattle	May	Summer
Digital	iExplore/Travel Mindset	LA: Billboard/Pushdown (Content & Destination	5/19/2014	8/24/2014	5/1/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	LA DF w/package			142,857		$ 1,500.00	LA	June	Summer
Digital	Dream Plan Go	Showcase Page - Content Article	6/1/2014	9/30/2014	5/1/2014	Custom Content Articles			300-500 words 4 text links (produced by Dream Plan Go or Visit Sun Valley)						$ 5,000.00	Seattle	June	Summer
Digital	Expedia	San Francisco: Core Offer (Deals, Flights, Hotel	5/19/2014	7/20/2014	5/1/2014	992x265 (Designed by Expedia)			Send assets				51,282		$ 2,000.00	San Francisco	May	Summer
Digital	iExplore/Travel Mindset	LA: Filmstrip (Content & Destination Targeting)	5/19/2014	8/24/2014	5/1/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600 c	LA DF w/package			166,667		$ 1,500.00	LA	July	Summer
Digital	iExplore/Travel Mindset	LA: Floating Catfish (Content & Destination Tar	5/19/2014	8/24/2014	5/1/2014	990x80			static only, 50k max	LA DF w/package			-		$ 1,500.00	LA	August	Summer
Digital	iExplore/Travel Mindset	LA: Content & destination Targeting	5/19/2014	8/24/2014	5/1/2014	300x250			jpg, gif, flash: 45k max	LA DF			-		$ 1,500.00	LA	September	Summer
Digital	Dream Plan Go	Showcase Page - Video Gallery	6/1/2014	9/30/2014	5/1/2014	590x332 (Up to 5 videos)			max length :120 (each video) They can work with longer videos						$ -	LA	June	Summer
Digital	Dream Plan Go	Showcase Page - Photo Gallery	6/1/2014	9/30/2014	5/1/2014	300x250 (15 images)			40K						$ -	New York	June	Summer
Digital	Dream Plan Go	Showcase Page -Digital Banner	6/1/2014	9/30/2014	5/1/2014	(2) 300x250 or (1) 300x250 and (1) 300x600			40K max						$ -	San Francisco	June	Summer
Digital	Dream Plan Go	Showcase Page -Custom Widgets	6/1/2014	9/30/2014	5/1/2014										$ -	National	June	Summer
Digital	iExplore/Travel Mindset	LA: Content & destination Targeting	5/19/2014	8/24/2014	5/1/2014	160x600			jpg, gif, flash: 45k max	LA DF			-		$ -	LA	September	Summer
Digital	iExplore/Travel Mindset	LA: Content & destination Targeting	5/19/2014	8/24/2014	5/1/2014	728x90			jpg, gif, flash: 45k max	LA DF			-		$ -	LA	September	Summer
Digital	Expedia	San Francisco: Vacation Package	5/19/2014	7/20/2014	5/1/2014	160x600							80,000		$ 2,000.00	San Francisco	June	Summer
Digital	TravelSpike	ROS - New York	5/19/2014	8/31/2014	5/1/2014	160x600				Brand, NY DF			400,000		$ 1,500.00	New York	May	Summer
Digital	TravelSpike	ROS - New York	5/19/2014	8/31/2014	5/1/2014	300x250				Brand, NY DF			825,000		$ 4,062.50	New York	June	Summer
Digital	TravelSpike	ROS - New York	5/19/2014	8/31/2014	5/1/2014	728x90				Brand, NY DF			825,000		$ 4,062.50	New York	July	Summer
Digital	TravelSpike	ROS - New York	5/19/2014	8/31/2014	5/1/2014					Brand, NY DF			1,050,000		$ 5,250.00	New York	August	Summer
Digital	TravelSpike	In-Image - Los Angeles	5/19/2014	9/14/2014	5/1/2014	234x60				Brand, LA DF, Package			-		$ -	LA		Summer
Digital	TravelSpike	In-Image - Seattle	5/19/2014	9/14/2014	5/1/2014	234x60				Brand, Seattle DF, Package			-		$ -	Seattle		Summer
Digital	TravelSpike	In-Image - San Francisco	5/19/2014	9/14/2014	5/1/2014	234x60				Brand, SF DF, Package			-		$ -	San Francisco		Summer
Digital	TravelSpike	In-Image - New York	5/19/2014	9/14/2014	5/1/2014	234x60				Brand, NY DF, Package			-		$ -	New York		Summer
Digital	TravelSpike	Retargeting - Los Angeles	5/19/2014	9/14/2014	5/1/2014	160x600				Package			-		$ -	LA		Summer
Digital	TravelSpike	Retargeting - Los Angeles	5/19/2014	9/14/2014	5/1/2014	300x250				Package			-		$ -	LA		Summer
Digital	TravelSpike	Retargeting - Los Angeles	5/19/2014	9/14/2014	5/1/2014	728x90				Package			-		$ -	LA		Summer
Digital	TravelSpike	Retargeting - Seattle	5/19/2014	9/14/2014	5/1/2014	160x600				Package			-		$ -	Seattle		Summer
Digital	TravelSpike	Retargeting - Seattle	5/19/2014	9/14/2014	5/1/2014	300x250				Package			-		$ -	Seattle		Summer
Digital	TravelSpike	Retargeting - Seattle	5/19/2014	9/14/2014	5/1/2014	728x90				Package			-		$ -	Seattle		Summer
Digital	TravelSpike	Retargeting - San Francisco	5/19/2014	9/14/2014	5/1/2014	160x600				Package			-		$ -	San Francisco		Summer
Digital	TravelSpike	Retargeting - San Francisco	5/19/2014	9/14/2014	5/1/2014	300x250				Package			-		$ -	San Francisco		Summer
Digital	TravelSpike	Retargeting - San Francisco	5/19/2014	9/14/2014	5/1/2014	728x90				Package			-		$ -	San Francisco		Summer
Digital	TravelSpike	Retargeting - New York	5/19/2014	9/14/2014	5/1/2014	160x600				Package			-		$ -	New York		Summer
Digital	TravelSpike	Retargeting - New York	5/19/2014	9/14/2014	5/1/2014	300x250				Package			-		$ -	New York		Summer
Digital	TravelSpike	Retargeting - New York	5/19/2014	9/14/2014	5/1/2014	728x90				Package			-		$ -	New York		Summer
Digital	SeattleWeekly.com	Homepage Skin	5/15/2014		5/1/2014	400x900 right and left panels			text to be constrained to the inner upper 140x750						$ -	Seattle	July	Summer
Digital	Dream Plan Go	Idaho Page Sponsorship	6/1/2014	11/30/2014	5/1/2014	logo									$ 1,500.00	National	July	Summer
Digital	SFWeekly.com	ROS	5/12/2014	9/10/2014	5/1/2014	728x90			max file size 50K						$ -	San Francisco	May	Summer
Digital	NationalGeographic.com	Seattle: Adventure Rotation	5/19/2014	7/30/2014	5/1/2014	728x90				Seattle DF, Package, Brand			13,000		$ 375.00	Seattle	May	Summer
Digital	NationalGeographic.com	Seattle: Adventure Rotation	5/19/2014	7/30/2014	5/1/2014	300x250				Seattle DF, Package, Brand			13,000		$ 1,500.00	Seattle	June	Summer
Digital	NationalGeographic.com	Seattle: Travel Rotation	5/19/2014	7/30/2014	5/1/2014	728x90				Seattle DF, Package, Brand			50,000		$ 1,875.01	Seattle	July	Summer
Digital	NationalGeographic.com	Seattle: Travel Rotation	5/19/2014	7/30/2014	5/1/2014	300x250				Seattle DF, Package, Brand			50,000		$ -	Seattle	May	Summer
Digital	NationalGeographic.com	Seattle: Video Rotation	5/29/2014	7/30/2014	5/1/2014	15s							10,000		$ -	Seattle	June	Summer
Digital	NationalGeographic.com	Seattle: Premium Run of Channel	5/19/2014	7/30/2014	5/1/2014	728x90				Seattle DF, Package, Brand			121,589		$ -	Seattle	July	Summer
Digital	NationalGeographic.com	Seattle: Premium Run of Channel	5/19/2014	7/30/2014	5/1/2014	300x250				Seattle DF, Package, Brand			120,200		$ -	Seattle	May	Summer
Digital	SFWeekly.com	ROS	5/12/2014	9/10/2014	5/1/2014	300x250			max file size 50K						$ -	San Francisco	May	Summer
Digital	SFWeekly.com	ROS	5/12/2014	9/10/2014	5/1/2014	300x600			max file size 50K						$ -	San Francisco	May	Summer
Digital	AdRoll	Retargeting	5/12/2014	9/14/2014	5/1/2014	300x250				Package					$ 3,500.00	National	May	Summer
Digital	AdRoll	Retargeting	5/12/2014	9/14/2014	5/1/2014	160x600				Package					$ -	National	June	Summer
Digital	AdRoll	Retargeting	5/12/2014	9/14/2014	5/1/2014	728x90				Package					$ -	National	July	Summer
Digital	AdRoll	Retargeting	5/12/2014	9/14/2014	5/1/2014	300x600				Package					$ -	National	August	Summer
Digital	Mtbr.com	ROS	5/19/2014	9/21/2014	5/1/2014	300x250			image: 40K max/flash: 50k max	Mountain Biking			200,000		$ 1,000.00	Mountain Bike	May	Summer
Digital	Mtbr.com	Homepage	5/19/2014	9/21/2014	5/1/2014	300x250			image: 40K max/flash: 50k max	Mountain Biking			100,000		$ 1,000.00	Mountain Bike	May	Summer
Out of Home	Billups	DIA: Escalator Tension Fabric - Concourse B	6/2/2014	7/27/2014	5/5/2014	Specs sent to Ashleigh/in dropbox folder									$10,325.00	Denver	June	Summer
Out of Home	Billups	DIA: Escalator Tension Fabric - Concourse B	6/2/2014	7/27/2014	5/5/2014	Specs sent to Ashleigh/in dropbox folder									$ 7,675.00	Denver	July	Summer
Digital	NationalGeographic.com	LA: Adventure Rotation	[redacted]	[redacted]	[redacted]	728x90				LA DF, Package			4,000		$ 405.88	LA	May	Summer
Digital	NationalGeographic.com	LA: Adventure Rotation	[redacted]	[redacted]	[redacted]	300x250				LA DF, Package			4,000		$ 1,217.63	LA	June	Summer
Digital	NationalGeographic.com	LA: Travel Rotation	[redacted]	[redacted]	[redacted]	728x90				LA DF, Package			20,000		$ 2,072.27	LA	August	Summer
Digital	NationalGeographic.com	LA: Travel Rotation	[redacted]	[redacted]	[redacted]	300x250				LA DF, Package			20,000		$ 1,554.23	LA	September	Summer
Digital	NationalGeographic.com	LA: Video Rotation	5/29/2014	6/22/2014	5/10/2014	15s							7,000		$ -	LA	May	Summer
Digital	NationalGeographic.com	LA: Premium Run of Channel	[redacted]	[redacted]	[redacted]	728x90				LA DF, Package			527,725		$ -	LA	June	Summer
Digital	NationalGeographic.com	LA: Premium Run of Channel	[redacted]	[redacted]	[redacted]	300x250				LA DF, Package			51,225		$ -	LA	July	Summer
Digital	iExplore/Travel Mindset	Native	[redacted]	[redacted]	[redacted]	TBD									$10,000.00	National	June	Summer
Digital	SFWeekly.com	Website Takeover	[redacted]	[redacted]	[redacted]	140x750			max file size 50K						$ -	San Francisco	July	Summer
Digital	SFWeekly.com	Website Takeover	[redacted]	[redacted]	[redacted]	975x30 (975x300 expanded)			max file size 50K						$ -	San Francisco	July	Summer
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	[redacted]	[redacted]	[redacted]	300x250									$ -	Seattle	July	Summer
Digital	Adconion	Awareness Display	[redacted]	[redacted]	[redacted]	300x250				All DMAs DF, NY, Brand					$19,375.00	Seattle	June	Summer
Digital	Adconion	Awareness Display	[redacted]	[redacted]	[redacted]	728x90				All DMAs DF, NY, Brand					$ -	Denver	July	Summer
Digital	Adconion	Awareness Display	[redacted]	[redacted]	[redacted]	160x600				All DMAs DF, NY, Brand					$ -	New York	August	Summer
Digital	Adconion	Awareness Display	[redacted]	[redacted]	[redacted]	300x600				All DMAs DF, NY, Brand					$19,375.00	New York	September	Summer
Digital	TravelSpike	ROS - Seattle	[redacted]	[redacted]	[redacted]	300x250				Brand, Seattle DF			825,000		$ 4,062.50	Seattle	June	Summer
Digital	TravelSpike	ROS - Seattle	[redacted]	[redacted]	[redacted]	160x600				Brand, Seattle DF			825,000		$ 4,062.50	Seattle	July	Summer
Digital	YuMe	RON Online Pre-Roll (Seattle, LA, San Francisc	6/1/2014	8/31/2014	5/15/2014	15s (640x480 and 640x360)									$14,500.00	Seattle	June	Summer
Digital	YuMe	RON Online Pre-Roll (Seattle, LA, San Francisc	6/1/2014	8/31/2014	5/15/2014	30s (640x480 and 640x360)									$ -	Seattle	July	Summer
Digital	Adconion	Billboard	[redacted]	[redacted]	[redacted]	970x250				All DMAs DF w/package, NY package					$19,375.00	LA	July	Summer
Digital	Adconion	Video Pre-Roll	[redacted]	[redacted]	[redacted]	15s									$ -	LA	June	Summer
Digital	Adconion	Video Pre-Roll	[redacted]	[redacted]	[redacted]	30s									$ -	LA	July	Summer
Digital	Adconion	Event Co-op: Awareness	[redacted]	[redacted]	[redacted]	300x250				Events					$ 2,833.33	Event Co-op	June	Summer
Digital	TravelSpike	ROS - Seattle	[redacted]	[redacted]	[redacted]	728x90				Brand, Seattle DF			0		$ -	Seattle	June	Summer
Digital	TravelSpike	ROS - Los Angeles	[redacted]	[redacted]	[redacted]	160x600				Brand, LA DF			825,000		$ 4,062.50	LA	June	Summer
Digital	TravelSpike	ROS - Los Angeles	[redacted]	[redacted]	[redacted]	300x250				Brand, LA DF			825,000		$ 4,062.50	LA	July	Summer
Digital	YuMe	Custom Channel Online Re-Roll (Seattle, LA, Sı	6/1/2014	8/31/2014	5/15/2014	15s (640x480 and 640x360)									$14,500.00	LA	July	Summer
Digital	YuMe	Custom Channel Online Re-Roll (Seattle, LA, Sı	6/1/2014	8/31/2014	5/15/2014	30s (640x480 and 640x360)									$ -	LA	August	Summer
Digital	Expedia	Los Angeles: Core Offer (Deals, Flights, Hotels,	[redacted]	[redacted]	[redacted]	992x265 (Designed by Expedia)			Send assets				51,282		$ 2,000.00	LA	June	Summer
Digital	Adconion	Event Co-op: Awareness	[redacted]	[redacted]	[redacted]	728x90				Events					$ 2,833.33	Event Co-op	July	Summer
Digital	Adconion	Event Co-op: Awareness	[redacted]	[redacted]	[redacted]	160x600				Events					$ 2,833.34	Event Co-op	August	Summer
Digital	Adconion	Event Co-op: Awareness	[redacted]	[redacted]	[redacted]	300x600				Events					$19,375.00	San Francisco	August	Summer
Digital	TravelSpike	ROS - San Francisco	[redacted]	[redacted]	[redacted]	300x250				Brand, SF DF			825,000		$ 4,062.50	San Francisco	June	Summer
Digital	TravelSpike	ROS - San Francisco	[redacted]	[redacted]	[redacted]	160x600				Brand, SF DF			825,000		$ 4,062.50	San Francisco	July	Summer
Digital	TravelSpike	ROS - San Francisco	[redacted]	[redacted]	[redacted]	728x90				Brand, SF DF			1,050,000		$ 5,250.00	San Francisco	August	Summer
Digital	YuMe	Mobile Standrad Pre-Roll (Seattle, LA, San Fran	6/1/2014	8/31/2014	5/15/2014	15s HD quality 1280x720 or 1920x1080									$ -	San Francisco	July	Summer
Digital	YuMe	Mobile Standrad Pre-Roll (Seattle, LA, San Fran	6/1/2014	8/31/2014	5/15/2014	30s HD quality 1280x720 or 1920x1080									$14,500.00	San Francisco	August	Summer
Digital	Expedia	Los Angeles: Vacation Package	[redacted]	[redacted]	[redacted]	160x600							80,000		$ 2,000.00	LA	July	Summer
Digital	OntheSnow	ROS - New York	[redacted]	[redacted]	[redacted]	300x250			40K max	Brand, NY DF			408,947		$ 7,769.99	New York	June	Summer
Digital	OntheSnow	Retargeting - New York	[redacted]	[redacted]	[redacted]	300x250			40K max	Package			21,500		$ 172.00	New York	July	Summer
Digital	YuMe	Connected TV Re-Roll (Seattle, LA, San Francis	6/1/2014	8/31/2014	5/15/2014	15s (640x480 and 640x360)									$ -	New York	June	Summer
Digital	YuMe	Connected TV Re-Roll (Seattle, LA, San Francis	6/1/2014	8/31/2014	5/15/2014	30s (640x480 and 640x360)									$ -	New York	July	Summer
Digital	mountainflyer.com		[redacted]	[redacted]	[redacted]	300x250				Mountain Biking					$ -	Mountain Bike	June	Summer
Digital	TravelSpike	ROS - Los Angeles	[redacted]	[redacted]	[redacted]	728x90				Brand, LA DF			400,000		$ 1,500.00	LA	September	Summer
Digital	Seattlemet.com	ROS	[redacted]	[redacted]	[redacted]	300x250									$ 175.0[illegible]	[illegible]	June	Summer
Digital	Seattlemet.com	ROS	[redacted]	[redacted]	[redacted]	160x600									$ 175.[illegible]	[illegible]	June	Summer
Digital	Seattlemet.com	ROS	[redacted]	[redacted]	[redacted]	728x90									$ 175.[illegible]	[illegible]	June	Summer
Digital	Seattlemet.com	ROS	[redacted]	[redacted]	[redacted]	300x600									$ 175.[illegible]	[illegible]	June	Summer
Digital	iExplore/Travel Mindset	Added Value Banner	[redacted]	[redacted]	[redacted]	300x250			jpg, gif, flash: 45k max	Brand, Package			500,000		$ -	[illegible]al	June	Summer
Digital	iExplore/Travel Mindset	Added Value Banner	[redacted]	[redacted]	[redacted]	160x600			jpg, gif, flash: 45k max	Brand, Package			-		$ -	National	June	Summer

