

FY19 CoOp Program Architecture

	MEDIA MENU PROGRAM (MMP)	FLEX GRANTS
Eligible Entities	Tourism-related NM non-profits + tribal and local governments (Private entities may collaborate and contribute no more than 50% of eligible entity's CoOp investment)	
Application	One simplified application for MMP + Flex via "Survey Monkey Apply" at NMTourism.SMApply.io	
Application Due Date	April 9, 2018	
NMTD Funding Priority (subject to awards & available funds)	#1 No maximum award per partner	#2 Average Flex grant amount = \$5,000
Funding Process	<ul style="list-style-type: none"> ✓ Partner pays <u>only partner portion</u> of MMP media cost (directly to NMTD or through partner's ad agency, if applicable) ✓ Payments due 7/9/18 for Fall/Winter programs and 12/10/18 for Spring/Summer programs ✓ NMTD pays vendors 	<ul style="list-style-type: none"> ✓ Partner fronts <u>100% of cost</u> to vendors ✓ NMTD reimburses awarded flex funds to partner after Reimbursement Request received with proof of placement, proof of payment, proof of NMTD creative approval, and required reporting
Execution Process	NMTD CoOp Team provides: <ul style="list-style-type: none"> ✓ Vendor negotiations ✓ 1:1 media planning consult with partners (& ad agency, if applicable) ✓ Custom production timelines & instructions ✓ Insertion orders ✓ Creative trafficking to media vendors ✓ Proof of placement ✓ Reporting 	Partner handles: <ul style="list-style-type: none"> ✓ Vendor negotiations ✓ Insertion orders ✓ Vendor payments ✓ Creative trafficking to media vendors ✓ Proof of placement ✓ Reporting
Brand Standards	<ul style="list-style-type: none"> ✓ All creative must meet New Mexico True brand standards as detailed on the Ad Builder Toolkit at media.nmtourism.org ✓ Any website url listed in CoOp advertising must feature the entity's custom, "X is New Mexico True" logo above the fold ✓ All creative must be submitted via an Ad Creative Execution (ACE) Form at media.nmtourism.org (on time, per timeline) and approved by NMTD prior to trafficking 	

FY19 CoOp Parameters – Eligible & Ineligible Expenses

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WHAT'S IN (Eligible)	<ul style="list-style-type: none"> ✓ Comprehensive media menu options designed to meet a range of objectives and budgets, including: <ul style="list-style-type: none"> • DIGITAL • VIDEO & NATIVE CONTENT CREATION & DISTRIBUTION • OUT-OF-HOME / AIRPORT • PRINT (Display and advertorial) ✓ Creative production options, including: <ul style="list-style-type: none"> • Video production packages • Still photography packages • Ad design credits (to be applied towards production of static ad creative by qualified ad agency/creative resource for select MMP options) ✓ Ad agency commission on partner portion of media cost, when a qualified* agency leads media planning and buys MMP media directly from NMTD on CoOp partner's behalf 	<ul style="list-style-type: none"> ✓ Media placement with vendors not included in MMP program (Print, Online/Digital, Outdoor, TV/Broadcast, and Radio) ✓ Website development & enhancement (site must meet New Mexico True brand guidelines) ✓ Website Search Engine Optimization (SEO) ✓ Tradeshow exhibit fees and booth rentals – must incorporate New Mexico True
WHAT'S OUT (Ineligible)	<ul style="list-style-type: none"> ✓ Programs not offered explicitly on MMP menu ✓ Ad agency commissions and fees for non-qualifying agencies ✓ Creative production beyond specific MMP production package options and Ad Design credits 	<ul style="list-style-type: none"> ✓ Media vendors on MMP menu ✓ Agency commissions and fees ✓ NM Gross Receipts Tax (GRT) ✓ Video/photo creative production ✓ Other ad production and ad design fees ✓ Printed collateral materials (brochures, maps, guides, and distribution) ✓ Fulfillment costs (printing and mailing of collateral, including guides, directories, and direct mail campaigns) ✓ Public relations/media communications/FAM tours (media events) ✓ Strategic planning and research ✓ Promotional items & office supplies ✓ Product development ✓ Tradeshow registration fees (costs to attend) ✓ Items for resale ✓ Lobbying ✓ Educational conferences, advocacy programs and membership dues ✓ Travel expenses, food, and alcoholic beverages ✓ Purchases or rentals of equipment and supplies ✓ Employee salaries, personnel costs ✓ Infrastructure, including construction of facilities or modification of eligible historic structures

*Qualifying ad agency = Located in NM and with representative on 3/1/18 Mandatory CoOp Webinar in real time.