

NEW MEXICO *True*

WELCOME TO THE WEBINAR

Webinar Logistical Notes

- Participation in this webinar is a MANDATORY prerequisite for Co-Op application
- **IMPORTANT:** A representative must be logged in to the GoTo Meeting platform to VIEW this presentation on a device for your attendance to be recorded (just dialing in via phone to hear the audio only will not meet the requirement)
- The entire Webinar presentation will be available for download at [NMTrueCoOp.org]
- For efficiency's sake and due to the number of participants, we will not be taking live questions. All participants but the presenter will be automatically muted.
- Submit your question to CoOp.Marketing@state.nm.us by EOD tomorrow, April 10th
- Answers to emailed questions will be posted by EOD Thursday, April 11th on [NMTrueCoOp.org]

Independent, 3rd Party Assessment

- WHAT: First comprehensive assessment of its kind
- WHY: To create opportunities for communities, nonprofits, and tribal governments to leverage the success of NM True brand as a way to grow their tourism economies.
- HOW:
 - Improve the program
 - Foster stronger partnerships
 - Provide even greater return on investment
 - Extend media buying power
 - Maintain brand integrity
- NEXT: Focus on 4 key areas...

AREAS OF IMPROVEMENT



IMPROVING COMMUNICATION

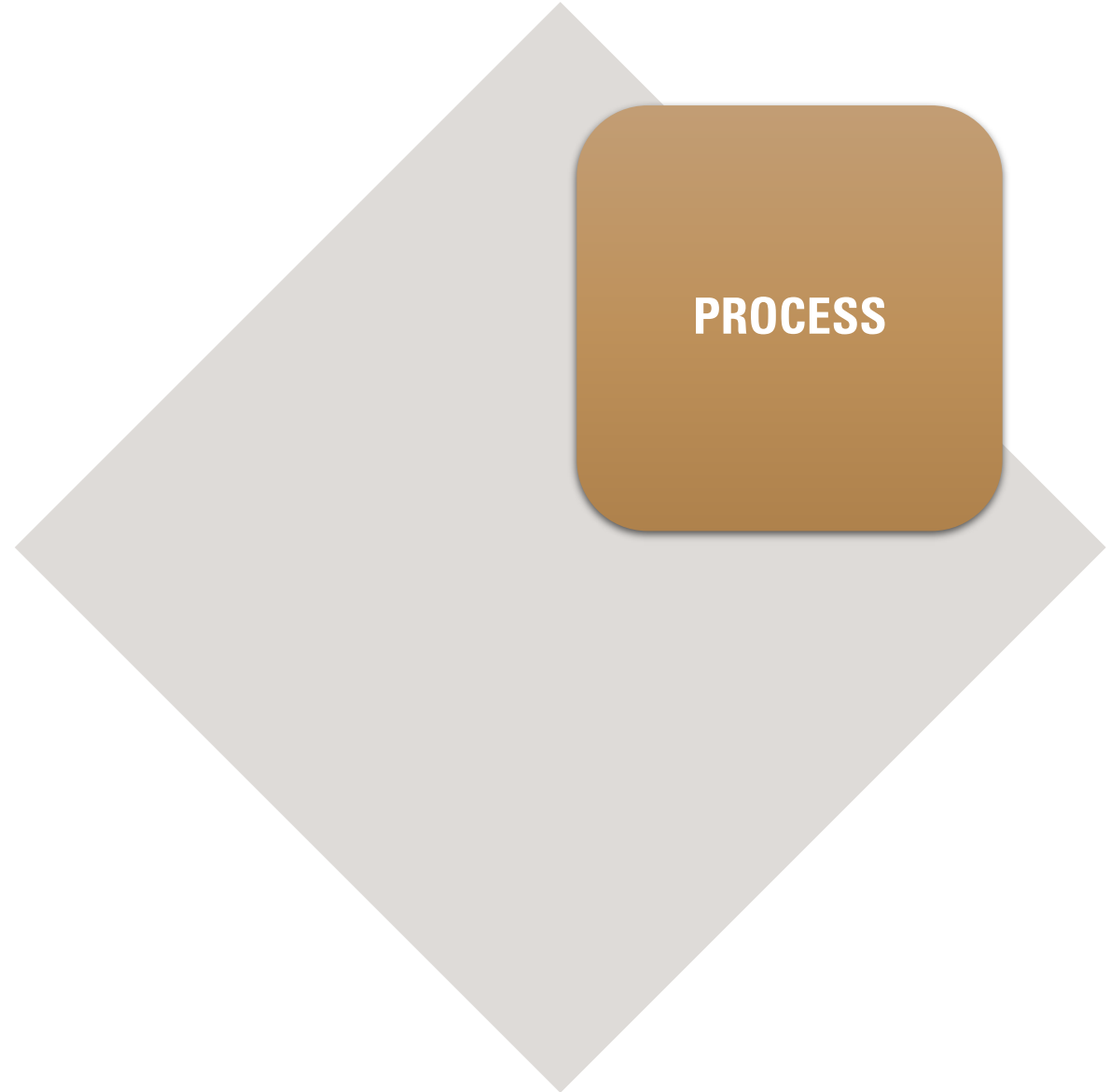
- Community Conversations
- Points of Contact
- Technical Assistance



