



**Thank you for your participation in New Mexico True Certified!**

The following questions will ask about how you use the NM True Certified (NMTC) logo, its impact and your investment. The information will be used to improve the program and will only be shared in aggregate. We hope you will credit yourself for all you've done to further awareness of products 100% Made and Grown in New Mexico. We appreciate all you do and will continue to offer mutually beneficial opportunities that build a valuable program. Thank you in advance for taking time from your busy schedule to answer the following questions.

**Please return this report by January 31 with values from the previous calendar year.**

**In the last calendar year, where have you used the NMTC logo online? Estimate impressions and investment.**

DIGITAL	Location	Annual Impressions <i>(i.e. hits, followers)</i>	Annual Investment <i>(enter total amount per line item to incorporate the mark in each digital advertising effort)</i>
	Company website		
	Social media (Facebook, Twitter, Instagram...)		
	Blog(s)		
	Paid advertising (banners, sidebars, etc.)		
	E-commerce (Amazon, Etsy, etc.)		
	E-mail auto-signature		
	Other (please specify):		
Sub-total all digital impressions/investments:			0 \$0

**In the last calendar year, have you used the logo at point-of-sale locations? Estimate impressions/investment.**

PRODUCTS / POS	Location	Annual Impressions <i>(i.e. customers, pedestrians, motorists)</i>	Annual Investment <i>(enter total amount per line item to incorporate the mark in each on-site area)</i>
	Products and packaging (labels, stickers, hang-tags, bags, boxes, tape, etc.)		
	Signage Point-of-Sale/POS		
	Posters, banners, etc.		
	Window stickers or clings		
	Other (please specify):		

PI

Sub-total all Products/POS impressions/investments:

0

\$0

**In the last calendar year where else have you used the NMTC logo Estimate impressions and investment.**

**OTHER USE**

Location	Annual Impressions <i>(i.e. readers, attendees, passers-by)</i>	Annual Investment <i>(enter total amount per line item to incorporate the mark in every other area)</i>
Brochures/Marketing materials		
Print advertising		
Billboards		
PR or earned media		
Trade show/festival booths		
Business cards		
Other (please specify):		
<b>Sub-total all Other impressions/investments:</b>	<b>0</b>	<b>\$0</b>

**Share your ideas for how we can make NM True Certified even better.**

**SHARE**

**ABOUT YOU**

<b>Your Full Name:</b>		
<b>Organization Name:</b>		
<b>Phone:</b>		
<b>Email:</b>		
<b>Number of Months as NMTC Partner:</b>		
<b>Total All Investments:</b>	<b>0</b>	<b>\$0</b>

**Contact me with any questions, concerns or ideas for how we can improve.**

Andrea M. Lawrence, CTP, CTIS  
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**Thank you for your time and participation!**

**Report due January 31**