


Winter Wonderland 2019/20

LA – Value Ski + Winter Wonderland

New York – Value Ski Message


Boston – Value Ski Message

Families – Skiers – Outdoor Enthusiasts



DON'T JUST WALK IN A

WINTER WONDERLAND



HEBER VALLEY

LIFE IN UTAH
ELEVATE IT

Heber Valley may be Old Man Winter's best-kept secret. Located within minutes of two major ski resorts, you can go from breakfast at your hotel to shredding powder at the top of Deer Valley Resort or Sundance Mountain Resort in a matter of minutes.

Plan your Utah ski vacation at : GOHEBERVALLEY.COM/WINTERWONDERLAND



Campaign Summary: Winter (Nov 11/4/19 – Mar 3/29/20)

19 total segments on The PLACE.

- All segments will be posted on The Place social media outlets and housed on fox13now.com.

- 4 stand alone segments
- 15 segments as a full show

Official Staycation sponsor of The PLACE.

- 105 total :05's sponsor announcements (5/week - M-F)

105 News only :05's billboards, Winter Wonderland (5/week - M-F)

- Good Day Utah (5a-10a), FOX13 live (11a-1p), FOX13 live (4p- 6p) FOX13 news at 9 (9p-10p)

20,000 Outdoor Billboard impressions.

*I suggest using them in three 6k-7k creative flights

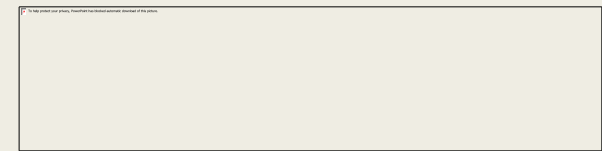
44 :15's Good Day Utah Spots (4/week - biweekly)

Bonus – spot production AND 20 shared promos leading up to your full show!

Accepting for _____ Date _____

Accepted by _____ Date _____

Total investment \$15,785





CONSIDERATIONS FOR 2020

Campaign Summary: Three Season (Apr 4/6/20 – Oct 10/31/20)

21 total segments on The PLACE.

- All segments will be posted on The Place social media outlets and housed on fox13now.com.

- 6 stand alone segments
- 15 segments as a full show

Official Staycation sponsor of The PLACE.

- 150 total :05's sponsor announcements (5/week - M-F 1p-2p)

150 News only :05's billboards. (5/week - M-F)

-Good Day Utah (5a-10a), FOX13 live (11a-1p), FOX13 live (4p- 6p)
FOX13 news at 9 (9p-10p)

28,000 Outdoor Billboard impressions.

*I suggest using them in four 7k creative flights

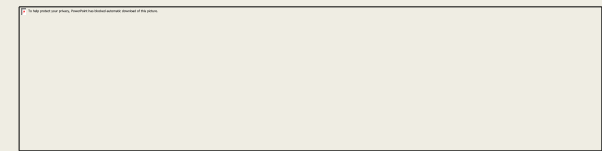
60 :15's Good Day Utah Spots (4/week - biweekly)

Bonus – spot production AND 20 shared promos leading up to your full show!

Accepting for _____ Date _____

Accepted by _____ Date _____

Total investment \$19,850



Overview

With the requested media, Relic has put together recommendations for 2020 focusing on hitting prime months to boost awareness and website traffic for Heber Valley. Flights can be adjusted as desired throughout the year. Most costs are calculated based off one month flight. Please note that Trip Advisor and Pandora require minimum spends. Proposal includes:

- Trip Advisor
- Comcast TVE
- Pandora
- Sunset Magazine
- Gmail Ads



Trip Advisor

Minimum spend commitment is 12K annually. This can be split across a few months as seen below. Age targeting can not be utilized at the min. investment. Interest targeting increases CPM significantly and decreases pool size, therefore is not recommended.

