

Digital Advertising Opportunities

The Colorado Tourism Office's FY 2011 co-op online opportunities will consist of several of Colorado's top-performing partners from 2010, as well as new programs that have been added to include partners that reach Colorado's various audience segments. Our online co-op program integrates traditional media with online exposure to simultaneously build awareness and drive response. Multiple components are included from each of the co-op partners, including targeted banner advertising, lead generation, content sponsorships, rich and emerging media (pre-roll video, expanding ads, etc.). These programs are presented to Colorado Tourism Office partners with discounted rates and packages and customized programs based on various levels and participation.

MMG utilized online research tools, evaluated industry knowledge and leveraged learnings from past Colorado online programs to develop the FY 2011 online co-op initiatives. The publishers and networks recommended include 10 of the top 25 travel specific sites and the four top outdoors/adventure sites, according to ComScore. Also included are six separate advertising networks; two that reach all local/regional online newspaper and radio affiliates to enhance reach in desired feeder markets such as New York, Miami, Chicago, Dallas, Houston, Albuquerque, Salt Lake City, Phoenix, Kansas City and Minneapolis and another that offers lead generation programs to partners on a cost-per-lead basis of \$0.80 - \$3.00. Also, we have included four ad networks that have mass reach and multi-level targeting options. All of the publishers and networks have the ability to target at various levels including demographic, geographic, behavioral, contextual and re-targeting.

New for FY 2011:

- Travelzoo
- MMG Social Media
- DoubleClick Ad Serving

Programs are offered through a variety of pricing options from cost per thousand to performance-based (cost/click and cost/lead) to a flat-rate structure. Participation is available for as low as \$500 for an email sponsorship to \$5,000 for a targeted online banner campaign.

The following are approved partners for FY 2011:

ACTIVE TRAVEL

- Away.com
- OntheSnow.com
- Mountaingroup.com
- All Networks
- eTarget Media
- Sendit Media

AFFLUENT TRAVEL

- Away.com
- Centro
- QuadrantONE
- LuxuryLink.com
- TripAdvisor.com
- Sherman's Travel
- All Networks
- eTarget Media
- Sendit Media

FAMILY TRAVEL

- Clear Channel Network
- Centro
- QuadrantONE
- Madden Media
- All Networks
- eTarget Media
- Sendit Media

ALL TRAVEL/OTHER

- Orbitz
- Travelocity
- Expedia
- Collective Media
- Pay-Per-Click
- Specific Media
- eTarget Media
- Sendit Media
- Mountain News Corporation
- Sherman's Travel
- Travel Ad Network
- Tripadvisor.com
- Travelzoo
- MMG Social Media
- DoubleClick Ad Serving



MMGWORLDWIDE

Colorado Tourism Office  
FY 2011 Digital Media  
Co-op Opportunities

Colorado  
Tourism Office

Website	Monthly Unique Visitors/Email Subscribers	Display Ads/Placements	enewsletters	email addresses/stand alone email	Sponsorships	Other	CTO Commitment	Comments
<b>Centro</b> <i>(11,000+ Premium Local and National online News, Entertainment and Broadcast sites)</i>	106 million	\$7 - \$20 CPM for 728x90, 160x600, 468x60s in Travel, News, Sports, Weather, Entertainment and Outdoors sections of Local Online websites	News, Weather, Sports and Entertainment newsletter options available with individual local news and entertainment sites)	\$50 - \$80 CPM for email lists-pending market availability	Upon Request	N/A	\$75,000	40% discount off rate card display ads
<b>Centro-Spectrum Local Network</b> <i>(5000+ Premium Local online Newspaper, Radio, Television and Alternative Weekly sites)</i>	53 million	\$3 - \$8 CPM for 728x90, 160x600, 300x250 units. Targeting by State, DMA, Retargeting, Behavioral, Category	N/A	N/A	N/A	N/A	\$0	40% discount off rate card display ads
<b>Clear Channel Network</b>	20 million	\$7 CPM - 728x90 \$10 CPM - 300x250 \$7 CPM - 160x600 \$6 CPM - 120x600 \$22 CPM - Pre-roll	n/a	n/a	As available by market and/or station.	Integrated Radio/Online program available in targeted feeder markets - See co-op radio plan for details	\$75,000	35% discount off of rate card
<b>Collective Media</b>	194 million	RON - \$2 CPM, Demographic \$3 CPM, Channel \$4 CPM, Contextual \$4 CPM, Behavioral \$5 CPM w/Geo-Targeting (all CPM rates subject to negotiation)	via submission through our OggiFinogi ad unit	via submission through our OggiFinogi ad unit	Road blocks and semantic contextual targeting through Personifi guaranteeing content accuracy in over 300,000 categories		\$50,000	30-60% discount off of rate card depending on program and spend level. Minimum spend of \$5,000
<b>eTarget Media</b>	Approximately 500K- 750K Monthly New records	N/A	N/A	\$25 CPM - Travel & Tourism targeted selects	N/A		\$25,000.00	50%+ discount off of rate card



