

Albuquerque Convention Visitors Bureau
 FY11 FY12 Convention Online Schedule

		Total Impressions	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	
ASAE Online Buyers Guide			Annual Impressions														
	Enhanced Listing	2,200,000	Annual												Annual		
	ASAE Total	2,200,000															
e-Pro Direct																	
	Stand-Alone Email Blast	List size: 16,345 26,152												5/19	6/15	7/14	8/16
	e-Pro Direct Total	26,152															
LinkedIn																	
	Title/Group Targeting (Display Banners)	160x600, 728x90, 300x250 970,236												1	1	1	1
	Title/Group Targeting (Text Links Banners)	Text only 300,000												1	1	1	1
	Partner Email	300x250 & copy 1,500												7/26			
	Self-Serve Platform (Text/Image Ads)	1,800,000												1	1	1	1
	LinkedIn Total	3,071,736															
MPI Online Buyers Guide			Annual														
	Enhanced Listing	1,056,000	Annual												Annual		
	MPI Total	1,056,000															
Northstar Travel Media (placed by ACVB)																	
	Meetings & Conventions Widesky Banners	160x600 6,548	1	1		1		1							1	1	
	Meetings & Conventions Stand-Alone Email Blast	42,000												4/14	5/25		
	Meetings & Conventions Mid-Week Newswire eNewsletter	120x240 48,000												4/13			
	Successful Meetings Banners	300x250 6,500												1	1		
	Successful Meetings West eNewsletter	300x250 25,000												2 & 16	2 & 16		
	MPI Total	128,048															
Specific Media																	
	Behavioral/Contextual Targeting (Display Banners)	160x600, 728x90, 300x250 3,333,333												5/19/11 - 9/18/11			
	Behavioral/Contextual Targeting (Bonus Display Banners)	160x600, 728x90, 300x250 394,395												5/19/11 - 9/18/11			
	Behavioral/Contextual Targeting (Pre-Roll)	300x250 (ish) 1,875,000												5/19/11 - 9/18/11			
	Behavioral/Contextual Targeting (Pre-Roll Companion Banners)	300x250 468,750												5/19/11 - 9/18/11			
	Specific Media Total	6,071,478															