Digital	iExplore/Tra	Added Value Banner	[redacted]			728x90			Flash: 45k max	Brand, Package	-	$ -	National	June	Summer
Digital	YuMe	Online Companion Banner	[redacted]			300x250			GIF, PNG: 15s (3 max)	DF (all cities), package		$16,000		November	Winter
Digital	SeattleWee	Home, News, Arts, Calendar	[redacted]			160x600						$		July	Summer
Digital	SeattleWeekly	Home, News, Arts, Calendar	[redacted]			728x90						$		July	Summer
Digital	SeattleWeekly.com	Promotions Newsletter	[redacted]			300x300 image + 200 word (max) copy and URL			--			$ -	[illegible]	July	Summer
Digital	SeattleWeekly.com	Featured Event Listings	[redacted]			420x420 image + 200 word (max) copy and URL			one 420x420 (+copy) per event			$ -	Seattle	July	Summer
Digital	SeattleWeekly.com	Promotional Contest Listings - if we have any	[redacted]			420x420 Image + 200 word (max) copy and URL						$ -	Seattle	July	Summer
Digital	Expedia	Los Angeles: Vacation Package	[redacted]			300x250					80,000	$ 2,000.00	LA	June	Summer
Digital	Expedia	Los Angeles: Homepage	[redacted]			970x90					129,032	$ 4,000.00	LA	July	Summer
Digital	Expedia	Los Angeles: Homepage	[redacted]			728x90					-	$ -	LA	July	Summer
Digital	Expedia	Los Angeles: Homepage	[redacted]			468x60					-	$ -	LA	July	Summer
Digital	Mtbr.com	Homepage Skin	[redacted]			2180x1080			http://www.mtbr.com/channels/mtbreview/traffic/Clien	Ride Sun Valley		$ 1,000.00	Mountain Bike	June	Summer
Digital	OntheSnow	Retargeting - New York	[redacted]			728x90			40K max	Package	-	$ -	New York	July	Summer
Print	SF Weekly		[redacted]			1/2 page vertical	6.01"x8.21"					$ 1,100.00	San Francisco	May	Summer
Digital	OntheSnow	Custom Blast	[redacted]			HTML, Subject Line, From Line			Max width 600px, less than 100k, 6 links max			$ 3,500.00		June	Summer
Print	Seattle Weekly		[redacted]			1/2 Page Vertical	4.83"x11.25"					$ 1,550.00	Seattle	May	Summer
Print	Idaho Falls Magazine	July/August	[redacted]			FP	8x10.75	8.125x10.875		Event Co-op		$ 1,600.00	Event Co-op	July	Summer
Digital	OntheSnow	ROS - Los Angeles	[redacted]			300x250			40K max	Brand, LA DF	57,316	$ 1,089.00	LA	June	Summer
Digital	OntheSnow	Retargeting - Los Angeles	[redacted]			300x250			40K max	Package	856,625	$ 6,853.00	LA	June	Summer
Digital	OntheSnow	Retargeting - Los Angeles	[redacted]			728x90			40K max	Package	-	$ -	LA	June	Summer
Print	Mountain Flyer	June/July	[redacted]			FP	8.375x10.875	8.5x11		Mountain Biking		$ 1,700.00	Mountain Bike	June	Summer
Print	SF Weekly		6/4/2014		5/30/2014	1/2 page vertical	6.01"x8.21"					$ 1,100.00	San Francisco	May	Summer
Digital	Sicklines.com	ROS	6/1/2014	8/31/2014	5/30/2014	300x600				Mountain Bike		$ 2,300.00	Mountain Bike	July	Summer
Digital	Sicklines.com	ROS	6/1/2014	8/31/2014	5/30/2014	300x250				Mountain Bike		$ -	Mountain Bike	August	Summer
Digital	Dream Plan Go	Social Media Promotion - Facebook Post	6/1/2014	9/30/2014	6/1/2014							$ 6,000.00	San Francisco	July	Summer
Digital	Expedia	Seattle: Core Offer (Deals, Flights, Hotels, Pack	6/16/2014	7/13/2014	6/1/2014	992x265 (Designed by Expedia)			Send assets		51,282	$ 2,000.00	Seattle	June	Summer
Digital	OntheSnow	ROS - San Francisco	6/23/2014	8/31/2014	6/1/2014	300x250			40K max	Brand, SF DF	50,947	$ 967.99	San Francisco	June	Summer
Digital	OntheSnow	Retargeting - San Francisco	6/23/2014	8/31/2014	6/1/2014	300x250			40K max	Package	706,250	$ 5,650.00	San Francisco	July	Summer
Digital	OntheSnow	Retargeting - San Francisco	6/23/2014	8/31/2014	6/1/2014	728x90			40K max	Package	-	$ -	San Francisco	June	Summer
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	6/18/2014	6/24/2014	6/1/2014	300x250						$ -	Seattle	July	Summer
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	6/18/2014	6/24/2014	6/1/2014	160x600						$ -	Seattle	July	Summer
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	6/16/2014	6/24/2014	6/1/2014	728x90						$ -	Seattle	July	Summer
Digital	SeattleWeekly.com	Homepage Skin	6/15/2014		6/1/2014	400x800 right and left panels			text to be constrained to the inner upper 140x750			$ -	Seattle	July	Summer
Digital	Expedia	Seattle: Vacation Package	6/16/2014	7/13/2014	6/1/2014	160x600					80,000	$ 2,000.00	Seattle	July	Summer
Digital	Expedia	Seattle: Vacation Package	6/16/2014	7/13/2014	6/1/2014	300x250					80,000	$ 2,000.00	Seattle	June	Summer
Digital	Mountain Bike Project	Featured ride post w/forum post (2x)	6/1/2014	8/30/2014	6/1/2014	Pick a ride that is mapped in MTB Project						$ -	Mountain Bike	October	Summer
Social	Facebook	Los Angeles	6/1/2014	9/30/2014	6/1/2014	Promoted Posts/in news feed						$ 1,500.00	LA	June	Summer
Social	Facebook	San Francisco	6/1/2014	9/30/2014	6/1/2014	Promoted Posts/in news feed						$ 1,600.00	San Francisco	June	Summer
Social	Facebook	New York	6/1/2014	9/30/2014	6/1/2014	Promoted Posts/in news feed						$ 1,500.00	New York	June	Summer
Social	Facebook	Mountain Bike	6/1/2014	9/30/2014	6/1/2014	Promoted Posts/in news feed						$ 1,000.00	Mountain Bike	June	Summer
Out of Home	Billups	Light Rail Train Wrap	7/1/2014	8/31/2014	6/3/2014	Specs sent to Ashleigh/in dropbox folder						$13,890.00	Denver	July	Summer
Out of Home	Billups	Light Rail Train Wrap	7/1/2014	8/31/2014	6/3/2014	Specs sent to Ashleigh/in dropbox folder						$ 5,380.00	Denver	August	Summer
Digital	Seattlemet.com	Tripster Newsletter	6/10/2014		8/6/2014	2 - horizontal 415x100						$ 300.00	Seattle	June	Summer
Print	Seattle Weekly		6/11/2014		6/6/2014	1/2 Page Vertical	4.83"x11.25"					$ 1,550.00	Seattle	June	Summer
Digital	iExplore/Travel Mindset	San Francisco: Billboard/Pushdown (Content &	6/23/2014	9/30/2014	6/10/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	SF DF w/ package	142,857	$ 1,500.00	San Francisco	June	Summer
Digital	iExplore/Travel Mindset	San Francisco: Filmstrip (Content & Destination	6/23/2014	9/30/2014	6/10/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600 (	SF DF w/ package		$ 1,500.00	San Francisco	July	Summer
Digital	iExplore/Travel Mindset	San Francisco: Catfish (Content & Destination T	6/23/2014	9/30/2014	6/10/2014	990x80			static only, 50k max	SF DF w/ package		$ 1,500.00	San Francisco	August	Summer
Digital	iExplore/Travel Mindset	San Francisco : Content & Destination Targetin	6/23/2014	9/30/2014	6/10/2014	300x250			jpg, gif, flash: 45k max	SF DF		$ 1,500.00	San Francisco	September	Summer
Digital	iExplore/Travel Mindset	San Francisco : Content & Destination Targetin	6/23/2014	9/30/2014	6/10/2014	728x90			jpg, gif, flash: 45k max	SF DF		$ -	San Francisco	September	Summer
Digital	iExplore/Travel Mindset	San Francisco : Content & Destination Targetin	6/23/2014	9/30/2014	6/10/2014	160x600			jpg, gif, flash: 45k max	SF DF		$ -	San Francisco	September	Summer
Digital	SeattleWeekly.com	Promotions Newsletter	6/19/2014	6/24/2014	6/10/2014	300x300 Image + 200 word (max) copy and URL						$ -	Seattle	July	Summer
Print	Boise Weekly		6/18/2014		6/13/2014	1/2 page	4.75" x 11"				73,600	$ 965.00	Event Co-op	May	Summer
Digital	iExplore/Travel Mindset	NY: Billboard/Pushdown (Content & Destination	7/1/2014	8/31/2014	6/15/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	NY DF w/package	107,143	$ 1,125.01	New York	June	Summer
Digital	iExplore/Travel Mindset	NY: Filmstrip (Content & Destination Targeting)	7/1/2014	8/31/2014	6/15/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600 (	NY DF w/package	125,000	$ 1,125.01	New York	July	Summer
Digital	iExplore/Travel Mindset	NY: Floating Catfish (Content & Destination Tar	7/1/2014	8/31/2014	6/15/2014	990x80			static only, 50k max	NY DF w/package	76,125	$ 1,125.01	New York	August	Summer
Digital	iExplore/Travel Mindset	NY: Content & Destination Targeting	7/1/2014	8/31/2014	6/15/2014	300x250			jpg, gif, flash: 45k max	NY DF	70,313	$ 1,125.01	New York	September	Summer
Digital	iExplore/Travel Mindset	NY: Content & Destination Targeting	7/1/2014	8/31/2014	6/15/2014	160x600			jpg, gif, flash: 45k max	NY DF	-	$ -	New York	September	Summer
Digital	iExplore/Travel Mindset	NY: Content & Destination Targeting	7/1/2014	8/31/2014	6/15/2014	728x90			jpg, gif, flash: 45k max	NY DF	-	$ -	New York	September	Summer
Digital	iExplore/Travel Mindset	Seattle: Billboard/Pushdown (Content & Destina	7/1/2014	9/14/2014	6/15/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	Seattle DF w/package		$ 875.01	Seattle	June	Summer
Digital	iExplore/Travel Mindset	Seattle: Filmstrip (Content & Destination Targeti	7/1/2014	9/14/2014	6/15/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600 (	Seattle DF w/package		$ 875.01	Seattle	July	Summer
Digital	iExplore/Travel Mindset	Seattle: Floating Catfish (Content & Destination	7/1/2014	9/14/2014	6/15/2014	990x80			static only, 50k max	Seattle DF w/package		$ 875.01	Seattle	August	Summer
Digital	iExplore/Travel Mindset	Seattle: Content & Destination Targeting	7/1/2014	9/14/2014	6/15/2014	300x250			jpg, gif, flash: 45k max	Seattle DF		$ 875.01	Seattle	September	Summer
Digital	iExplore/Travel Mindset	Seattle: Content & Destination Targeting	7/1/2014	9/14/2014	6/15/2014	160x600			jpg, gif, flash: 45k max	Seattle DF		$ -	Seattle	September	Summer
