

# NEW MEXICO TOURISM DEPARTMENT COOPERATIVE ADVERTISING PROGRAM

FY18



## FY18 FISCAL SUMMARY

NEW MEXICO *True*



# FY18 STRATEGY OVERVIEW

## GOALS & VALUE PROPOSITION

- Leverage NMTD funding with industry partner funds for *greater media buying power* of all parties involved
- Complement New Mexico True's core, awareness building advertising investment with integrated, bottom-of-funnel plans to *drive consideration and activation* for cooperative partners' destinations
- Provide media menu options to *meet diverse range of partner needs* and budgets
- Improve cooperative advertising *creative quality and consistency* with New Mexico True brand
- Enable *efficient production of engaging creative assets* that meet brand standards
- Deliver *unprecedented performance reporting* to ensure NMTD and partner objectives met or exceeded

## GAMECHANGING PROGRAM IMPROVEMENTS

### Inclusive Approach

- Participation no longer limited to those that can front 100% of investment
- 1:1 consult to build a custom media plan that meets each partner's specific objectives

### Comprehensive Media Menu Options

- Expanded MMP choices to meet diverse needs & budgets
- Customizable packages to reach specific targets
- Multi-season support
- Menu options for production (with NMTD 1:1 match)

### KCA Dedicated Resources for Turn-Key Execution

- Media negotiations (in partnership with AOR Talweg)
- Program development & industry rollout
- Shepherd creative approval process
- Insertion orders and trafficking to media vendors
- Proof of placement & performance reporting
- Payment of joint funds to media vendors





# FY18 MMP OVERALL EXPOSURE



Total Digital Impressions: **31,659,947**



Total Completed Views: **1,045,487**



Total Clicks: **343,255**



Total Print Circulation: **18,006,500**



Total Engagements: **433,173**



Total OOH/TV Reach: **55,089,690**



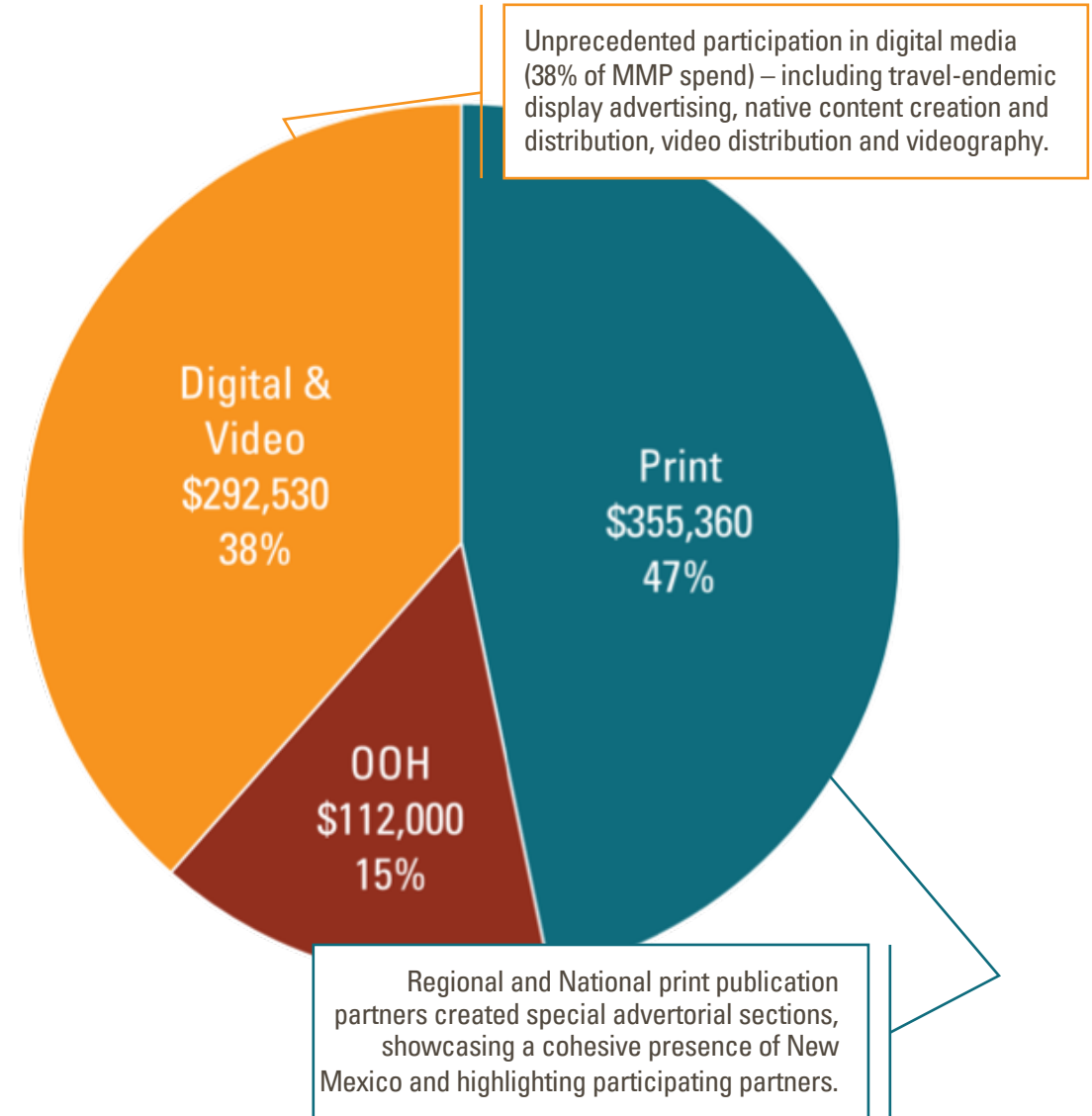
# FY18 MMP OVERALL PARTICIPATION & EXPOSURE