COMMUNICATION

IMPROVING PROCESS

- Simplified application
- Fewer steps
- More support
- More accessible tools & resources



IMPROVING MEDIA OPTIONS

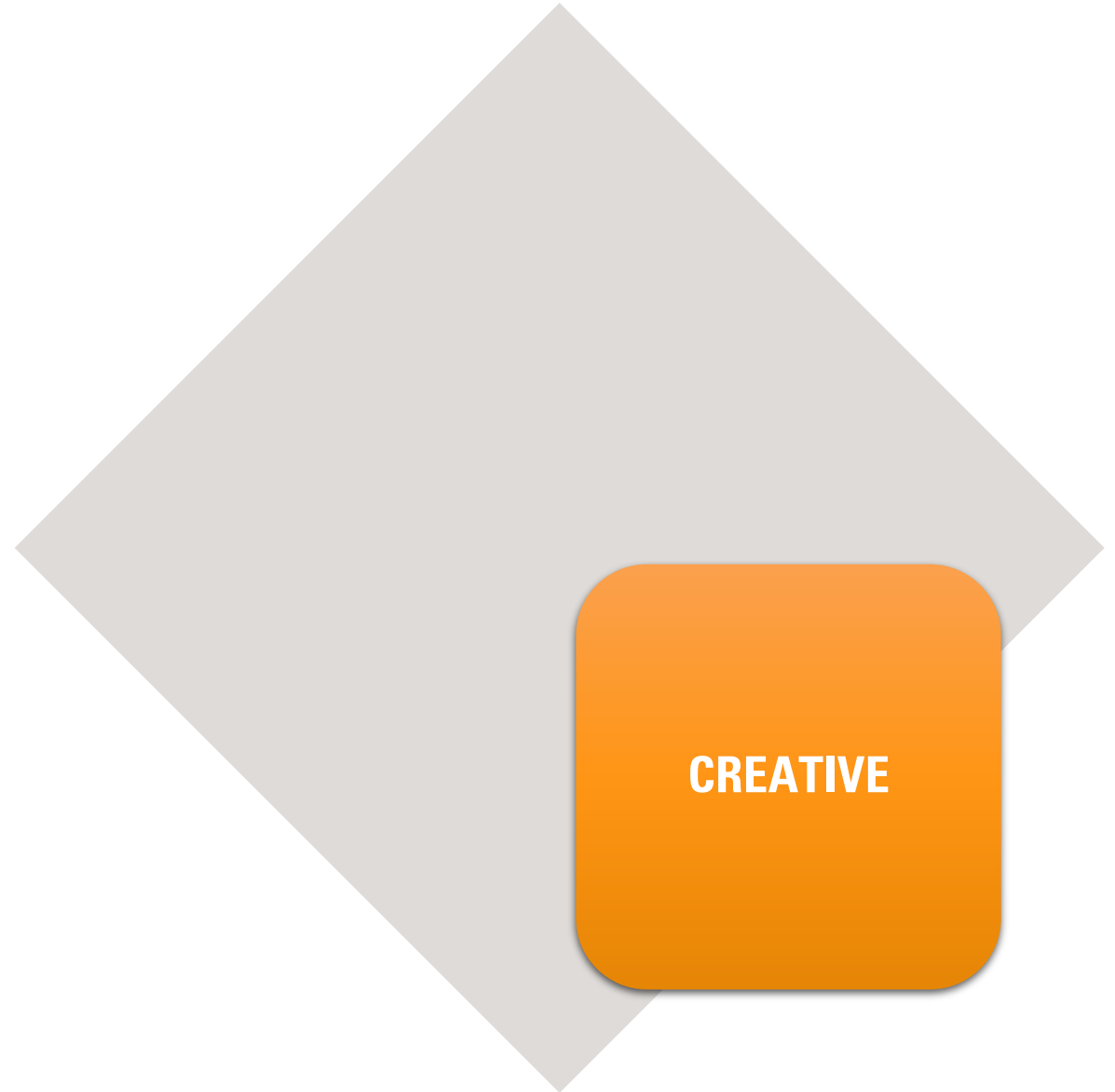
- Streamlined Media Menu Plan and Opt-in Workbook
- Made Flex more flexible