Digital	iExplore/Travel Mindset	Seattle: Content & Destination Targeting	7/1/2014	9/14/2014	6/15/2014	728x90			jpg, gif, flash: 45k max	Seattle DF		$ -	Seattle	September	Summer
Digital	iExplore/Travel Mindset	Homepage Billboard	7/1/2014	7/15/2014	6/15/2014	980x383			static only 85k max	Brand, Package	500,000	$ -	National	June	Summer
Digital	Dream Plan Go	Newsletter Hero Placement	6/14/14		6/10/2014	598x267						$ 2,500.00	National	July	Summer
Digital	NationalGeographic.com	New York: Adventure Rotation	7/1/2014	9/30/2014	6/15/2014	728x90				NY DF, Package, Brand	27,500	$ 1,916.62	New York	July	Summer
Digital	NationalGeographic.com	New York: Adventure Rotation	7/1/2014	9/30/2014	6/15/2014	300x250				NY DF, Package, Brand	27,500	$ 1,916.67	New York	August	Summer
Digital	NationalGeographic.com	New York: Travel Rotation	7/1/2014	9/30/2014	6/15/2014	728x90				NY DF, Package, Brand	145,000	$ 1,916.71	New York	September	Summer
Digital	NationalGeographic.com	New York: Travel Rotation	7/1/2014	9/30/2014	6/15/2014	300x250				NY DF, Package, Brand	145,000	$ -	New York	July	Summer
Digital	NationalGeographic.com	New York: Video Rotation	7/1/2014	9/30/2014	6/15/2014	15s					20,000	$ -	New York	August	Summer
Digital	NationalGeographic.com	New York: Premium Run of Channel	7/1/2014	9/30/2014	6/15/2014	728x90				NY DF, Package, Brand	84,794	$ -	New York	September	Summer
Digital	NationalGeographic.com	New York: Premium Run of Channel	7/1/2014	9/30/2014	6/15/2014	300x250				NY DF, Package, Brand	79,100	$ -	New York	July	Summer
Digital	NationalGeographic.com	San Francisco: Adventure Rotation	7/1/2014	9/30/2014	6/15/2014	728x90				SF DF, Package, Brand	20,000	$ 1,749.97	San Francisco	July	Summer
Digital	NationalGeographic.com	San Francisco: Adventure Rotation	7/1/2014	9/30/2014	6/15/2014	300x250				SF DF, Package, Brand	20,000	$ 1,750.00	San Francisco	August	Summer
Digital	NationalGeographic.com	San Francisco: Travel Rotation	7/1/2014	9/30/2014	6/15/2014	728x90				SF DF, Package, Brand	85,000	$ 1,750.03	San Francisco	September	Summer
Digital	NationalGeographic.com	San Francisco: Travel Rotation	7/1/2014	9/30/2014	6/15/2014	300x250				SF DF, Package, Brand	85,000	$ -	San Francisco	July	Summer
Digital	NationalGeographic.com	San Francisco: Video Rotation	7/1/2014	9/30/2014	6/15/2014	15s					15,000	$ -	San Francisco	August	Summer
Digital	NationalGeographic.com	San Francisco: Premium Run of Channel	7/1/2014	9/30/2014	6/15/2014	728x90				SF DF, Package, Brand	147,056	$ -	San Francisco	September	Summer
Digital	NationalGeographic.com	San Francisco: Premium Run of Channel	7/1/2014	9/30/2014	6/15/2014	300x250				SF DF, Package, Brand	146,500	$ -	San Francisco	July	Summer
Digital	iExplore/Travel Mindset	e-Newsletter	7/1/2014		6/20/2014	300x250			static only, 45k max	Package	110,000	$ -	National	June	Summer
Print	SF Weekly		6/25/2014		6/20/2014	1/2 page vertical	6.01"x8.21"					$ 1,100.00	San Francisco	June	Summer
Social	Facebook	Seattle	7/1/2014	9/30/2014	6/20/2014	Promoted Posts/in news feed						$ 1,000.00	Seattle	July	Summer
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	7/9/2014	7/22/2014	6/25/2014	300x250						$ -	Seattle	July	Summer
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	7/9/2014	7/22/2014	6/25/2014	160x600						$ -	Seattle	July	Summer
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	7/9/2014	7/22/2014	6/25/2014	728x90						$ -	Seattle	July	Summer
Print	Boise Weekly		7/2/2014		6/30/2014	1/2 page	4.75" x 11"				73,600	$ 965.00	Event Co-op	June	Summer
Digital	OntheSnow	Custom Blast	7/21/2014		7/1/2014	HTML, Subject Line, From Line			Max width 600px, less than 100k, 6 links max			$ 3,500.00		July	Summer
Digital	Mtbr.com	Homepage Skin	7/28/2014	7/29/2014	7/1/2014	2180x1080			http://www.mtbr.com/channels/mtbreview/traffic/Clie	Mountain Biking		$ 1,000.00	Mountain Bike	June	Summer
Digital	Mountain Bike Project	Featured ride post w/forum post (2x)	6/1/2014	8/30/2014	7/1/2014	Pick a ride that is mapped in MTB Project						$ -	Mountain Bike	October	Summer
Digital	SeattleWeekly.com	Promotions Newsletter	7/10/2014	7/15/2014	7/1/2014	300x300 image + 200 word (max) copy and URL						$ -	Seattle	July	Summer
Print	Seattle Weekly		7/9/2014		7/2/2014	1/2 Page Vertical	4.83"x11.25"					$ 1,550.00	Seattle	July	Summer
Digital	SFWeekly.com	Website Takeover	7/17/2014	7/17/14	7/3/2014	140x750			max file size 50K			$ -	San Francisco	July	Summer
Digital	SFWeekly.com	Website Takeover	7/17/2014	7/17/14	7/3/2014	975x30 (975x300 expanded)			max file size 50K			$ -	San Francisco	July	Summer
Digital	iExplore/Travel Mindset	Homepage Billboard	8/1/2014	8/15/2014	7/15/2014	980x383			static only 85k max	Brand, Package		$ -	National	June	Summer
Digital	NationalGeographic.com	LA: Adventure Rotation	8/1/2014	9/21/2014	7/15/2014	728x90				LA DF, Package, Brand	11,000	$ -	LA	August	Summer
Digital	NationalGeographic.com	LA: Adventure Rotation	8/1/2014	9/21/2014	7/15/2014	300x250				LA DF, Package, Brand	11,000	$ -	LA	September	Summer
Digital	NationalGeographic.com	LA: Travel Rotation	8/1/2014	9/21/2014	7/15/2014	728x90				LA DF, Package, Brand	70,000	$ -	LA	August	Summer
Digital	NationalGeographic.com	LA: Travel Rotation	8/1/2014	9/21/2014	7/15/2014	300x250				LA DF, Package, Brand	70,000	$ -	LA	September	Summer
Digital	NationalGeographic.com	LA: Video Rotation	8/1/2014	9/21/2014	7/15/2014	15s					10,000	$ -	LA	August	Summer
Digital	NationalGeographic.com	LA: Premium Run of Channel	8/1/2014	9/21/2014	7/15/2014	728x90				LA DF, Package, Brand	91,989	$ -	LA	August	Summer
Digital	NationalGeographic.com	LA: Premium Run of Channel	8/1/2014	9/21/2014	7/15/2014	300x250				LA DF, Package, Brand	90,100	$ -	LA	August	Summer
Digital	Mountain Bike Project	ROS	8/1/2014	9/30/2014	7/15/2014	728x90 (header)				Mountain biking		$ 5,000.00	Mountain Bike	August	Summer
Digital	Mountain Bike Project	ROS	8/1/2014	9/30/2014	7/15/2014	728x90 (footer)				Mountain biking		$ -	Mountain Bike	September	Summer
Digital	Mountain Bike Project	ROS	8/1/2014	9/30/2014	7/15/2014	300x250				Mountain biking		$ -	Mountain Bike	October	Summer
Digital	Mountain Bike Project	Mobile app Sponsorship	8/1/2014	9/30/2014	7/15/2014	320x50				Mountain biking		$ -	Mountain Bike	October	Summer
Print	Boise Weekly		7/23/2014		7/18/2014	1/2 page	4.75" x 11"				73,600	$ 965.00	Event Co-op	July	Summer
Print	Mountain Flyer	August/September	8/1/2014		7/25/2014	FP	8.375x10.875	8.5x11		Mountain Biking		$ 1,700.00	Mountain Bike	August	Summer
Digital	iExplore/Travel Mindset	e-Newsletter	8/12/2014		7/25/2014	300x250			static only, 45k max	Package	110,000	$ -	National	June	Summer
Print	SF Weekly		7/30/2014		7/25/2014	1/2 page vertical	6.01"x8.21"					$ 1,100.00	San Francisco	July	Summer
Digital	iExplore/Travel Mindset	Homepage: Destination of the Week	8/18/2014	8/24/2014	8/1/2014	300x158 & 125 characters text			static, jpg, gif, 30k max	TBD	150,000	$ -	National	June	Summer
Print	Boise Weekly		8/13/2014		8/8/2014	1/2 page	4.75" x 11"				73,600	$ 965.00	Event Co-op	August	Summer
Digital	OntheSnow	Newsletter - Title Sponsor	8/25/2014		8/10/2014	Headline: 50 characters max; body text:50 words; 142x95 static image; landing page URL;						$ -		August	Summer
Print	SF Weekly		8/20/2014		8/15/2014	1/2 page vertical	6.01"x8.21"					$ 1,100.00	San Francisco	August	Summer
Print	Boise Weekly		8/27/2014		8/22/2014	1/2 page	4.75" x 11"				73,600	$ 985.00	Event Co-op	August	Summer
Print	SF Weekly		9/3/2014		8/29/2014	1/2 page vertical	6.01"x8.21"					$ 1,100.00	San Francisco	August	Summer
Print	Boise Weekly		9/10/2014		9/5/2014	1/2 page	4.75" x 11"				73,600	$ 965.00	Event Co-op	September	Summer
Digital	OntheSnow	Newsletter - Title Sponsor	9/22/2014		9/10/2014	Headline: 50 characters max; body text:50 words; 142x95 static image; landing page URL;						$ -		September	Summer
Print	Boise Weekly		9/17/2014		9/12/2014	1/2 page	4.75" x 11"				73,600	$ 965.00	Event Co-op	May	Summer
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	10/13/2014	11/30/2014	9/30/2014	1024x768 and 768x1024			HTML 5 Only, Aspect ratio 4:3	Seattle DF w/package option?	53,571	$ 1,124.99	Seattle	October	Winter
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	10/13/2014	11/30/2014	9/30/2014	2048x1536 and 1536x2048			HTML 5 Only, Aspect ratio 4:3	Seattle DF w/package option?	-	$ -	Seattle	October	Winter
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	10/13/2014	11/30/2014	9/30/2014	1024x600 and 600x1024			HTML 5 Only, Aspec ratio 5.12:3	Seattle DF w/package option?	89,286	$ 1,875.01	Seattle	November	Winter
Digital	Pixel Mags	Tablet (Weekends Only) - Seattle: Leisure/Soci	10/13/2014	11/30/2014	9/30/2014	1920x1200 and 1200x1920			HTML 5 Only, Aspect ratio 16:10	Seattle DF w/package option?	-	$ -	Seattle	November	Winter
Digital	TravelSpike	ROS - New York	10/20/2014	1/31/2015	10/1/2014	160x600				Brand, NY DF	366,667	$ 2,000.00	New York	October	Winter
Digital	TravelSpike	ROS - New York	10/20/2014	1/31/2015	10/1/2014	300x250				Brand, NY DF	775,000	$ 5,625.00	New York	November	Winter
Digital	TravelSpike	ROS - New York	10/20/2014	1/31/2015	10/1/2014	728x90				Brand, NY DF	775,000	$ 5,625.00	New York	December	Winter