24 PARTNERS

\$379,945 PARTNER CONTRIBUTION WITH 1:1  
MATCHING NMTD AWARDS  
GRAND TOTAL OF  
\$759,890 MMP SPEND

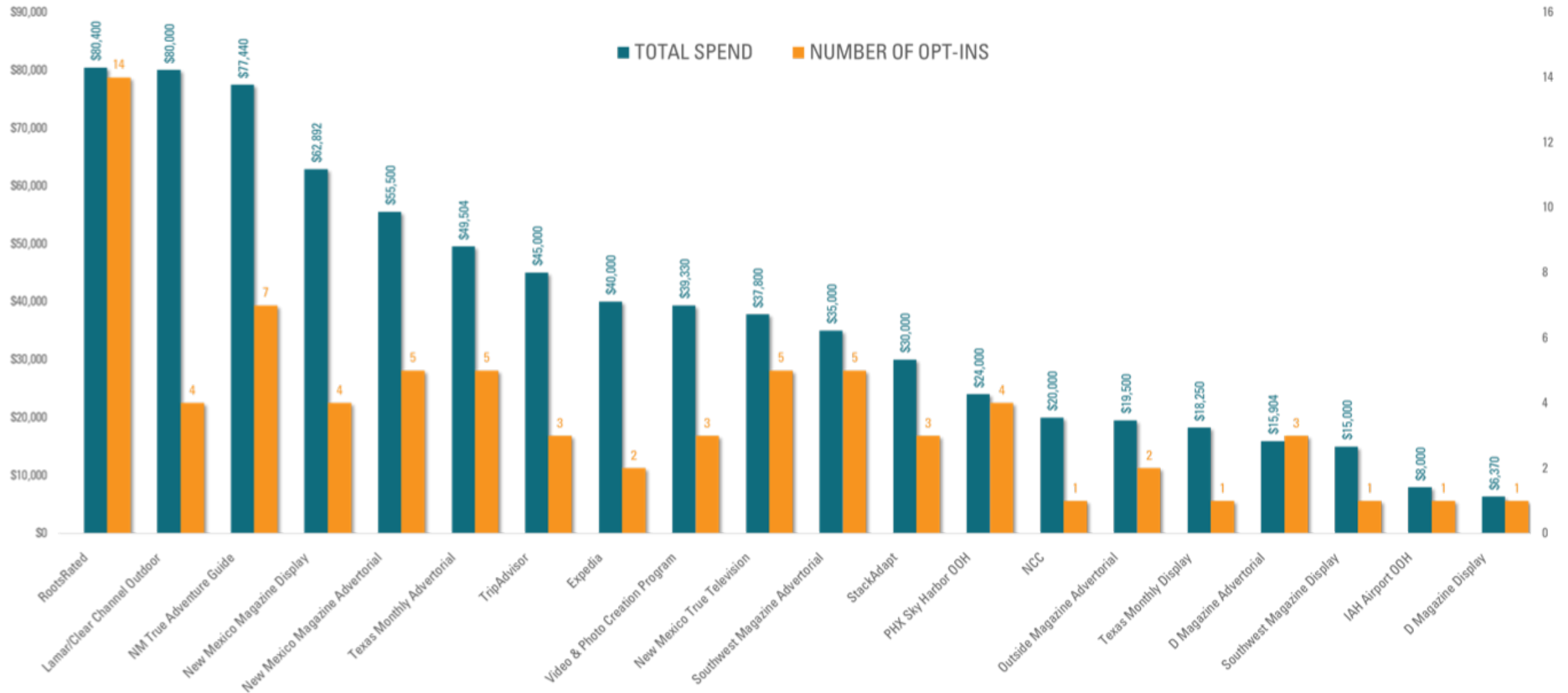
20 DIFFERENT PROGRAMS ACROSS PRINT,  
DIGITAL, VIDEO AND OUT-OF-HOME

74 TOTAL OPT-INS





# FY18 MMP PARTICIPATION BY PROGRAM: SPEND & OPT-INS



Total Spend = Net \$. (Note: Estimate for Gross Market \$ Value would equal total excluding video/photo production + 15%)



# FY18 MMP PARTICIPATION BY PROGRAM – PRINT

## NEW MEXICO MAGAZINE ADVERTORIAL

Eagle Nest  
Española Valley Fiber Arts Center  
Los Alamos  
MainStreet Las Vegas  
Town of Taos

## NEW MEXICO MAGAZINE DISPLAY

Clovis/Curry County and Portales/Roosevelt County  
Silver City Arts & Cultural District  
Spanish Colonial Arts Society

## NEW MEXICO TRUE ADVENTURE GUIDE

Clovis/Curry County and Portales/Roosevelt County  
Elephant Butte  
Grant County  
Los Alamos  
MainStreet Las Vegas  
Sandoval County  
Truth or Consequences

## D MAGAZINE ADVERTORIAL

Santa Fe  
Spanish Colonial Arts Society  
Town of Taos

## D MAGAZINE DISPLAY

Spanish Colonial Arts Society

## OUTSIDE MAGAZINE ADVERTORIAL

Global Running Culture (Santa Fe Thunder)  
Los Alamos

## SOUTHWEST MAGAZINE ADVERTORIAL

Artesia Chamber of Commerce  