MEDIA OPTIONS

IMPROVING CREATIVE REQUIREMENTS

- Research based decisions
- Brand Evolution



**Committed
to your success!**



Full independent Assessment Report will be available at [NMTrueCoOp.org]

NMTD COOPERATIVE ADVERTISING PROGRAM

FY20 Program Launch
April 9, 2019



NEW MEXICO *True*

WEBINAR CONTENT

FY20 CoOp Overview & Improvements

Flex Grant Program

Media Menu Program (MMP)

Application to Awards: Steps for Success

Awards to Execution: What to Expect

NMTD CoOp Program-at-a-Glance

2 PROGRAMS

FLEX (FLEX GRANTS)



- Traditional grant program with initiatives proposed by partner on application
- Awarded Partners are reimbursed with a 1:1 match of NMTD \$ after program execution
- Partner responsible for program development & negotiation, execution, trafficking of creative, and performance reporting

MMP (MEDIA MENU PROGRAM)



- Set menu of media programs and production options at negotiated rates
- Awarded Partners' funds are matched 1:1 with NMTD \$ prior to program execution
- NMTD CoOp Team responsible for program development & negotiation, execution, trafficking of creative, and performance reporting on Partners' behalf

1 INTENTION

Help your community thrive through TOURISM!

NMTD CoOp Program Goals

- Leverage NMTD funding with industry partner funds for *greater media buying power* of all parties involved
- Provide 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

We heard you!
Our Commitment to You: SERVE & SIMPLIFY

Our Commitment to You



SERVE & SIMPLIFY



Focused points of communication

More ways to get support

Flex grants more flexible

Straightforward application

Streamlined media menu

Automatic Ad Design credits

Set up to SERVE you

Focused Points of Communication

One Stop Online Resource for all your CoOp info: [NMTrueCoOp.org]

Dedicated Contacts Committed to YOUR Success

- Andrea Lawrence, Program Manager (primary NMTD point of contact) andrea.lawrence@state.nm.us
- Brandy Velarde, Financial Specialist (Flex grant reimbursements) brandy.velarde@state.nm.us
- Katie Olivey, Brand Strategist (brand creative & ad approvals + video/photo production program) Strategy@NMTrueCoOp.org
- Sabrina Wilson, Ad Operations & Analytics (MMP program execution & reporting) MediaOps@NMTrueCoOp.org
- NEW!! Erika Yocom, CoOp Concierge (technical assistance with Opt-In workbook) Concierge@NMTrueCoOp.org



ANDREA LAWRENCE

505-795-0108



BRANDY VELARDE

505-500-7890



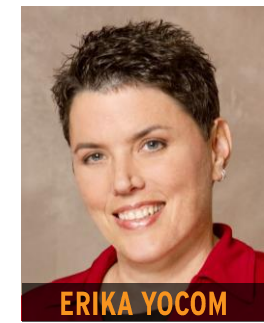
KATIE OLIVEY

214-850-3370



SABRINA WILSON

619-718-1052



ERIKA YOCOM

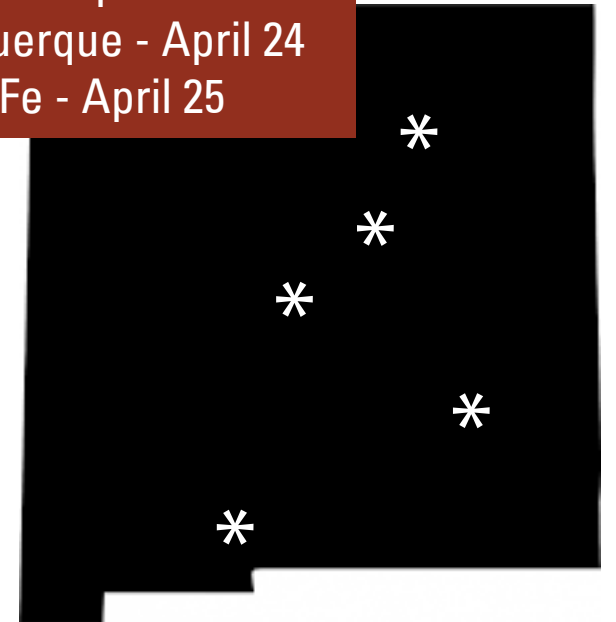
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Set up to SERVE you

