

Winter Campaign Details	October				November				December				January				February				March				April				Total Net Cost	Total Impressions	Net CPM	
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2				9
<b>Colorado.com</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
<b>PR/Social Media</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
<b>PPC</b>	[Bar chart showing activity from Oct 26 to Mar 19]																												\$24,000	-	-	
<b>Digital</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
<b>Snow Plan (timing TBD)</b>	Geos: Chicago, Dallas, Minneapolis, Austin, Houston, Phoenix, NY, LA, Miami, KC, Atlanta, Boston, OKC, St. Louis, Tulsa Flash Banners Launching: 11/1 Rich Media + Pre-Roll Video Launching 11/14																															
<b>OTAs</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
Travelocity	[Bar chart showing activity from Oct 26 to Mar 19]																												\$45,000	10,371,433	\$4.34	
Orbitz	[Bar chart showing activity from Oct 26 to Mar 19]																												\$45,000	3,853,629	\$11.68	
Expedia	[Bar chart showing activity from Oct 26 to Mar 19]																												\$45,000	2,477,138	\$18.17	
<b>Networks</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
Context Web	[Bar chart showing activity from Oct 26 to Mar 19]																												\$40,000	8,710,000	\$4.59	
Rocketfuel	[Bar chart showing activity from Oct 26 to Mar 19]																												\$40,000	13,333,333	\$3.00	
WSJ Digital Network	[Bar chart showing activity from Oct 26 to Mar 19]																												\$30,034	1,308,000	\$22.96	
<b>Video Networks</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
SpotXChange	[Bar chart showing activity from Oct 26 to Mar 19]																												\$35,000	4,921,875	\$7.11	
BrightRoll	[Bar chart showing activity from Oct 26 to Mar 19]																												\$35,000	4,912,937	\$7.12	
<b>Endemic</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
Frommer's	[Bar chart showing activity from Oct 26 to Mar 19]																												\$20,000	3,278,000	\$6.10	
Trip Advisor	[Bar chart showing activity from Oct 26 to Mar 19]																												\$30,000	1,571,427	\$19.09	
National Geographic	[Bar chart showing activity from Oct 26 to Mar 19]																												\$25,200	1,635,000	\$15.41	
Smithsonian	[Bar chart showing activity from Oct 26 to Mar 19]																												\$25,370	2,340,000	\$10.84	
OntheSnow.com	[Bar chart showing activity from Oct 26 to Mar 19]																												\$25,022	1,510,436	\$16.57	
MapMyFITNESS	[Bar chart showing activity from Oct 26 to Mar 19]																												\$20,060	2,235,000	\$8.98	
<b>Mobile</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
Lion New Media	[Bar chart showing activity from Oct 26 to Mar 19]																												\$20,000	2,250,000	\$8.89	
Verve or Motricity	[Bar chart showing activity from Oct 26 to Mar 19]																												\$20,000	2,250,000	\$8.89	
<b>Other</b>	[Bar chart showing activity from Oct 26 to Mar 19]																															
Your Travel Insider eNewsletters	[Bar chart showing activity from Oct 26 to Mar 19]																												\$15,000	2,178,000	\$6.89	
Texas Monthly eNewsletters	[Bar chart showing activity from Oct 26 to Mar 19]																												\$2,550	125,000	\$20.40	
<b>Ad Serving</b>	[Bar chart showing activity from Oct 26 to Mar 19]																												\$51,750	na		
<b>ONLINE SUBTOTAL:</b>																					<b>\$593,986</b>	<b>69,261,208</b>	<b>\$8.58</b>									