Navajo Tourism Department  
Santa Fe  
Spanish Colonial Arts Society

## SOUTHWEST MAGAZINE DISPLAY

Spanish Colonial Arts Society

## TEXAS MONTHLY ADVERTORIAL

Artesia Chamber of Commerce  
Navajo Tourism Department  
Santa Fe  
Spanish Colonial Arts Society

## TEXAS MONTHLY DISPLAY

Spanish Colonial Arts Society



# FY18 MMP PARTICIPATION BY PROGRAM - PRINT

Spanish Market

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Don't miss the annual Winter Spanish Market presented by the Spanish Colonial Arts Society.

Recent exhibits include old maps and documents from the California expedition study by the Spanish nation. Come explore the Hispanic heritage of California, Latin America and Spain. Immerse yourself with traditional arts and share their traditions, and take home a special souvenir to add to a collection or give as a gift. [quadrangle.org](http://quadrangle.org)

## Texas Monthly Display

*¡Aquí somos familia! We are family here.* [TRUE]

From: *Santos*, by Gerardo Grijalva. Photographed by Susan Ouel

The Spanish Colonial Art Symposium  
**THE 67<sup>TH</sup> ANNUAL TRADITIONAL SPANISH MARKET**  
 July 28-29, 2018 on the Historic Santa Fe Plaza

Tel. 505.862.2238 [www.santofeartmarket.com](http://www.santofeartmarket.com)