Digital	TravelSpike	ROS - Los Angeles	10/20/2014	1/11/2015	10/1/2014	160x600			Brand, LA DF	366,667	$ 2,000.00	LA	October	Winter
Digital	TravelSpike	ROS - Los Angeles	10/20/2014	1/11/2015	10/1/2014	300x250			Brand, LA DF	775,000	$ 5,625.00	LA	November	Winter
Digital	TravelSpike	ROS - Los Angeles	10/20/2014	1/11/2015	10/1/2014	728x90			Brand, LA DF	775,000	$ 5,625.00	LA	December	Winter
Digital	TravelSpike	In-Image - New York	10/20/2014	3/31/2015	10/1/2014	234x60			Brand, NY DF, Package	125,000	$ 125.00	New York	March	Winter
Digital	TravelSpike	In-Image - Los Angeles	10/20/2014	3/31/2015	10/1/2014	234x60			Brand, LA DF, Package	825,000	$ 3,750.00	LA	January	Winter
Digital	TravelSpike	In-Image - Seattle	10/20/2014	3/31/2015	10/1/2014	234x60			Brand, Seattle DF, Package	-	$ -	Seattle		Winter
Digital	TravelSpike	In-Image - San Francisco	10/20/2014	3/31/2015	10/1/2014	234x60			Brand, SF DF, Package	825,000	$ 3,750.00	San Francisco	January	Winter
Digital	TravelSpike	Retargeting - New York	10/20/2014	3/22/2014	10/1/2014	160x600			Package	825,000	$ 3,750.00	New York	January	Winter
Digital	TravelSpike	ROS - San Francisco	10/20/2014	3/22/2014	10/1/2014	160x600			Package	125,000	$ 125.00	LA	March	Winter
Digital	TravelSpike	ROS - San Francisco	10/20/2014	3/22/2014	10/1/2014	300x250			Package	750,000	$ 1,000.00	San Francisco	February	Winter
Digital	TravelSpike	ROS - San Francisco	10/20/2014	3/22/2014	10/1/2014	728x90			Package	125,000	$ 125.00	San Francisco	March	Winter
Digital	TravelSpike	Retargeting - New York	10/20/2014	3/22/2014	10/1/2014	300x250			Package	-	$ -	New York		Winter
Digital	TravelSpike	Retargeting - New York	10/20/2014	3/22/2014	10/1/2014	728x90			Package	-	$ -	New York		Winter
Digital	TravelSpike	Retargeting - Los Angeles	10/20/2014	3/22/2014	10/1/2014	160x600			Package	-	$ -	LA		Winter
Digital	TravelSpike	Retargeting - Los Angeles	10/20/2014	3/22/2014	10/1/2014	300x250			Package	-	$ -	LA		Winter
Digital	TravelSpike	Retargeting - Los Angeles	10/20/2014	3/22/2014	10/1/2014	728x90			Package	-	$ -	LA		Winter
Digital	TravelSpike	Retargeting - Seattle	10/20/2014	3/22/2014	10/1/2014	160x600			Package	-	$ -	Seattle		Winter
Digital	TravelSpike	Retargeting - Seattle	10/20/2014	3/22/2014	10/1/2014	300x250			Package	-	$ -	Seattle		Winter
Digital	TravelSpike	Retargeting - Seattle	10/20/2014	3/22/2014	10/1/2014	728x90			Package	-	$ -	Seattle		Winter
Digital	Expedia	San Francisco: Homepage	10/20/2014	11/23/2014	10/1/2014	970x90				95,774	$ 3,000.00	San Francisco	October	Winter
Digital	Expedia	San Francisco: Homepage	10/20/2014	11/23/2014	10/1/2014	728x90				-	$ -	San Francisco	October	Winter
Digital	Expedia	San Francisco: Homepage	10/20/2014	11/23/2014	10/1/2014	468x60				-	$ -	San Francisco	October	Winter
Digital	Expedia	San Francisco: Vacation Package	10/20/2014	11/23/2014	10/1/2014	160x600				80,000	$ 2,000.00	San Francisco	November	Winter
Digital	Expedia	San Francisco: Vacation Package	10/20/2014	11/23/2014	10/1/2014	300x250				80,000	$ 2,000.00	San Francisco	October	Winter
Digital	Expedia	San Francisco: Core Offer (ROS)	10/20/2014	11/23/2014	10/1/2014	992x285 (Designed by Expedia)			Send assets	76,923	$ 3,000.00	San Francisco	November	Winter
Digital	Expedia	San Francisco: ROS	10/20/2014	11/23/2014	10/1/2014	300x250				100,000	$ -	San Francisco	November	Winter
Digital	Adconion	Awareness Display	10/20/2014	3/24/2015	10/1/2014	300x250			All DMAs DF, NY, Brand		$15,833.33	Seattle	October	Winter
Digital	Adconion	Awareness Display	10/20/2014	3/24/2015	10/1/2014	728x90			All DMAs DF, NY, Brand		$15,833.33	LA	November	Winter
Digital	Adconion	Awareness Display	10/20/2014	3/24/2015	10/1/2014	160x600			All DMAs DF, NY, Brand		$15,833.33	San Francisco	December	Winter
Digital	Adconion	Awareness Display	10/20/2014	3/24/2015	10/1/2014	300x600			All DMAs DF, NY, Brand		$15,833.33	New York	January	Winter
Digital	Adconion	Billboard	10/20/2014	3/24/2015	10/1/2014	970x250					$15,833.34	San Francisco	February	Winter
Digital	Adconion	Video Pre-Roll	10/20/2014	3/24/2015	10/1/2014	15s					$15,833.34	New York	March	Winter
Digital	Adconion	Video Pre-Roll	10/20/2014	3/24/2015	10/1/2014	30s					$ -	Seattle	October	Winter
Digital	TravelSpike	ROS - Seattle	11/1/2014	12/21/2014	10/15/2014	160x600			Brand, Seattle DF	750,000	$ 1,000.00	Seattle	February	Winter
Digital	TravelSpike	ROS - Seattle	11/1/2014	12/21/2014	10/15/2014	300x250			Brand, Seattle DF	125,000	$ 125.00	Seattle	March	Winter
Digital	TravelSpike	ROS - Seattle	11/1/2014	12/21/2014	10/15/2014	728x90			Brand, Seattle DF	-	$ -	Seattle		Winter
Digital	TravelSpike	ROS - San Francisco	10/28/2014	2/15/2015	10/15/2014	160x600			Brand, SF DF	366,667	$ 2,000.00	San Francisco	October	Winter
Digital	TravelSpike	ROS - San Francisco	10/28/2014	2/15/2015	10/15/2014	300x250			Brand, SF DF	775,000	$ 5,625.00	San Francisco	November	Winter
Digital	TravelSpike	ROS - San Francisco	10/28/2014	2/15/2015	10/15/2014	728x90			Brand, SF DF	775,000	$ 5,625.00	San Francisco	December	Winter
Digital	IExplore/Travel Mindset	LA: Billboard/Pushdown (Content & Destination	11/1/2014	2/28/2015	10/15/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	LA DF w/package	303,571	$ 1,392.86	LA	October	Winter
Digital	IExplore/Travel Mindset	LA: Filmstrip (Content & Destination Targeting)	11/1/2014	2/28/2015	10/15/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600	LA DF w/package		$ 2,321.43	LA	November	Winter
Digital	IExplore/Travel Mindset	LA: Floating Catfish (Content & Destination Targ	11/1/2014	2/28/2015	10/15/2014	990x60			static only, 50k max	LA DF w/package		$ 2,321.43	LA	December	Winter
Digital	IExplore/Travel Mindset	LA: Content & destination Targeting	11/1/2014	2/28/2015	10/15/2014	300x250			jpg, gif, flash: 45k max	LA DF		$ 2,321.43	LA	January	Winter
Digital	IExplore/Travel Mindset	LA: Content & destination Targeting	11/1/2014	2/28/2015	10/15/2014	728x90			jpg, gif, flash: 45k max	LA DF		$ 2,321.43	LA	February	Winter
Digital	IExplore/Travel Mindset	LA: Content & destination Targeting	11/1/2014	2/28/2015	10/15/2014	160x600			jpg, gif, flash: 45k max	LA DF		$ 2,321.43	LA	March	Winter
Digital	IExplore/Travel Mindset	NY: Billboard/Pushdown (Content & Destination	11/1/2014	12/31/2014	10/15/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	NY DF w/package		$ 2,142.86	New York	October	Winter
Digital	IExplore/Travel Mindset	NY: Filmstrip (Content & Destination Targeting)	11/1/2014	12/31/2014	10/15/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600	NY DF w/package		$ 2,142.86	New York	November	Winter
Digital	IExplore/Travel Mindset	NY: Floating Catfish (Content & Destination Targ	11/1/2014	12/31/2014	10/15/2014	990x60			static only, 50k max	NY DF w/package		$ 2,142.86	New York	December	Winter
Digital	IExplore/Travel Mindset	NY: Content & Destination Targeting	11/1/2014	12/31/2014	10/15/2014	300x250			jpg, gif, flash: 45k max	NY DF		$ 2,142.86	New York	January	Winter
Digital	IExplore/Travel Mindset	NY: Content & Destination Targeting	11/1/2014	12/31/2014	10/15/2014	160x600			jpg, gif, flash: 45k max	NY DF		$ 2,142.86	New York	February	Winter
Digital	IExplore/Travel Mindset	NY: Content & Destination Targeting	11/1/2014	12/31/2014	10/15/2014	728x90			jpg, gif, flash: 45k max	NY DF		$ 2,142.86	New York	March	Winter
Digital	IExplore/Travel Mindset	San Francisco: Billboard/Pushdown (Content &	11/1/2014	12/28/2014	10/15/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	SF DF w/ package		$ 1,392.86	San Francisco	October	Winter
Digital	IExplore/Travel Mindset	San Francisco: Filmstrip (Content & Destination	11/1/2014	12/28/2014	10/15/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600	SF DF w/ package		$ 2,321.43	San Francisco	November	Winter
Digital	IExplore/Travel Mindset	San Francisco: Filmstrip (Content & Destination	11/1/2014	12/28/2014	10/15/2014	990x60			static only, 50k max	SF DF w/ package		$ 2,321.43	San Francisco	December	Winter
Digital	IExplore/Travel Mindset	San Francisco : Content & Destination Targetin	11/1/2014	12/28/2014	10/15/2014	300x250			jpg, gif, flash: 45k max	SF DF		$ 2,321.43	San Francisco	January	Winter
Digital	IExplore/Travel Mindset	San Francisco : Content & Destination Targetin	11/1/2014	12/28/2014	10/15/2014	160x600			jpg, gif, flash: 45k max	SF DF		$ 2,321.43	San Francisco	February	Winter
Digital	IExplore/Travel Mindset	San Francisco : Content & Destination Targetin	11/1/2014	12/28/2014	10/15/2014	728x90			jpg, gif, flash: 45k max	SF DF		$ 2,321.43	San Francisco	March	Winter
Digital	IExplore/Travel Mindset	Seattle: Billboard/Pushdown (Content & Destina	11/1/2014	12/21/2014	10/15/2014	970x250			jpg, gif, flash: 45k max, 3 loops, expanded:728x180	Seattle DF w/package		$ 589.29	Seattle	October	Winter
Digital	IExplore/Travel Mindset	Seattle: Filstrip (Content & Destination Targetin	11/1/2014	12/21/2014	10/15/2014	300x600			jpg, gif, flash: 45k max, 3 loops, expanded:320x600	Seattle DF w/package		$ 982.14	Seattle	November	Winter