Website		Monthly Unique Visitors/Email Subscribers	Display Ads/Placements	newsletters	email addresses/stand alone email	Sponsorships	Other	CTO Commitment	Comments
Expedia	Expedia	19 million	\$15 - \$30 CPM - 180 x 150 Geo-targeted \$20 - \$40 CPM - 160 x 600 Geo-targeted \$1,500 - \$2,500/month - 90 x 90 Destination Stores: (20% SOV) \$2,500 - \$3,500/month - Mountain Store 180 x 150 \$10 - \$20 CPM - Behavioral Targeting (various sizes) \$5 - \$25 - ROS (various sizes) TravelAds (Hotel Specific bidding product for results placement): TBD - Bidding System	Travel Right E-Mail: \$6,000 - \$12,000 flat fee	Dedicated E-Mail: \$20,000 - \$25,000 flat fee	TBD		\$75,000	N/A
	Hotels	6 million	\$15 - \$30 CPM - 180x150 Geo-targeted \$20 - \$40 CPM - 160x600 Geo-targeted \$20 - \$40 CPM - ROS (various sizes) TravelAds (Hotel Specific bidding product for results placement): TBD - Bidding System	General Email: \$1,500 - \$7,000	Dedicated E-Mail: \$20,000 - \$25,000	TBD		N/A	N/A
LuxuryLink.com		500,000	\$18 CPM - 728x90, 160x600 Geo-targeted/ Content-Targeted, \$20 CPM - 300 x 250 Geo-targeted/Content-Targeted. Billboard (Featured Sponsor) \$2,500 per day. \$15 CPM - Featured Listings Geo, Targeted/Content-Targeted. \$20 CPM - Bookends \$.80 CPC or \$1.00 CPM- Text links. Featured Destination on HP, \$1k net per day. Half Page Ads- 300 x 600- \$40 CPM	Themed Newsletters sent on Thursdays to 265,000 Opt-ins. Top 15 Newsletters sent on Mondays to the same 265,000 Opt-ins. Positions avail: 300 x 250 anchor position- \$2,500 net. Standard Insertions 70 x 64 plus text- \$1,500 net	400,000 Opt-in Exclusive Email subscribers. This list can be geo-targeted to DMA's of your choice. (Full List/Half/Third pricing available) 62,000 Opt-in Luxury Lifestyle subscribers		Ownership of the Colorado Landing Page. (CTO currently has this opportunity).	\$45,000	10-15% discount off of rate card
Madden Media (Digital Co-op)		N/A	CEO (Customized & Executed Online) Program \$5,000 Per Partner (max 5 per ad unit) Complete Turn-key Program: - Media research, negotiations - Flash/video, expandable , lead gen vehicle - Ad serving, optimization and customized reports - CO-OP Partner Sales with one monthly invoice	N/A	N/A	N/A		\$25,000	\$50,000 Inclusive: 30 days \$25,000 CTO
Mountain News Corp.	MountainGetaway	250,000	\$12 CPM - 728x90 & 300x250, additional \$3 CPM for geo-targeting	\$900 per insertion- sent to 140,000+ subscribers	\$3,000 flat fee. Sent to 140,000+ subscribers			\$30,000	25% discount off rate card on display ads
	OnTheSnow	2.3 million	\$12 CPM - 728x90 & 300x250, additional \$3 CPM for geo-targeting	\$1,500 per insertion - sent to 190,000+ subscribers	\$5,500 flat fee - Sent to 190,000+ subscribers	Home Page Sponsorship - \$1,500 per week			