More ways to get support

- ✓ "CoOp Community Conversation" sessions: coming to a location near you
- ✓ Media planning consult appointments in-person at Governor's Conference or via phone/screen share (for those not attending Gov Conf)
- ✓ "CoOp Concierge" appointments available for help with Opt-In Workbook at Governor's Conference and via phone/screen share

Taos - April 18
Las Cruces - April 23
Roswell - April 24
Albuquerque - April 24
Santa Fe - April 25



See schedules and make your appointments at
[\[NMTrueCoOp.org\]](https://NMTrueCoOp.org)

Set up to SERVE you

Flex grants are now more flexible!

To better meet your needs, the following are now eligible for Flex grant awards:

- ✓ ANY media placement or in-market timing not specifically offered in the MMP program
- ✓ Any media vendor of your choice, including MMP vendors
- ✓ Out-of-Home billboards (so you can work directly with your local media reps to secure your preferred inventory)



Our Commitment to You



SERVE

&

SIMPLIFY



Focused points of communication

More ways to get support

Flex grants more flexible

Straightforward application

Streamlined media menu

Automatic Ad Design credits

Committed to SIMPLIFY

Straightforward Application

- ✓ One application stage only (in SM Apply)
- ✓ No longer required to start your application to see MMP program detail & pricing
- ✓ More User Friendly Opt-In Workbook to make your MMP and Flex grant requests
- ✓ Opt-In Workbook now available for immediate download and review at [NMTrueCoOp.org]



Need technical assistance? [Make an appointment](#) with our CoOp Concierge!

Committed to SIMPLIFY

Streamlined MMP Menu

- ✓ Eliminated overly-complex programs
- ✓ Optimized choices based on your feedback
- ✓ Cost of each media option public from Day 1 of Program launch
- ✓ All programs have 1:1 NMTD match



Committed to SIMPLIFY

Easy & Automatic Ad Design Credits

- ✓ NMTD \$ to offset creative design for eligible MMP selections will be automatically applied for partners using ANY in-state creative resource
- ✓ No need for ad agencies/creative resources to gain “Qualified” status



FY20 Improvement Summary



SERVE & SIMPLIFY



Focused points of communication

More ways to get support

Flex grants more flexible

Straightforward application

Streamlined media menu

Automatic Ad Design credits

**We welcome your continued partnership and feedback
as we continue to evolve to better meet your needs.**

WEBINAR CONTENT

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Application to Awards: Steps for Success

Awards to Execution: What to Expect

FY20 Program Architecture - FLEX Grants



Eligible Entities	Tourism-related IRS 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 [SM Apply]
Support Available	Local "Community Convo" Sessions + "CoOp Concierge" + Media Planning Consults [schedule here]
Application Due Date	May 6, 2019
NMTD Funding	No maximum award per partner*
Funding Process	<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. Reporting Required.
Execution Process	<p>Partner handles:</p> <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 Content Execution (ACE) Form at media.nmtourism.org (on time, per timeline) and approved by NMTD prior to trafficking

*subject to available funds

FY20 Eligible & Ineligible Expenses - FLEX Grants



WHAT'S IN (Eligible)

- ✓ Any media placement or in-market timing not specifically offered in the MMP menu
- ✓ Any media vendor of partner's choice, including MMP vendors
- ✓ Out of Home / Billboards
- ✓ Website development & enhancement (site must meet New Mexico True brand guidelines)
- ✓ Website Search Engine Optimization (SEO)
- ✓ Tradeshow exhibit fees and booth rentals – signage must incorporate New Mexico True

WHAT'S OUT (Ineligible)

- | | |
|--|---|
| <ul style="list-style-type: none"> ✓ Agency commissions and fees ✓ NM Gross Receipts Tax (GRT) ✓ Creative production and ad design fees ✓ Printed collateral (brochures, maps, guides, and distribution) ✓ Fulfillment costs (printing and mailing of collateral, including guides, directories, and direct mail campaigns) ✓ Earned Media/PR, including press releases, FAM tours (media events) and social media influencer trips ✓ Strategic planning and research ✓ Promotional items, office supplies, and items for resale | <ul style="list-style-type: none"> ✓ Product development ✓ Lobbying ✓ Registration fees for educational conferences, trade shows, and advocacy programs ✓ Subscriptions 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 |
|--|---|