Digital	IExplore/Travel Mindset	Seattle: Floating Catfish (Content & Destination	11/1/2014	12/21/2014	10/15/2014	990x60			static only, 50k max	Seattle DF w/package		$ 982.14	Seattle	December	Winter
Digital	IExplore/Travel Mindset	Seattle: Content & Destination Targeting	11/1/2014	12/21/2014	10/15/2014	300x250			jpg, gif, flash: 45k max	Seattle DF		$ 982.14	Seattle	January	Winter
Digital	IExplore/Travel Mindset	Seattle: Content & Destination Targeting	11/1/2014	12/21/2014	10/15/2014	728x90			jpg, gif, flash: 45k max	Seattle DF		$ 982.14	Seattle	February	Winter
Digital	IExplore/Travel Mindset	Seattle: Content & Destination Targeting	11/1/2014	12/21/2014	10/15/2014	160x600			jpg, gif, flash: 45k max	Seattle DF		$ 982.14	Seattle	March	Winter
Digital	YuMe	RON Online Pre-Roll (Seattle, LA, San Francisc	11/1/2014	1/31/2015	10/15/2014	15s (640x480 and 640x360)						$15,000.00	LA	December	Winter
Digital	YuMe	RON Online Pre-Roll (Seattle, LA, San Francisc	11/1/2014	1/31/2015	10/15/2014	30s (640x480 and 640x360)						$16,000.00	New York	January	Winter
Digital	YuMe	Custom Channel Online Re-Roll (Seattle, LA, S	11/1/2014	1/31/2015	10/15/2014	15s (640x480 and 640x360)					$ -	San Francisco	November	Winter
Digital	YuMe	Custom Channel Online Re-Roll (Seattle, LA, S	11/1/2014	1/31/2015	10/15/2014	30s (640x480 and 640x360)					$ -		November	Winter
Digital	YuMe	Mobile Standrad Pre-Roll (Seattle, LA, San Fran	11/1/2014	1/31/2015	10/15/2014	15s HD quality 1280x720 or 1920x1080					$ -		November	Winter
Digital	YuMe	Mobile Standrad Pre-Roll (Seattle, LA, San Fran	11/1/2014	1/31/2015	10/15/2014	30s HD quality 1280x720 or 1920x1080					$ -		November	Winter
Digital	YuMe	Connected TV Re-Roll (Seattle, LA, San Francis	11/1/2014	1/31/2015	10/15/2014	15s (640x480 and 640x360)					$ -		November	Winter
Digital	YuMe	Connected TV Re-Roll (Seattle, LA, San Francis	11/1/2014	1/31/2015	10/15/2014	30s (640x480 and 640x360)					$ -		November	Winter
Digital	YuMe	Online Companion Banner	11/1/2014	1/31/2015	10/15/2014	300x250			SWF, JPG, GIF, PNG: 15s (3 max)	DF (all cities), package	$ -		November	Winter
Digital	IExplore/Travel Mindset	Homepage Billboard	11/1/2014	11/15/2014	10/15/2014	980x383			static only 85k max	Brand, Package	$ -	National	November	Winter
Digital	IExplore/Travel Mindset	Added Value Banner	11/1/2014	12/21/2014	10/15/2014	300x250			jpg, gif, flash: 45k max					
Digital	IExplore/Travel Mindset	Added Value Banner	11/1/2014	12/21/2014	10/15/2014	160x600			jpg, gif, flash: 45k max					
Digital	IExplore/Travel Mindset	Added Value Banner	11/1/2014	12/21/2014	10/15/2014	728x90			jpg, gif, flash: 45k max					
Digital	Expedia	Los Angeles: Homepage	11/1/2014	12/14/2014	10/15/2014	970x90				225,806	$ 7,000.00	LA	November	Winter
Digital	Expedia	Los Angeles: Homepage	11/1/2014	12/14/2014	10/15/2014	728x90				-	$ -	LA	November	Winter
Digital	Expedia	Los Angeles: Homepage	11/1/2014	12/14/2014	10/15/2014	468x60				-	$ -	LA	November	Winter
Digital	Expedia	Los Angeles: Core Offer (ROS)	11/1/2014	12/14/2014	10/15/2014	992x285 (Designed by Expedia)			Send assets	51,282	$ 2,000.00	LA	December	Winter
Digital	Expedia	Los Angeles: Vacation Package	11/1/2014	12/14/2014	10/15/2014	160x600				80,000	$ 2,000.00	LA	December	Winter
Digital	Expedia	Los Angeles: Vacation Package	11/1/2014	12/14/2014	10/15/2014	300x250				80,000	$ 2,000.00	LA	December	Winter
Digital	Expedia	Los Angeles: ROS	11/1/2014	12/14/2014	10/15/2014	300x250				100,000	$ -	LA	November	Winter
Digital	SFWeekly.com	ROS	11/1/2014	3/11/2015	10/15/2014	728x90			max file size 50K		$ -	San Francisco		Winter
Digital	SFWeekly.com	ROS	11/1/2014	3/11/2015	10/15/2014	300x250			max file size 50K		$ -	San Francisco		Winter
Digital	SFWeekly.com	ROS	11/1/2014	3/11/2015	10/15/2014	300x600			max file size 50K		$ -	San Francisco		Winter
Print	Seattle Mag	December	11/21/2014		10/24/2014	FP	8.375"x10.875"	8.625"x11.125"			$ 4,277.00	Seattle	November	Winter
Print	SF Weekly		10/29/2014		10/24/2014	1/2 page vertical	6.01"x9.21"				$ 1,100.00	San Francisco		Winter
Digital	IExplore/Travel Mindset	Homepage: Destination of the Week	11/3/2014	11/9/2014	10/25/2014	300x168 & 125 characters text			static, jpg, gif, 30k max	TBD	$ -	National	December	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	11/5/2014	11/18/2014	10/25/2014	300x250					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	11/5/2014	11/18/2014	10/25/2014	160x600					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	11/5/2014	11/18/2014	10/25/2014	728x90					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	11/5/2014	11/11/2014	10/25/2014	300x300 image + 200 word (max) copy and URL					$ -	Seattle	January	Winter
Print	Seattle Weekly		11/5/2014		10/31/2014	1/2 Page Vertical	4.83"x11.25"				$ 1,550.00	Seattle	November	Winter
Digital	IExplore/Travel Mindset	e-Newsletter	11/15/2014		11/1/2014	300x250			static only, 45k max	Package	$ -	National	December	Winter
Digital	SeattleWeekly.com	Homepage Skin	11/5/2014		11/1/2014	400x900 right and left panels			text to be constrained to the inner upper 140x750		$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	11/19/2014	12/2/2014	11/1/2014	300x250					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	11/19/2014	12/2/2014	11/1/2014	160x600					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	11/19/2014	12/2/2014	11/1/2014	728x90					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	11/20/2014	11/25/2014	11/1/2014	300x300 image + 200 word (max) copy and URL					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Social Media (Facebook) Post - specific to conte	11/1/2014	3/31/2015	11/1/2014	420x420 image + 200 word (max) copy and URL					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Social Media (Twitter) Post - specific to contest	11/1/2014	3/31/2015	11/1/2014	420x420 image + 200 word (max) copy and URL					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Featured Event Listings	11/1/2014	3/31/2015	11/1/2014	420x420 image + 200 word (max) copy and URL			one 420x420 (+copy) per event		$ -	Seattle	January	Winter
Print	SF Weekly		11/12/2014		11/7/2014	1/2 page vertical	6.01"x9.21"				$ 1,100.00	San Francisco		Winter
Print	Seattle Weekly		11/18/2014		11/14/2014	1/2 Page Vertical	4.83"x11.25"				$ 1,550.00	Seattle	November	Winter
Digital	Seattlemet.com	ROS	12/1/2014	12/31/2014	11/15/2014	300x250					$ 175.00	Seattle	December	Winter
Digital	Seattlemet.com	ROS	12/1/2014	12/31/2014	11/15/2014	160x600					$ 175.00	Seattle	December	Winter
Digital	Seattlemet.com	ROS	12/1/2014	12/31/2014	11/15/2014	728x90					$ 175.00	Seattle	December	Winter
Digital	Seattlemet.com	ROS	12/1/2014	12/31/2014	11/15/2014	300x600					$ 175.00	Seattle	December	Winter
Digital	IExplore/Travel Mindset	Homepage Billboard	12/1/2014	12/15/2014	11/15/2014	980x383			static only 85k max	Brand, Package	$ -	National	December	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	12/3/2014	12/30/2014	11/20/2014	300x250					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	12/3/2014	12/30/2014	11/20/2014	160x600					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	12/3/2014	12/30/2014	11/20/2014	728x90					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	12/4/2014	12/9/2014	11/20/2014	300x300 image + 200 word (max) copy and URL					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Homepage Skin	12/1/2014		11/20/2014	400x900 right and left panels			text to be constrained to the inner upper 140x750		$ -	Seattle	January	Winter
Print	SF Weekly		11/26/2014		11/21/2014	1/2 page vertical	6.01"x9.21"				$ 1,100.00	San Francisco		Winter
Print	Seattle Weekly		12/3/2014		11/26/2014	1/2 Page Vertical	4.83"x11.25"				$ 1,550.00	Seattle	December	Winter
Digital	IExplore/Travel Mindset	e-Newsletter	12/15/2014		12/1/2014	300x250			static only, 45k max	Package	$ -	National	December	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	12/12/2014	12/15/2014	12/1/2014	300x300 image + 200 word (max) copy and URL					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	12/8/2014	12/17/2014	12/1/2014	300x300 image + 200 word (max) copy and URL					$ -	Seattle	January	Winter
Digital	Seattlemet.com	Tripster Newsletter	12/9/2014		12/5/2014	2 - horizontal 415x100					$ 300.00		December	Winter
Print	Seattle Week		12/10/2014		12/5/2014	1/2 Page Vertical	4.83"x11.25"				$ 1,550.0		December	Winter
Print	Seattle Week		12/17/2014		12/12/2014	1/2 Page Vertical	4.83"x11.25"				$ 1,550.		December	Winter
Print	SF Weekly		12/17/2014		12/12/2014	1/2 page vertical	6.01"x9.21"				$ 1,100.0	isco		Winter
Digital	TravelSpike	ROS - Seattle	1/12/2015	3/22/2015	12/20/2014	160x600			Brand, Seattle DF	775,000	$ 5,625.00		November	Winter
Digital	TravelSpike	ROS - Seattle	1/12/2015	3/22/2015	12/20/2014	300x250			Brand, Seattle DF	775,000	$ 5,625.00	Seattle	December	Winter