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Orbitz	Orbitz	15 million	\$9.60 CPM - 160x600 \$16 CPM - 728x90 Homepage \$10.80 CPM - 728x90 \$12 CPM - 336x280 - Video Enabled *Campaign may be ROS, Content or Geo-targeted	N/A	Top 10 Deals Email top ad placement available for \$10,000; Audience of 7 Million plus	Merchandising Sponsorship Programs Available	\$3 CPA - Lead Generation	\$400,000	60% discount off rate card
	CheapTickets	5 million	\$9.60 CPM - 160x600 \$16 CPM - 728x90 Homepage \$10.80 CPM - 728x90 \$12 CPM - 336x280 Video Enabled *Campaign may be ROS, Content or Geo-targeted	N/A	N/A	Merchandising Sponsorship Programs Available	Homepage Logo & Text link - \$2.00 CPM	\$25,000	60% discount off rate card
	Away	3.5 million	\$9.60 CPM - 728x90 \$11.40 CPM - 336x280 Video Enabled \$10.20 CPM - 160x600 *Campaign may be ROS, Content or Geo-targeted	N/A	\$2,066.38 Exclusive email blast to 114,800 subscribers	Sponsorships of specific Travel Guides available	Homepage Logo & Text link - \$1,500	\$25,000	60% discount off rate card
Pay-per-click program		N/A	\$750 minimum setup fee (instead of \$1,000) \$150 minimum management fee \$500 per month minimum budget 3 month minimum (instead of 12)	N/A	N/A	N/A		N/A	25% discount on management and setup fees
QuadrantONE <i>(620+ Premium Local Online News and Entertainment sites, reaching 210 DMAs)</i>		73 million	\$9 CPM - Behavioral Targeting (all points) \$7 CPM - News, Business, Sports, Entertainment & Lifestyle Sections \$8 CPM - Travel Section \$8 CPM - Contextual targeting (all points) \$6 CPM - Run of site (includes re-targeting) Rates are the same for all 3 standard ad sizes (728x90, 160x600 & 300x250); no additional mark-up for geo-targeting	N/A	N/A	Upon Request - e.g. Home Page Dayblock, Sliding Billboard, Homepage Pre-stitial - no rate card, varies by campaign parameters		\$75,000	Rates given are approximately 20% discounted off of standard QuadrantONE rate card.
SendIt Media			N/A	N/A	\$7 CPM - Travel & Tourism targeted selects along with 80 other Demographic attributes.	N/A		\$25,000.00	75%+ discount off of rate card. SendIt Media has seen great success in the Tourism sector having had great success deploying email ads for the Dallas CVB over the past several months