SPONSORED BY:  
 NEW MEXICO STATE DEPARTMENT OF CULTURAL AFFAIRS  
 nmta [www.nmta.org](http://www.nmta.org)

## D Magazine Advertorial

[illegible]

Southwest  
Magazine  
Advertorial

NEW PAPER SPECIAL ADVERTISING SECTION

Barack Obama  
and Michelle Obama

## A GEM OF THE SOUTHWEST

and more than 100 million people. New Mexico attracts, and those who visit will find great value. New Mexico offers a capital city of colorful people, scenic views, rich history, the outdoors, and great food. The state's largest and most beautiful city is the capital, Santa Fe. Home to 200,000 people, Santa Fe is a beautiful city with a rich history and a vibrant culture.

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Santa Fe is nicknamed "The City

of Fools" because of its reputation for being a place where people go to get away from it all. The city is known for its vibrant culture and its beautiful scenery. The state's largest and most beautiful city is the capital, Santa Fe. Home to 200,000 people, Santa Fe is a beautiful city with a rich history and a vibrant culture. The state's largest and most beautiful city is the capital, Santa Fe. Home to 200,000 people, Santa Fe is a beautiful city with a rich history and a vibrant culture.

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With 200,000 of residents, though, Santa Fe is a town for those who want to live in a small town.

After coming to the city, you will find the best of both worlds. The Santa Fe is a town for those who want to live in a small town. The state's largest and most beautiful city is the capital, Santa Fe. Home to 200,000 people, Santa Fe is a beautiful city with a rich history and a vibrant culture.

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## New Mexico Magazine Display



*Silvestre Hinojosa y Asociados*

**THE BEST TO OUR PEOPLE: [TRU]**

**Silvestre City is  
NEW MEXICO *True***

[silvestrenewmexico.org](http://silvestrenewmexico.org)

**CONTRIBUTOR**

**ADVISORY**

- James Gomez/Universidad del Estado

**SPONSORING**

- Building Smart, Green and Affordable Housing
- Energy Smart Challenge
- City of Albuquerque
- Albuquerque Housing Council
- City of El Paso/Habitat
- United Nations City of El Paso
- City of El Paso/Habitat
- City of El Paso/Habitat

**DISCLAIMER**

- Information reflects the current National and Local Green Building Code and is not intended to be construed as a building code or law.

**NOTIFICATION**

- For more information, please visit the National Green Building Code.

**DISCLAIMER**

- General Planning & Design
- Architectural Design
- Interior Design

# SET YOUR SOUL TO ROAM

From white sands to adobe-dotted streets to aspen-covered peaks, this is a place where spicy enchiladas sate the appetite and native cultures feed the soul. It's, in a word, enchanting. It's New Mexico.

**By Ben Marshall**

PHOTO: JEFFREY M. HARRIS

Southwest  
Magazine  
Advertorial

[illegible][illegible]

Rio Grande

This is city life. [TRUE]

Sandoval County is  
NEW MEXICO *True*

[seemoreofnm.com](http://seemoreofnm.com)

## New Mexico True Adventure Guide

[illegible]

New Mexico  
Magazine  
Advertorial

[illegible][illegible]

# FY18 MMP PARTICIPATION BY PROGRAM – DIGITAL & VIDEO

## **RootsRated Media** ROOTSRATED NATIVE CONTENT CREATION & DISTRIBUTION

Eagle Nest  
Espanola Valley Fiber Arts Center  
Grant County  
Indian Pueblo Cultural Center  
Los Alamos  
New Mexico Bed & Breakfast Association  
Wildlife West Nature Park  
New Mexico Wine  
Sandoval County  
Silver City Arts & Cultural District  
Taos Ski Valley Chamber of Commerce  
Town of Taos  
Truth or Consequences

## **StackAdapt** STACKADAPT NATIVE CONTENT & VIDEO DISTRIBUTION

Indian Pueblo Cultural Center  
Los Alamos  
New Mexico Wine

## **NCC media** NCC VIDEO DISTRIBUTION

Los Alamos

## **Expedia** EXPEDIA TRAVEL ENDEMIC DISPLAY ADVERTISING

Spanish Colonial Arts Society  
Town of Taos

## **tripadvisor** TRIPADVISOR TRAVEL ENDEMIC DISPLAY ADVERTISING

Elephant Butte  
Indian Pueblo Cultural Center  
Silver City Arts & Cultural District)