									Brand, Seattle DF		825,000				
Digital	TravelSpike	RCS - Seattle	1/12/2015	3/22/2015	12/20/2014	728x90						$ 3,750	[illegible]tle	January	Winter
			12/31/2014		12/24/2014	1/2 page vertical	6.01"x8.21"					$ 1,10	[illegible]ncisco		Winter
Print	SF Weekly		1/21/2015		12/20/2014	FP	8.375"x10.875"	8.625"x11.125"				$ 4,21		January	Winter
Print	Seattle Met	February										$ -	[illegible]ttle	January	Winter
Digital	SeattleWeekly....	Home, News, Arts, Calendar	1/14/2015	3/3/2015	1/2/2015	300x250						$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	1/14/2015	3/3/2015	1/2/2015	160x600						$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Home, News, Arts, Calendar	1/14/2015	3/3/2015	1/2/2015	728x90			text to be constrained to the inner upper 140x750			$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Homepage Skin	1/15/2015		1/2/2015	400x900 right and left panels						$ 1,550.00	Seattle	January	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	1/15/2015	1/20/2015	1/3/2015	300x300 image + 200 word (max) copy and URL						$ 175.00	Seattle	February	Winter
Print	Seattle Weekly		1/14/2015		1/8/2015	1/2 Page Vertical	4.83"x11.25"					$ 175.00	Seattle	February	Winter
Digital	Seattlemet.com	ROS	2/1/2015	2/28/2015	1/15/2015	300x250						$ 175.00	Seattle	February	Winter
Digital	Seattlemet.com	ROS	2/1/2015	2/28/2015	1/15/2015	160x600						$ 175.00	Seattle	February	Winter
Digital	Seattlemet.com	ROS	2/1/2015	2/28/2015	1/15/2015	728x90						$ -	Seattle	January	Winter
Digital	Seattlemet.com	ROS	2/1/2015	2/28/2015	1/15/2015	300x600						$ 1,100.00	San Francisco		Winter
Digital	SeattleWeekly.com	Promotions Newsletter	1/29/2015	2/3/2015	1/15/2015	300x300 image + 200 word (max) copy and URL						$ 1,550.00	Seattle	January	Winter
Print	SF Weekly		1/21/2015		1/16/2015	1/2 page vertical	6.01"x8.21"					$ 1,100.00	San Francisco		Winter
Print	Seattle Weekly		1/28/2015		1/23/2015	1/2 Page Vertical	4.83"x11.25"					$ -	Seattle	January	Winter
Print	SF Weekly		2/4/2015		1/30/2015	1/2 page vertical	6.01"x8.21"					$ -	Seattle	January	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	2/12/2015		2/1/2015	300x300 image + 200 word (max) copy and URL			text to be constrained to the inner upper 140x750			$ 300.00	Seattle	February	Winter
Digital	SeattleWeekly.com	Homepage Skin	2/12/2015		2/1/2015	400x900 right and left panels						$ 1,550.00	Seattle	February	Winter
Digital	Seattlemet.com	Tripstar Newsletter	2/10/2015		2/6/2015	2 - horizontal 415x100						$ -	Seattle	January	Winter
Print	Seattle Weekly		2/11/2015		2/6/2015	1/2 Page Vertical	4.83"x11.25"					$ 1,550.00	Seattle	February	Winter
Digital	SeattleWeekly.com	Promotions Newsletter	2/26/2015		2/15/2015	300x300 image + 200 word (max) copy and URL						$ 1,100.00	San Francisco		Winter
Print	Seattle Weekly		2/25/2015		2/20/2015	1/2 Page Vertical	4.83"x11.25"					$ 1,100.00	San Francisco		Winter
Print	SF Weekly		2/25/2015		2/20/2015	1/2 page vertical	6.01"x8.21"					$ 5,000.00	National	July	Summer
Print	SF Weekly		3/11/2015		3/6/2015	1/2 page vertical	6.01"x8.21"					$ -	National	June	Summer
Digital	Dream Plan Go	Social Media Promotion - Tweet	6/1/2014	9/30/2014	TBD							$ -	National	July	Summer
Digital	Dream Plan Go	Social Media Promotion - Tweet	6/1/2014	9/30/2014	TBD							$ -	National	June	Summer
Digital	Dream Plan Go	Social Media Promotion - Tweet	6/1/2014	9/30/2014	TBD							$ -	National	July	Summer
Digital	Dream Plan Go	Social Media Promotion - Google+	6/1/2014	9/30/2014	TBD							$ -	Seattle	July	Summer
Digital	Dream Plan Go	Social Media Promotion - Pintrest Pin	6/1/2014	9/30/2014	TBD							$ -	Seattle	July	Summer
Digital	SeattleWeekly.com	Social Media (Facebook) Post - specific to conte	6/1/2014		TBD	420x420 image + 200 word (max) copy and URL						$ -	National	July	Summer
Digital	SeattleWeekly.com	Social Media (Twitter) Post - specific to contest	6/1/2014		TBD	420x420 image + 200 word (max) copy and URL						$ -	National	July	Summer
Digital	Dream Plan Go	Social Media Promotion - Pintrest Pin	6/1/2014	9/30/2014	TBD							$ -	San Francisco		Winter
Digital	Dream Plan Go	Featured Article	6/1/2014		TBD							$ -	San Francisco		Winter
Digital	SFWeekly.com	Website Takeover	TBD		TBD	140x750			max file size 50K			$ -	San Francisco		Winter
Digital	SFWeekly.com	Website Takeover	TBD		TBD	975x30 (975x300 expanded)			max file size 50K			$ -	San Francisco		Winter
Digital	SFWeekly.com	Website Takeover	TBD		TBD	140x750			max file size 50K			$ 3,500.00	Mountain Bike	June	Summer
Digital	SFWeekly.com	Website Takeover	TBD		TBD	975x30 (975x300 expanded)			max file size 50K			$ 3,500.00	Mountain Bike	July	Summer
Print	Bike	July	TBD									$ 3,000.00	Event Co-op	May	Summer
Print	Bike	August	TBD									$ 3,000.00	Event Co-op	September	Summer
Digital	AdRoll		5/19/2014	10/19/2014								$ 6,050.00		May	Summer
Digital	AdRoll		5/19/2014	10/19/2014								$ 6,050.00		July	Summer
Fees	AdSwerve		5/1/2014									$16,768.06		May	Summer
Fees	AdSwerve		7/1/2014									$16,768.06		August	Summer
Fees	Backbone Fees		9/1/2014									$ (3,231.00)		June	Summer
Fees	Backbone Fees		8/1/2014									$ 2,750.00	National	August	Winter
Digital	SnoCounty	Credit from Winter Campaign	8/1/2014									$ 2,750.00	National	October	Winter
Print	Ski Journal	Issue 8.1	8/15/2014		7/17/2014	FP						$ 2,750.00	National	December	Winter
Print	Ski Journal	Issue 8.2	10/10/2014		8/28/2014	FP						$ 2,750.00	National	February	Winter
Print	Ski Journal	Issue 8.3	12/5/2014		9/25/2014	FP									
Print	Ski Journal	Issue 8.4	2/13/2015		12/4/2014	FP									