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							Commitment	Comments
<p><b>Sherman's Travel</b> (Publisher of travel deals and destination advice, guiding consumers to the best travel deals, including unbiased editor's picks, and providing ideas, resources, and inspiration for travel planning; online via <a href="http://ShermansTravel.com">ShermansTravel.com</a>, and in print, with <i>Sherman's Travel Magazine</i>, targeting the "Smart Luxury" segment.)</p>	<p>12 million unique visitors 4 million email subscribers</p>	<p>\$15 CPM 728x90, 300x250 ROS (100k impressions to 500k impressions/month when available) \$20-\$25 CPM- Geo-targeted banners by IP address. (*subject to available inventory) \$20-\$25 CPM- Targeted Destination Travel Guides like Denver, Aspen \$25 CPM- Expandable Ad Units; Flash videos (728x90, 300x250)</p> <p>\$0.50-\$0.65 CPC Shermans Publisher Network (text placements): Submit price point/percentage off deals to be syndicated across <a href="http://ShermansTravel.com">ShermansTravel.com</a> ROS on relevant category pages (air, hotel, vacation packages, cruise; smart luxury) AND geo-targeted pages, i.e. USA Hotels/Packages/Air; Denver, Aspen, Colorado Travel Guide pages. (Deals also syndicated across sites within network, i.e. AOL Travel, Yahoo! Travel, USATODAY.com, ForbesTraveler.com, Lowfares.com, IgoUgo.com, Fodors.com...)</p>	<p>\$4,000-\$8,000 <i>Top 25 Newsletter Deal</i> (Price-point, percentage-off hotel rate, vacation package, air sale, etc.) (<i>Top 25 Newsletter sent to 4MM+ subscribers nationwide</i>)</p> <p>\$4,000 <i>Top 25 Newsletter General Offer</i> (sweepstakes, branding campaign) : Text link (<i>Top 25 Newsletter sent to 4MM+ subscribers</i>)</p> <p>\$4500 <i>Top 25 Newsletter</i> 120x600 Skyscraper or 468x60 Banner (<i>Top 25 Newsletter sent to 4MM+ subscribers</i>)</p> <p>\$1500 <i>Luxe 15 Newsletter</i> - photo, headline, body copy, click through. (<i>Luxe 15 Newsletter sent to 500K subscribers from our Luxury list</i>).</p>	<p>\$50,000 National Bulletin: Dedicated HTML blast - mailed to 4MM+ subscribers - can co-op w/ multiple partners</p> <p>\$30,000 National Bulletin: Dedicated HTML blast - mailed to 2MM+ subscribers - can co-op w/ multiple partners</p> <p>\$20-\$35 CPM Family Special Interest: Dedicated HTML blast - 500k subscribers who requested "Family" promotions. Can co-op w/ multiple partners \$20-\$35 CPM Sports/Adventure Special Interest: Dedicated HTML blast - 330k subscribers who requested "Sports/Adventure" promotions. Can co-op w/ multiple partners \$20-\$35 CPM Skiing Special Interest: Dedicated HTML blast - 165k subscribers who requested "Ski" promotions \$20-\$35 CPM Luxury Special Interest: Dedicated HTML blast - 500k subscribers who requested "Luxury" promotions. Can co-op w/ multiple partners</p> <p>\$20-\$35 CPM Geo-targeted Bulletins: Dedicated HTML blast - Target subscribers by DMA/State/Region. (\$5,000 minimum). Can co-op w/multiple partners. Can also geo-targeted Special Interest lists.</p>	<p>\$4,000 Luxe 15 e-newsletter Exclusive Sponsorship: Includes 468x60 &amp; 300x250 units, plus "sponsored by" positioning</p> <p>\$10,000 Trip Ideas Exclusive Sponsorship: Includes 300x250 unit plus sponsored by positioning. (Trip Ideas Editorial Mailing sent to 4 MM subscribers monthly)</p>		<p>\$75,000</p>	<p>10-50% discount off of rate card depending on program and spend level.</p>



