

Albuquerque Convention Visitors Bureau
FY11 FY12 Leisure Online Media Schedule including Balloon Fiesta

Ad Unit			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	Sep 11	Oct 11	Nov 11	Dec 11
Aristotle Interactive				Annual												Annual					
	Main Pay-Per-Click Campaign	text ads with photo		1								1	1	1	1						
	Spring/Summer Pay-Per-Click Campaign	text ads with photo																			
BrightRoll																					
	Pre-Roll Video & Companion Ads (demo, behavior and geo targeted)	300x250	7,011,500									1	1	1	1	1	1	1			
Collective Ad Network																					
	Display Banners (demo, behavior and geo targeted)	728x90, 300x250, 160x600	11,061,111									1	1	1	1	1	1	1			
Dunhill Vacation Club																					
	ACVB Dedicated Email Blast (placed by ACVB - west region plus Texas - 650,000 subscribers)		32,466										4/16								
Enversa			Total Leads/BTC																		
	Cost-per-lead	728x90 & 300x250	5,250									1	1	1	1	1	1	1			
	Beyond-the-click	728x90 & 300x250	20,790									1	1	1	1	1	1	1			
	Enversa Sub-total		26,040																		
Facebook																					
	Golf Target (geo targeted)	728x90 & 300x250	2,800,000									1	1	1	1	1	1	1			
	Photography/Balloon Target (geo targeted)	text ads with photo	2,800,000													1	1	1			
	Enversa Sub-total		5,600,000																		
Fetchback																					
	Retargeting	728x90, 300x250, 160x600	2,550,000									1	1	1	1	1	1	1			
National Geographic																					
	Pre-roll Video	300x250	490,000									1	1	1	1	1	1				
	Photo of the Month eNewsletter (1,000,000 subscribers)	300x250	580,000									3/16			6/21						
	Travel eNewsletter (679,000 subscribers)	300x250	180,000													7/12	8/9				
	NG Sub-total		1,250,000																		
Southwest																					
	12/23/10 Featured Destination		9,000,000						1												
	3/1/11 Featured Destination		9,000,000								1										
	Confirmation Co-op Emails		40,000	1	1	1			1			1	1	1	1	1	1	1	1	1	1
	Added value visitors guide banner ads on Albuquerque page		n/a	1	1	1			1			1	1	1	1	1	1	1	1	1	1
	Southwest Sub-total		18,040,000																		
Sunset																					
	Pre-roll Video	300x250	225,000									1	1	1	1	1	1				
	Banner Ads	728x90 & 300x250	2,800,000									1	1	1	1	1	1	1			
	Travel Update eNewsletter (104,000 subscribers)	300x250 & 170x30	156,000									3/30			6/22			9/21			
	Sunset Sub-total		3,181,000																		
Tremor Media																					
	Pre-Roll Video & Companion Ads (demo, behavior and geo targeted)	300x250	7,684,388									1	1	1	1	1	1	1			
Trip Advisor																					
	Banner Ads (content targeted)	728x90, 300x250, 160x600	3,127,272									1	1	1	1	1	1	1			
	Bonus Ads	728x90, 300x250, 160x600	156,364									1	1	1	1	1	1	1			
	Tourism Sponsorship (Placed by ACVB - fixed placement on NM page)	300x250	52,000																		
	Trip Advisor Sub-total		3,335,636													Annual					
Twitter																					
	Promoted Accounts and Promoted Tweets (placed by ACVB)		n/a													1	1	1			