CASH FLOW

Campaign	Summer

Sum of Cost	Column Labels								
Row Labels	March	May	June	July	August	September	(blank)	October	Grand Total
Digital		**$21,262.17**	**$116,143.67**	**$98,121.95**	**$62,947.30**	**$34,095.99**	**$0.00**	**$0.00**	**$332,571.08**
Adconion			$22,208.33	$22,208.33	$22,208.34	$19,375.00			$86,000.00
AdRoll		$6,500.00	$0.00	$0.00	$0.00	$3,000.00			$9,500.00
Dream Plan Go			$5,000.00	$15,000.00					$20,000.00
Expedia		$2,000.00	$10,000.00	$8,000.00					$20,000.00
iExplore/Travel Mindset			$15,000.02	$5,000.02	$5,000.02	$5,000.02			$30,000.08
Mountain Bike Project					$5,000.00	$0.00		$0.00	$5,000.00
mountainflyer.com			$0.00						$0.00
Mtbr.com		$2,000.00	$2,000.00						$4,000.00
NationalGeographic.com		$780.88	$2,717.63	$5,541.60	$5,738.94	$5,220.97			$20,000.02
OntheSnow			$24,679.98	$9,322.00	$0.00	$0.00			$34,001.98
Pixel Mags		$8,481.29	$6,018.71						$14,500.00
Seattlemet.com			$1,000.00						$1,000.00
SeattleWeekly.com				$0.00					$0.00
SFWeekly.com		$0.00		$0.00					$0.00
Sicklines.com				$2,300.00	$0.00				$2,300.00
TravelSpike		$1,500.00	$16,250.00	$16,250.00	$10,500.00	$1,500.00	$0.00		$46,000.00
YuMe			$14,500.00	$14,500.00	$14,500.00				$43,500.00
SnoCountry			-$3,231.00						-$3,231.00
Fees		**$22,818.08**		**$6,050.00**	**$16,768.08**				**$45,636.16**
AdSwerve		$6,050.00		$6,050.00					$12,100.00
Backbone Fees		$16,768.08			$16,768.08				$33,536.16
Out of Home			**$10,325.00**	**$21,565.00**	**$5,390.00**				**$37,280.00**
Billups			$10,325.00	$21,565.00	$5,390.00				$37,280.00
Print	**$4,540.00**	**$11,557.00**	**$8,815.00**	**$8,715.00**	**$5,830.00**	**$965.00**			**$40,422.00**
Bike			$3,500.00	$3,500.00					$7,000.00
Boise Weekly		$1,930.00	$965.00	$965.00	$1,930.00	$965.00			$6,755.00
Idaho Falls Magazine		$1,600.00		$1,600.00					$3,200.00
Mountain Flyer			$1,700.00		$1,700.00				$3,400.00
Salt Lake City Magazine	$4,540.00								$4,540.00
Seattle Met		$4,277.00							$4,277.00
Seattle Weekly		$1,550.00	$1,550.00	$1,550.00					$4,650.00
SF Weekly		$2,200.00	$1,100.00	$1,100.00	$2,200.00				$6,600.00
Social			**$5,600.00**	**$1,000.00**					**$6,600.00**
Face[illegible]			$5,[illegible]00	$1,000.00					$6,600.00
Grand Total	**$4,540.00**	**$55,637.25**	**$140,[illegible].67**	**$135,451.95**	**$90,935.38**	**$35,060.99**	**$0.00**	**$0.[illegible]**	**$462,509.24**

March 12, 2014

TO: Sun Valley Air Service Board

RE: Terrorism Coverage for Policy Year Effective October 1, 2013

Dear Valued ICRMP Member:

Following the events of September 11, 2001, the nation's largest insurers took their case to Congress concerning their ability to withstand the financial consequences of additional terrorist acts that might take place on American soil. As a consequence, Congress enacted the Terrorism Risk Insurance Act (TRIA) that is intended to protect insured property owners by assuring that their property insurers are not overwhelmed by terrorism-driven claims. Local government risk sharing pools generally were excluded from TRIA.

Because ICRMP is regulated under Idaho law as a reciprocal insurer, federal law requires ICRMP to offer complete terrorism property coverage to its Members. This offering, which is additional to the regular coverage provided by the ICRMP Program, would require payment of an additional Member contribution, based upon the value of the property assets to be covered. An explanation is provided on the accompanying offer sheet.

You should understand that your ICRMP Member agency is under no obligation to accept the terrorism coverage that we are required to offer. In fact, the ICRMP Board of Trustees has purchased excess insurance for Members of ICRMP (as a whole) in the amount of fifty million dollars ($50,000,000) per year. The coverage provided for all Members is available to be shared among any Members affected by acts of terrorism during a policy year. The Board believes this is a more cost-effective way of addressing this potential exposure. It is included in your regular ICRMP coverage **at no additional cost to you**.

The decision regarding terrorism coverage belongs to your governing board. Please complete the offer sheet evidencing your agency's desire to procure additional terrorism coverage and pay an additional Member contribution, or to reject it and share in the coverage procured for all ICRMP Members. In order to comply with the law, we need your answer promptly. Thank you.

Sincerely,

Rick. Ferguson
Executive Director

NOTICE - OFFER OF TERRORISM COVERAGE
(Required by Federal law)

NOTICE – DISCLOSURE OF ADDITIONAL PREMIUM

TO: ICRMP Member:

The Terrorism Risk Insurance Act, as extended on December 26, 2007 by the enactment of the Terrorism Risk Insurance Program Reauthorization Act of 2007 (TRIPRA), is a U.S. Treasury Department program under which the federal government would share, with regulated insurance carriers, the risk of loss from terrorist attacks. The Act applies when the Secretary of the Treasury, in concurrence with the Secretary of State and the Attorney General of the United States, certifies that an event meets the definition of a "certified act of terrorism". Certified acts of terrorism can also include foreign or domestic acts of terrorism, but they still must be certified as such by the Federal officers listed above.

In accordance with the Terrorism Risk Insurance Act, as extended on December 26, 2007, we are required to offer you coverage of all of the property we insure that your agency owns against any "certified act of terrorism". Your public agency must decide whether you desire the coverage (for an additional premium) or whether you choose to reject the offer of coverage and not pay the premium. The choice belongs to the governing board.

If you choose to accept this offer of terrorism coverage, your premium will include the additional premium for terrorism as stated in this disclosure. If you choose to reject this offer, you must do so by signing the enclosed statement and returning it to your agent, Betty Urbany at (208) 726-8866 or mail directly to ICRMP at P.O. Box 15249, Boise, Idaho, 83715.

If you reject coverage under the Act, the ICRMP policy provided to your public entity will provide an alternative form of coverage of terrorism-related insurance. Rather than cover the entire value of every item of property every public entity member of ICRMP might insure, the alternative form of coverage will provide a fixed amount of coverage (50 million dollars) for the entire membership of ICRMP during any single policy year. If terrorism-caused covered losses do not exceed 50 million dollars during any single policy year, such losses will be paid in full, subject to policy terms and conditions. If total terrorism-caused losses exceed 50 million dollars in the current policy year, such losses will be paid on a *pro-rata* basis among members suffering covered terrorism-caused losses, in proportion to their covered losses expressed as a percentage of all covered losses. Coverage under this alternative process shall not require certification by the Federal officials pursuant to TRIPRA.

Named Insured: Sun Valley Air Service Board

DISCLOSURE OF PREMIUM

If you accept this offer, the premium for terrorism coverage is estimated to be an additional amount of $5,000 over and above your proposed renewal Member contribution based on reported total insured values of $0.