## **NEW MEXICO true TELEVISION** NEW MEXICO TRUE TELEVISION

Elephant Butte  
Farmington  
Wildlife West Nature Park  
Sandoval County  
Santa Rosa

## **BILL STENGEL PHOTOGRAPHY** CUSTOM VIDEOGRAPHY

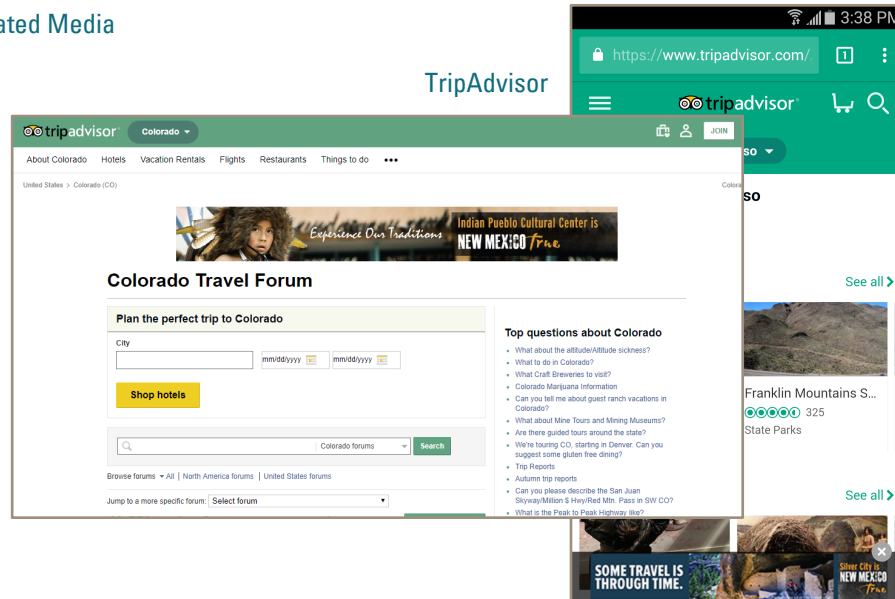
Eagle Nest  
New Mexico Wine  
Town of Taos



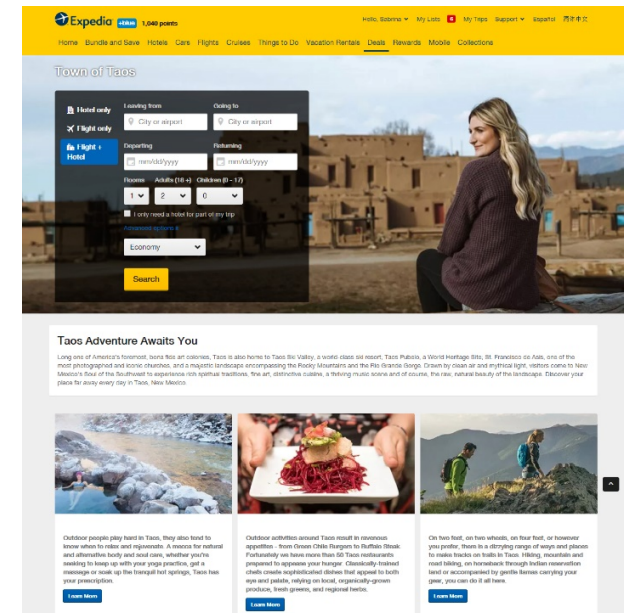
# FY18 MMP PARTICIPATION BY PROGRAM – DIGITAL & VIDEO