Website	Monthly Unique Visitors/Email Subscribers	Display Ads/Placements	newsletters	email addresses/stand alone email	Sponsorships	Other	CTO Commitment	Comments
<b>Specific Media Network</b>	159 million	\$2 - \$3 CPM w/o RM included - 120x600, 160x600, 300x250, 728x90 - Behavioral, Contextual, Demographic, Geographic, and Retargeting	N/A	CPA email campaigns	N/A	CPA	\$150,000	60% off of rate card. Added value impressions and campaign insight reporting can be discussed on a per campaign basis.
<b>Travel Ad Network (TAN)</b> offers you access to the largest travel planning audience online as an exclusive Rep Firm. Unlike horizontal networks, TAN exclusively represents over 300 websites in the travel vertical including top-tier sites such as BBC's Lonely Planet, Priceline's HotelsbyCity, Rand McNally, SpaFinder, etc. With the ability to optimize to the best performing sites, we provide the reach of a network with the precision targeting and assured delivery of a single-site campaign.	16.3 million in US 31.9 million Worldwide	Behavioral Targeting - \$7 CPM Search Referral - \$1.00 CPC First View - \$12 CPM Retargeting - \$6 CPM Channel Sponsorships - \$10 CPM RON - \$8 CPM IP Targeting - \$9 CPM Destination Targeting - \$10 CPM Site Specific - \$12 CPM Text links - \$1.00 CPC	- Your Travel Insider - \$7 CPM for banners (375,000 subscribers) - TopTrips - \$7 CPM for banners (76,000 subscribers) - Cheapflights - 2.4 million subscribers; \$1 CPC text links - Art Travel Guide - \$7 CPM for 150,000 subscribers	- Your Travel Insider - \$15 CPM - TopTrips - \$15 CPM - Art Travel Guide - \$15 CPM	- Various Lonely Planet destination and content sponsorships - Rand McNally Driving Directions sponsorship - Custom Opportunities		\$10K Monthly Minimum	25% discount off rate card
<b>Travelocity.com</b>	12 million	\$15 CPM - 160x600, 728x90 Travel Search Path targeted to mountain destinations \$16 CPM - 300x250 Geo-target search waitscreen	\$ 3,000 - Targeted Colorado email - 120x83 image, text and copy sent to 250,000 subscribers	N/A	\$2,500+ - Ski/Summer Mountain Store - Featured placement, 120x83 image plus headline and copy, 160x600 & 300x250	\$15,000 Package placement/1-2 months/1 MM banner impressions Customized destination landing page, Search path: geo-targeted 160x600 skyscraper and 728x90 leaderboard, Waitscreen: geo-targeted 300x250 banner  \$20,000 Package placement/1-2 months/1.33 MM banner impressions Customized destination landing page Search path: geo-targeted 160x600 & 728x90 Waitscreen: geo-targeted 300x250 Mountain store: 120x83, headline & copy		40% discount off our rate card to all CTO partners
<b>Travelzoo.com</b>	30 million+ uniques, 16 million subscribers (11 million N. America)	N/A	Call for Availability		Destination of the Week: 7 co-op spots available @ \$2,150 each (enews sent to 10 million, 1 week on Home Page, and 1 month on site)		\$30,000	15% discount to all Colorado destination advertisers with annual commitment of \$100,000 \$10% discount to all Colorado hotel advertisers with annual commitment of \$19,500
<b>TripAdvisor.com: The single largest travel information site online (Comscore)</b>	35 Million monthly unique visitors (Comscore)	Target your banners to travelers ACTIVELY planning their trips. Includes Content targeting, IP targeting. Ad sizes: 300X250, 160X600, 728X90. Rich Media accepted.	TripWatch Newsletter (Deals newsletter emailed weekly). Member Update Newsletter (unique TA editorial emailed weekly)	N/A	<b>Colorado DMO Sponsorship:</b> Receive a fixed 300X250 on the Overview page of most Colorado destination guides for a month. \$25,000 min commitment. <b>Tourism Sponsorship:</b> The DMO Tourism Sponsorship is an annual subscription that allows a DMO to sponsor prime placements on their destination's tourism page on TripAdvisor.	Other available products include: Sponsored Forum channels; Custom Co-branded advertorials; hyper-targeted banner media	?	Every marketing plan is custom built to best achieve your advertising objectives. TA will extend all Colorado destination partners a 33% discount off ROS Rate Card



Website	Monthly Unique Visitors/Email Subscribers	Display Ads/Placements	newsletters	email addresses/stand alone email	Sponsorships	Other	CTO Commitment	Comments	
ValueClick Media	170 million - 80% of US Internet audience	Custom Channel (Demographic/Psychographic Targeting - \$1.25-\$2.50 National CPM, \$3 Geo-targeted CPM Targeted Channels (Contextual) - \$1.25-\$2.00 National CPM, \$3 Geo-targeted CPM Precision Re-Targeting - \$4-\$5 CPM Behavioral Targeting/Precision Profiles - \$5-\$6 National CPM, \$10 Geo-targeted CPM Cost-Per-Click - \$0.75 National, \$0.90 Statewide, \$1.00 DMA Lead Generation - \$.80 - \$3.00	N/A	N/A	N/A	Rich Media	\$10,000	ValueClick requires a minimum spend of \$10,000 for partner participation.	
<b>Social Media Packages</b>		<b>Services</b>					<b>Cost</b>		
MMG Worldwide Social Media	3 month package	Social Media Audit Social Media Communications Plan Basic Social Media Channel Setup & Content Integration (Facebook, Twitter & Flickr)					\$5,000	15% discount	
	6 month package	Social Media Audit & Brand Monitoring Social Media Communications Plan Social Media Channel Setup & Content Integration (Facebook, Twitter, YouTube & Flickr) Social Media Consulting & Management Services (5 hours/month)					\$12,000	17% discount	
	12 month package	Social Media Audit & Brand Monitoring Social Media Communications Plan Advanced Social Media Channel Setup & Content Integration (Facebook, Twitter, YouTube & Flickr) Social Media Consulting & Management Services (10 hours/month) Monthly Social Media Reporting & Analysis					\$20,000	20% discount	
<b>Ad Serving</b>		<b>Services</b>					<b>Cost</b>		
DoubleClick Ad Serving, Tracking & Analysis		Leverage Colorado/MMG relationship with DoubleClick to take advantage of volume discounts Manage, traffic, serve, and review online display and rich media Consistent measurement and understanding of how customers interact with your brand across all channels in your online media plan Get real time ROI data, down to the ad level, calculated automatically from media cost and revenue Monitor positive or negative return and know whether your ads are paying off Eliminate reporting discrepancies, and verify online campaign delivery Optimize creative delivery based on clickthrough rate, post-click conversion activities, post-impression activities, and other criteria Tailor messages to your audience based on their past interactions on your website Use custom reporting to gain deeper insights (such as impressions you need to serve before a customer purchases, elapsed time between an impression and conversion, or the amount to allocate between paid search and display).					Impressions: \$0.25 CPM  Clicks: \$0.03/click		Set-up and management fees waived