- Strategy: Broad and narrow targeting is recommended to drive the highest traffic volume. A/B testing between ENG and Audiences to see which work best and optimize accordingly towards the highest CTR.
- Target: Utah Content + ENG (English speaking domains), Utah Content + Outdoor Enthusiasts, Utah Content + IPs along Wasatch Front
- KPI: Awareness and traffic to site, brochure downloads
- Ad Sizes: 300x250, 300x600, 728x90, and 320x50 (desktop & mobile targeting)
- Total Impressions: 420,290 (for entire flight)
- CPM: Roughly \$27-\$28
- Flight: 4 months total - January, April, Mid-September through Mid-October
- Investment: 3K per month

Comcast TVE

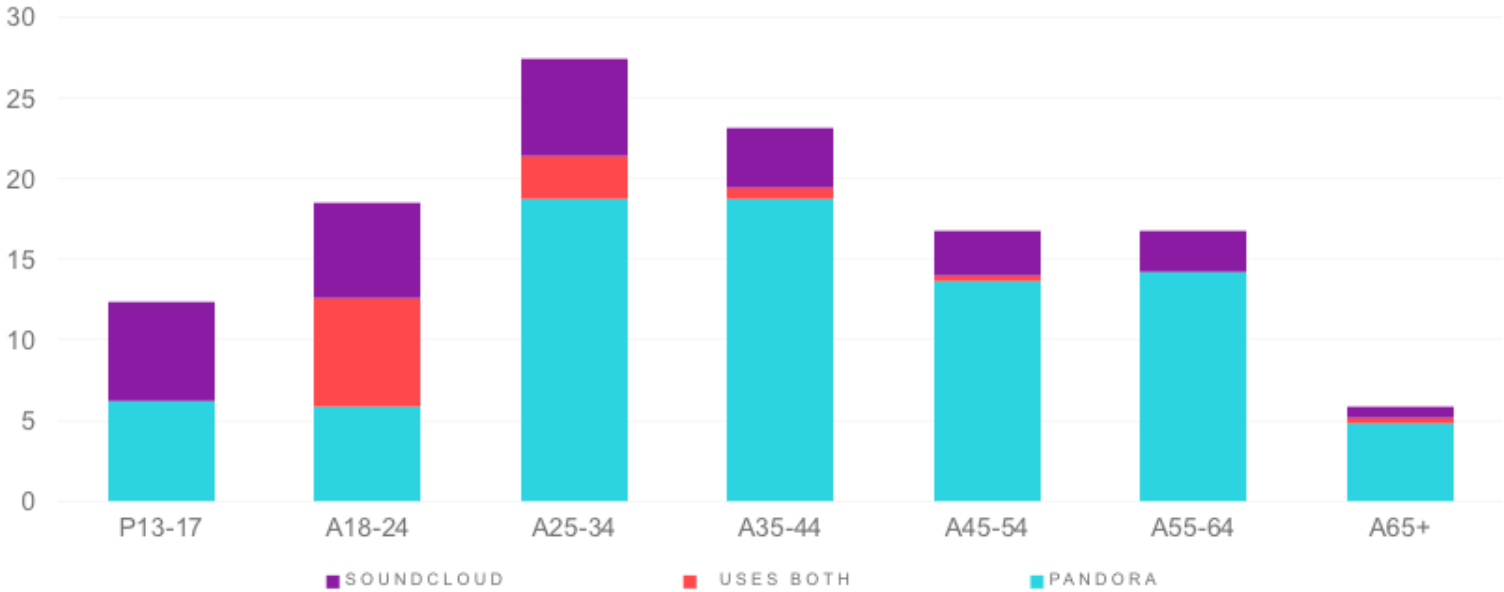
:30 second spot to run across Premium Digital TV, including VOD and OTT placement in target markets. Placement includes set top boxes, TV Network apps, and Video On Demand. The audience must log in to their paid cable account to access the programming and see the ads.

- UTAH (Comcast): Impressions: 55,555/mo. - \$2,000/mo.
- BOSTON (Comcast): Impressions: 55,555/mo. - \$2,000/mo. (winter focus only)
- PHOENIX (Cox): Impressions: 48,000/mo. - \$2,000/mo.
- DALLAS (Spectrum): Impressions: 50,000/mo. - \$2,000/mo.
- AUSTIN (Spectrum): Impressions: 50,000/mo. - \$2,000/mo.
- LOS ANGELES (Spectrum): Impressions: 50,000/mo. - \$2,000/mo.
- NEW YORK (Spectrum): Impressions: 50,000/mo. - \$2,000/mo. (winter focus only)

Pandora

BETTER TOGETHER: EXTENDED REACH

TOTAL UNIQUE USERS (MILLIONS)



Source: comScore Mar 2013, Total Audience (A13+ Mobile, A18+ Desktop)



Pandora

Pandora is accessed across multiple devices, including desktop, mobile, tablets, smart speakers, connected cars, connected home devices, etc. Pandora minimum spend is 6K annually and 3K per month. Zip code and psychographic targeting are unlocked at a higher annual spend.