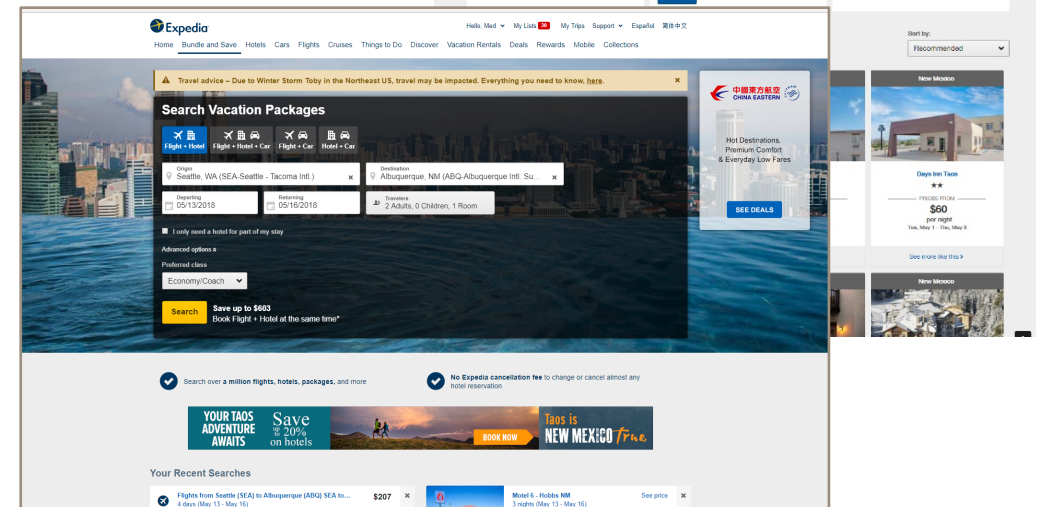
RootsRated Media



Expedia



New Mexico True Television





# FY18 MMP PARTICIPATION BY PROGRAM - OUT-OF-HOME/AIRPORT



## CLEAR CHANNEL AND LAMAR NEW MEXICO/EL PASO BILLBOARDS

MainStreet Las Vegas  
New Mexico Wine  
Spanish Colonial Arts Society  
Taos Lilac Festival

Clear Channel and Lamar Outdoor



## PHEONIX SKY HARBOR AIRPORT DIGITAL DISPLAYS

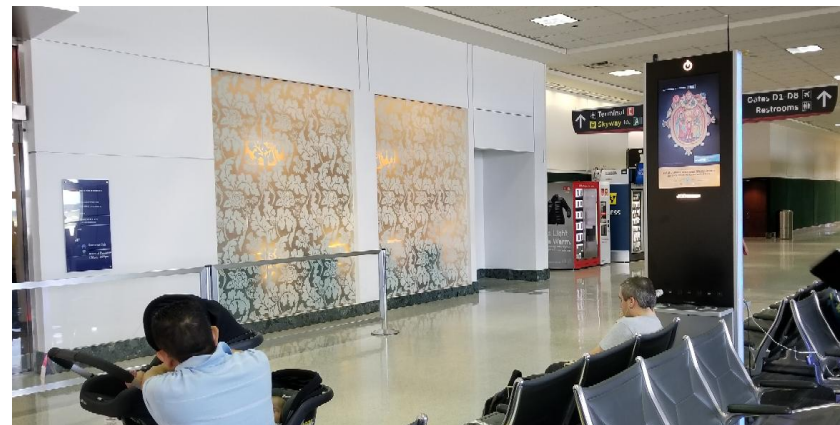
Artesia Chamber of Commerce  
Grant County  
Silver City Arts & Cultural District  
Spanish Colonial Arts Society



## INTERCONTINENTAL HOUSTON AIRPORT DIGITAL DISPLAYS

Spanish Colonial Arts Society

Phoenix Sky Harbor



Houston Airport



# FY18 PROGRAM ACCOLADES & FUTURE PROGRAM EVOLUTION

## NATIONAL RECOGNITION



**2018 MERCURY AWARD  
"BEST CO-OP MARKETING PROGRAM"**

## INDUSTRY APPRECIATION

*"Thanks for making the process  
so streamlined and easy."*

- Chamber Exec Director, MMP partner

*"It's always a pleasure  
working with you guys!"*

- Chamber Director, MMP partner

*"Thank you for the guidance  
and prompt approvals of the  
revised ads!"*

- Creative resource, Flex partner

*"...we are lucky to work  
with you!"*

- Non-profit event, Flex partner

## FY19 IMPROVEMENTS



EARLIER LAUNCH FOR  
FULL YEAR IMPACT



ALL NEW  
APPLICATION  
PLATFORM



MMP REFRESH



NEW CREATIVE  
PRODUCTION  
OPTIONS