**CTO CO-OP FY11  
Contact List - Online Media**

Contact List - Online Media	Contact List - Online Media	Contact List - Online Media	Phone
Centro	Dan Williams	<a href="mailto:dan.williams@centro.net">dan.williams@centro.net</a>	312.397.5745
Clear Channel Network	Dan Smith	<a href="mailto:dan.smith@clearchannelradiosales.com">dan.smith@clearchannelradiosales.com</a>	913-681-8689
Collective Media	Michelle O'Donnell	<a href="mailto:michelle@collective.com">michelle@collective.com</a>	312.762.9239
eTarget Media	Harris Kreichman	<a href="mailto:harris@etargetmedia.com">harris@etargetmedia.com</a>	954-480-8470
Expedia.com	Tracee Adams	<a href="mailto:tadams@expedia.com">tadams@expedia.com</a>	303.650.6550
LuxuryLink.com	Stephany Flax	<a href="mailto:sflax@luxurylink.com">sflax@luxurylink.com</a>	212-677-9025
Madden Media	Howard Tietjen	<a href="mailto:htietjen@maddenmedia.com">htietjen@maddenmedia.com</a>	904-230-5472
Mountain News Corp.	Chad Dyer	<a href="mailto:dyer@mountainnews.com">dyer@mountainnews.com</a>	925-254-4456 ext. 116
Orbitz	Brady McCarthy	<a href="mailto:brady.mccarthy@orbitz.com">brady.mccarthy@orbitz.com</a>	312-260-2308
Pay-Per-Click	Emily Austin	<a href="mailto:eaustin@mmgworldwide.com">eaustin@mmgworldwide.com</a>	816-300-5409
QuadrantONE	Melanie Pursglove	<a href="mailto:mpursglove@quadrantone.com">mpursglove@quadrantone.com</a>	312-784-0376
SendIt Media	Evan Worth	<a href="mailto:eworth@senditmedia.com">eworth@senditmedia.com</a>	954-492-0004
Sherman's Travel	Lauren Salmon	<a href="mailto:lsalmon@shermanstravelmedia.com">lsalmon@shermanstravelmedia.com</a>	646-467-8310
Specific Media	Jessica Brody	<a href="mailto:jbrody@specificmedia.com">jbrody@specificmedia.com</a>	312-924-0338
Travel Ad Network	Heather Goeld	<a href="mailto:hgoeld@traveladnetwork.com">hgoeld@traveladnetwork.com</a>	312-933-2937
Travelocity	Jenny Thomassian	<a href="mailto:Jenny.Thomassian@travelocity.com">Jenny.Thomassian@travelocity.com</a>	415-932-1294
Travelzoo	Trina Rizzo	<a href="mailto:trizzo@travelzoo.com">trizzo@travelzoo.com</a>	415-932-1140
Tripadvisor.com	Todd Skelton	<a href="mailto:tskelton@tripadvisor.com">tskelton@tripadvisor.com</a>	408-757-5160
ValueClick Media	Tony Roche	<a href="mailto:troche@valueclick.com">troche@valueclick.com</a>	312-994-1918
MMG Social Media	Robert Patterson	<a href="mailto:rpatterson@mmgworldwide.com">rpatterson@mmgworldwide.com</a>	816-300-5249
DoubleClick Ad Serving, Tracking & Analysis	Andrea Claxton	<a href="mailto:aclaxton@mmgworldwide.com">aclaxton@mmgworldwide.com</a>	816-300-5117