CONTINUED ON NEXT PAGE

IF YOU WISH TO REJECT COVERAGE UNDER THE TERRORISM RISK INSURANCE ACT, AS EXTENDED ON DECEMBER 26, 2007, THE NAMED INSURED MUST APPROVE AND SIGN THE FOLLOWING STATEMENTS:

TERRORISM RISK INSURANCE ACT REJECTION OF FULL COVERAGE

We, as a Member of ICRMP, acknowledge that we have been notified as required under the Terrorism Risk Insurance Act, as extended on December 26, 2007, that as respects to the above referenced policy of insurance policy referenced above:

1. We have been offered coverage for acts of terrorism as defined in the Act;

2. We have been advised that if we accept coverage for acts of terrorism as defined in the Act, the United States Government will participate in the payment of terrorism losses insured under the Act, subject to the provisions of the Act;

3. We have been told that if we reject coverage under the Act by signing this notice, to the extent allowed by law, we will have only our respective share of the alternative coverage for any act of terrorism under the policy issued by ICRMP.

4. We have been notified of the annual premium for coverage for acts of terrorism as defined in the Act.

5. We hereby **reject** coverage for acts of terrorism as defined in the Act and understand my policy will contain an exclusion for acts of terrorism as defined by TRIPRA, but will otherwise provide limited coverage concerning acts of terrorism as addressed by the ICRMP policy issued annually to Members.

_____ _____
Chief Executive/Administrative Officer Date

_____ _____
Print name Print public office held

Sun Valley Air Service Board
Public Entity Name

RETURN THIS FORM TO YOUR AGENT OR ICRMP. A COPY OF THIS DOCUMENT IS AS BINDING AS THE ORIGINAL.

ATTENTION AGENT: THIS FORM MUST BE SIGNED PERSONALLY BY AN AUTHORIZED OFFICER OF THE INSURED AND RETURNED TO ICRMP.

SUN VALLEY AIR SERVICES BOARD

INVOICES TO BE PAID

Through June 27, 2014

Fly Sun Valley Alliance	March 2014 LOT Remittance	$ 73,336.32
Fly Sun Valley Alliance	April 2014 LOT Remittance	55,018.17
Sun Valley Marketing Alliance	March 2014 LOT Remittance	89,633.28
Sun Valley Marketing Alliance	April 2014 LOT Remittance	67,244.42
TOTAL		$285,232.19

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
3/31/2014	140

Bill To
Sun Valley Air Service Board Attn: Sandy C & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - March 2014	73,336.32	73,336.32
		Total	$73,336

FLY
SUN VALLEY
ALLIANCE

SUN VALLEY AIR SERVICE BOARD INVOICE & CONTRACT SERVICES PERFORMED

Invoice Date: **3/31/2014** (March 2014 1% LOT collections distributed in May)

Invoice #: 140

Amount: **$73,336.32**

Services rendered per contract: May 2014

AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Monitored weekly booking, monthly revenue reports for AS and UA summer flights; fares, etc.
- Reviewed/monitored booking curve tracking, load factor/MRG analysis for winter 2013.14 flights
- Continued negotiations with airlines re: contracts for winter FY15 flights
- Began planning July 2 DEN-SUN Inaugural Celebration at Friedman Memorial Airport
- Worked with SV Express regarding potential enhancements to diversion bussing operation
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Continued preparations for airline meetings at Jumpstart Airline Conference in June with FMAA

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews, social media postings; updated FSVA website
- Provided flight information to media/summer pubs –*SV Magazine, SVPN, SV Source, SV Guide*, etc.
- Implemented ongoing marketing/advertising for air service, flight sales, in WRV and southern ID
- Reviewed summer 2014 air service marketing plan (SVMA & SV Resort)
- Worked with Alaska Airlines and fall event organizers on new Sweepstakes promotion

RESEARCH/OTHER

- Reviewed/finalized 2013/14 Winter SUN Air Passenger survey; prepared press release, presentation
- Began work on 2014 Summer SUN Air Passenger survey
- Continued work on compiling/tracking relevant comparative data and information of air service

Fly Sun Valley Alliance Inc.

PO Box 6316
Ketchum, ID 83340

Invoice

Date	Invoice #
6/12/2014	142

Bill To
Sun Valley Air Service Board Attn: Sandy C & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT - April 2014 Collections	55,018.17	55,018.17
		Total	$55,0

FLY
SUN VALLEY
ALLIANCE

SUN VALLEY AIR SERVICE BOARD INVOICE & CONTRACT SERVICES PERFORMED

Invoice Date: **4/30/2014** (April 2014 1% LOT collections distributed in June)

Invoice #: 142

Amount: **$55, 018.17**

Services rendered per contract: June 2014

AIR SERVICE RETENTION, IMPROVEMENT, DEVELOPMENT

- Monitored weekly booking, monthly revenue reports for AS and UA summer flights; fares, etc
- Reviewed/monitored booking curve tracking, load factor/MRG analysis for winter 2013.14 flights
- Continued negotiations with airlines re: contracts for winter FY15 flights
- Continued planning July 2 DEN-SUN Inaugural Celebration at Friedman Memorial Airport
- Worked with SV Express regarding potential enhancements to diversion bussing operation
- Ongoing communication/meetings with all airlines, M&H consultant, FMA , customers, stakeholders.
- Continued preparations for airline meetings at Jumpstart Airline Conference in June with FMAA

LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews, social media postings; updated FSVA website
- Created air service ad campaign for summer pubs –*SV Magazine, SVPN, SV Source, SV Guide*, etc
- Implemented ongoing marketing/advertising for air service, flight sales, in WRV and southern ID

RESEARCH/OTHER

- Reviewed/finalized 2013/14 Winter SUN Air Passenger survey; prepared press release, presentation
- Continued work on 2014 Summer SUN Air Passenger survey
- Continued work on compiling/tracking relevant comparative data and information of air service

Visit SunValley
Sun Valley Marketing Alliance, Inc.
PO Box 4934 • 460 E. Sun Valley Rd. • Suite 201 • Ketchum ID • 83340
T 208.725.2109
F 208.726.4533
E sedwards@visitsunvalley.com
www.VisitSunValley.com

Invoice

Date	Invoice #
3/31/2014	4673

Bill To
Air Service Board PO Box 3801 Ketchum, ID 83340

P.O. No.	Terms

Quantity	Description	Rate	Amount
	Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing March 2014	89,633.28	89,633.28
		Balance Due	$89,633.28

Visit SunValley

Detail for invoices submitted to Air Service Board in March, April, May and June 2014.

Please see attached creative workbook for detailed listings of ads negotiated and sent to date.
Please see attached examples of ads currently in market.

March:

- Finalized creative concept and design for summer 2014 campaign
- Began negotiating advertising contracts with vendors
- Began planning and negotiations for Winter 2014.15 advertising program
- Transitioned all vendors to a pay-direct relationship with Visit Sun Valley

April:

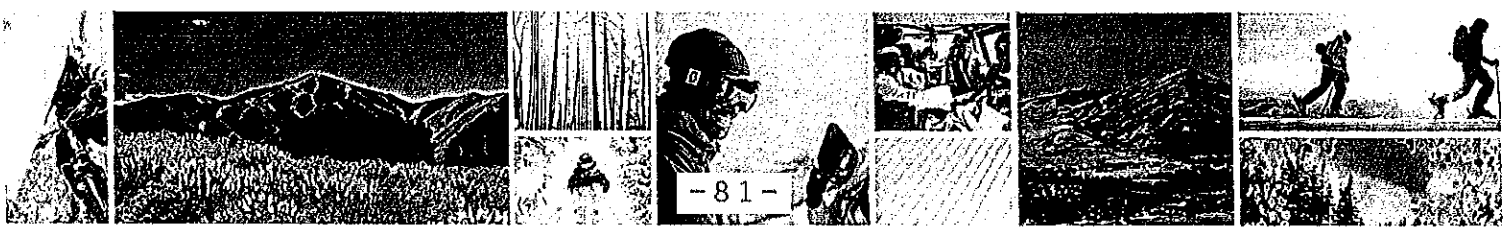
- Finalized contracts with vendors for Summer 2014
- On-going in-house design work to accommodate various sizes and types of ads

May:

- Completed 75, 30 and 15 second video ads and submitted for placement
- Began summer pay-per-click (PPC) advertising campaign in Air Service Markets
- On-going in-house design work to accommodate various size and types of ads
- Placed digital, print and video ads as per attached creative workbook

June:

- On-going in-house design work to accommodate various sizes and types of ads
- Created billboard ad for Denver airport and bus wrap as per attached examples
- Continued PPC campaign in air service markets
- Placed digital, print, video, and out-of-home ads as per attached creative workbook.



Visit SunValley
Sun Valley Marketing Alliance, Inc.
PO Box 4934 • 460 E. Sun Valley Rd. • Suite 201 • Ketchum ID • 83340
T 208.725.2109
F 208.726.4533
E sedwards@visitsunvalley.com
www.VisitSunValley.com

Invoice

Date	Invoice #
4/30/2014	4683

Bill To
Air Service Board PO Box 3801 Ketchum, ID 83340

P.O. No.	Terms

Quantity	Description	Rate	Amount
	Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing April 2014	67,244.42	67,244.42
Thank you for your participation and support of Visit Sun Valley!		**Balance Due**	$67,244.42

Visit SunValley

Detail for invoices submitted to Air Service Board in March, April, May and June 2014.

Please see attached creative workbook for detailed listings of ads negotiated and sent to date.
Please see attached examples of ads currently in market.

March:

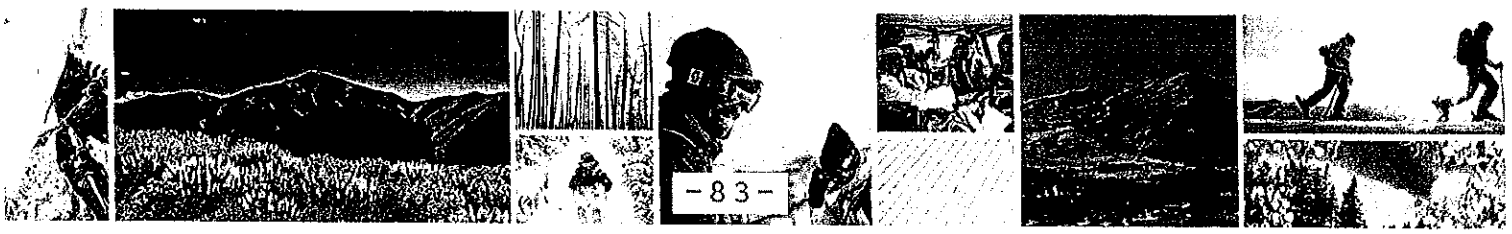
- Finalized creative concept and design for summer 2014 campaign
- Began negotiating advertising contracts with vendors
- Began planning and negotiations for Winter 2014.15 advertising program
- Transitioned all vendors to a pay-direct relationship with Visit Sun Valley

April:

- Finalized contracts with vendors for Summer 2014
- On-going in-house design work to accommodate various sizes and types of ads

May:

- Completed 75, 30 and 15 second video ads and submitted for placement
- Began summer pay-per-click (PPC) advertising campaign in Air Service Markets
- On-going in-house design work to accommodate various size and types of ads
- Placed digital, print and video ads as per attached creative workbook

June:

- On-going in-house design work to accommodate various sizes and types of ads
- Created billboard ad for Denver airport and bus wrap as per attached examples
- Continued PPC campaign in air service markets
- Placed digital, print, video, and out-of-home ads as per attached creative workbook.