- :30 second audio everywhere spot
- Target: 25+
- Geo: Wasatch Front and Los Angeles (adding additional cities spreads the campaign too thin unless spend is increased)
- Flight: 4 months total - January, April, Mid-September through Mid-October
- Ordered Qty: 1,275,000 (anticipated number of spots/impressions delivered)
- Reach: 425,671 (anticipated number of unique individuals exposed to the message)
- Freq: 1.5 (frequency over the duration of the campaign)
- % Reach: 11% (percentage of audience reached)
- Investment: 3K per month

Sunset Magazine

DEMOGRAPHIC PROFILE

Magazine

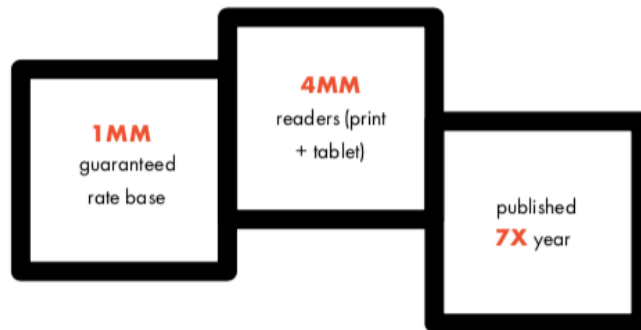
TOTAL AUDIENCE 4 MM
READERS PER COPY 3.61
FEMALE 65%
MALE 35%
COLLEGE EDUCATED 82%
MARRIED 66%
MEDIAN AGE 58
MEDIAN NET WORTH \$497,170
MEDIAN HHI \$96,350
OWN HOME 80%
MEDIAN HOME VALUE \$433,000

Digital

PREMIUM AUDIENCE
MONTHLY UNIQUE VISITORS 1,257,625
PAGE VIEWS 10,322,330
VIDEO STREAMS 6,185,243
FEMALE 72%
MALE 28%
COLLEGE EDUCATED 49%
MARRIED 61%
MEDIAN AGE 48
MEDIAN NET WORTH \$345,583
MEDIAN HHI \$80,486
OWN HOME 65%
MEDIAN HOME VALUE \$242,602

SOCIAL MEDIA – audience of 980K and growing

INSTAGRAM 190,500
FACEBOOK 518,200
PINTEREST 204,355
TWITTER 70,200



Sources: internal data & Google Analytics
 *avg. ytd 2019

Sunset Magazine

Relic recommends utilizing a combo of print and digital components on Sunset Magazine.

- Print: ½ or full page in the Travel Chronicles or Travel Planner section of the Sept/Oct issue (hits full circulation)
 - *Sept/Oct issue is a hot issue, including the Sunset Travel Awards that offer recommendations on where to travel.*
- Digital: Enewsletter Sponsor (date of choice)
 - *Travel newsletters go out every Wednesday to 158k opt-in subscribers every week with 14% open rate. As the sponsor, you receive 3 banner ads throughout the email, like Tenaya Lodge and Portola Hotel in the examples below.*
 - <http://link.sunset.com/public/16553322>
 - <http://link.sunset.com/public/16670089>
- Investment: ½ page = 7.5K print or full page = 14.5K print, + 2.5K digital newsletter

Sunset Magazine

Example of Travel Chronicles.

Travel Chronicles: Southern California

ADVERTISING SECTION

TWO LUXURY EXPERIENCES IN TEMECULA WINE COUNTRY



Stay at Ponte Vineyard Inn, a Top 10 hotel in the U.S., and experience upscale wine tasting at BOTTAIA Winery, Temecula's newest boutique 21+ winery. Enjoy stunning vineyard views at the Inn and four distinct wine tasting experiences at BOTTAIA Winery. For more information: PonteVineyardInn.com, 951-587-6688. BottaiaWinery.com, 951-365-3388.

ADVERTISING SECTION

MAKE A SPLASH IN LA'S MARINA



Located in the heart of the Los Angeles coastline and only 4 miles from LAX, Marina del Rey is the LA area's premier waterfront playground. Just a short drive to LA's popular tourist attractions—the world-famous Venice Beach and Santa Monica are right next door—stay at any of the Marina's six waterfront hotels, all of which offer sparkling harbor views.

FIND YOUR MARINA MOMENT
visitmdr.com
 MARINA DEL REY.

100 MAY/JUNE 2019 ♦ SUNSET

Use post-paid reader service card for free brochures