FY20 Execution Roles - FLEX Grants

NMTD CoOp Team

- Facilitate reimbursement request process
- Issue reimbursements per Flex award, once proof of placement and proof of payment is received



Flex Partner

- Negotiate programs with media vendors. (estimate must be uploaded to CoOp application)
- Develop production time lines with vendors.
- Manage production process and secure NMTD creative approval.
- Deliver all assets and traffic all ads to vendors.
- Confirm programs are live.
- Track and optimize live media as needed.
- Handle media vendor payments.
- Collect proof of placement and all vendor reporting.
- Complete required reporting to NMTD.
- Complete Flex reimbursement request by June 15, 2020.
- Process NMTD reimbursement.

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Application Due Date	May 6, 2019
NMTD Funding	No maximum award per partner*
Funding Process	<ul style="list-style-type: none"> ✓ Partner pays only Partner portion of MMP media cost (directly to NMTD or through partner's ad agency, if applicable) ✓ Payments due 7/10/19 for Fall/Winter programs and 12/10/19 for Spring/Summer programs ✓ NMTD pays vendors
Execution Process	<p>NMTD CoOp Team provides:</p> <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
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 Content Execution (ACE) Form at media.nmtourism.org (on time, per timeline) and approved by NMTD prior to trafficking

*subject to available funds

FY20 Eligible & Ineligible Expenses - MMP



WHAT'S IN (Eligible)

✓ Comprehensive menu options designed to meet a range of objectives and budgets, including:

- DIGITAL (*including new Google DMO program*)
- VIDEO AND NATIVE CONTENT CREATION & DISTRIBUTION
- AIRPORT OOH
- PRINT (Display and advertorial)

✓ Creative production, including:

- Video & still photography production packages
- Ad design credits (to be applied towards production of static ad creative *by ANY in-state ad agency/creative resource of partners' choice*)

✓ Ad agency commission on partner portion of media cost*, when agency leads media planning and buys MMP media directly from NMTD on partner's behalf

WHAT'S OUT (Ineligible)

✓ Any media and creative production initiatives not on MMP menu

*MMP creative production and the Google DMO Local Guides programs are services NOT eligible for ad agency media commission.

MMP Execution Roles

NMTD CoOp Team

- Handle media vendor Insertion Orders, Purchase Orders, and Payments.
- Supply useful tools that provide all production specs and requirements in a practical format.
- Negotiate all production time lines with vendors.
- Deliver all assets and trafficking all ads to vendors.
- Manage production process on a daily basis.
- Facilitate the approval routing process.
- Provide launch communications so you know programs are live.
- Track and optimize live media as needed.
- Collect all vendor reporting and provide comprehensive summaries.



MMP Partner

- Partner Payments to NMTD on time
- Assets/Creative delivered on time and to spec.
- Timely response on reviews and approvals.
- End of year tracking & impact report with additional local data to complement MMP vendor reporting

FY20 CoOp Program Key Dates



April 9

APPLICATION OPEN



May 6

APPLICATION DUE



June 17

MMP PRODUCTION CALENDARS
& INSTRUCTIONS PROVIDED



July 10

MMP PARTNER PAYMENT
DUE TO NMTD
Fall/Winter Programs



June 15, 2020

FLEX REIMBURSEMENT
REQUESTS & REPORTING DUE



Month of April

CoOp COMMUNITY CONVO SESSIONS
MEDIA CONSULT APPOINTMENTS
CoOp CONCIERGE APPOINTMENTS



May 24 - June 14

REVIEW AWARD
SIGN & RETURN NMTD AGREEMENT

JULY 16

EXECUTE WITH EXCELLENCE
WEBINAR



December 10

MMP PARTNER PAYMENT
DUE TO NMTD
Spring/Summer Programs



Media options designed to move travelers down the trip planning funnel

Media Menu Tactic

Airport Out-of-Home
New Mexico Magazine Display
Albuquerque The Magazine
Texas Monthly
Video Distribution
Airport WiFi Digital Sponsorship

Digital Display Programmatic
Google DMO Program
Digital Radio
Custom Email
TripAdvisor
New Mexico True Adventure Guide
Article Distribution

Key Performance Indicators (KPI)

Reach
Video Completion
Engagement

Clicks
Content Views
Open Rate
Page Views
Content Engagement

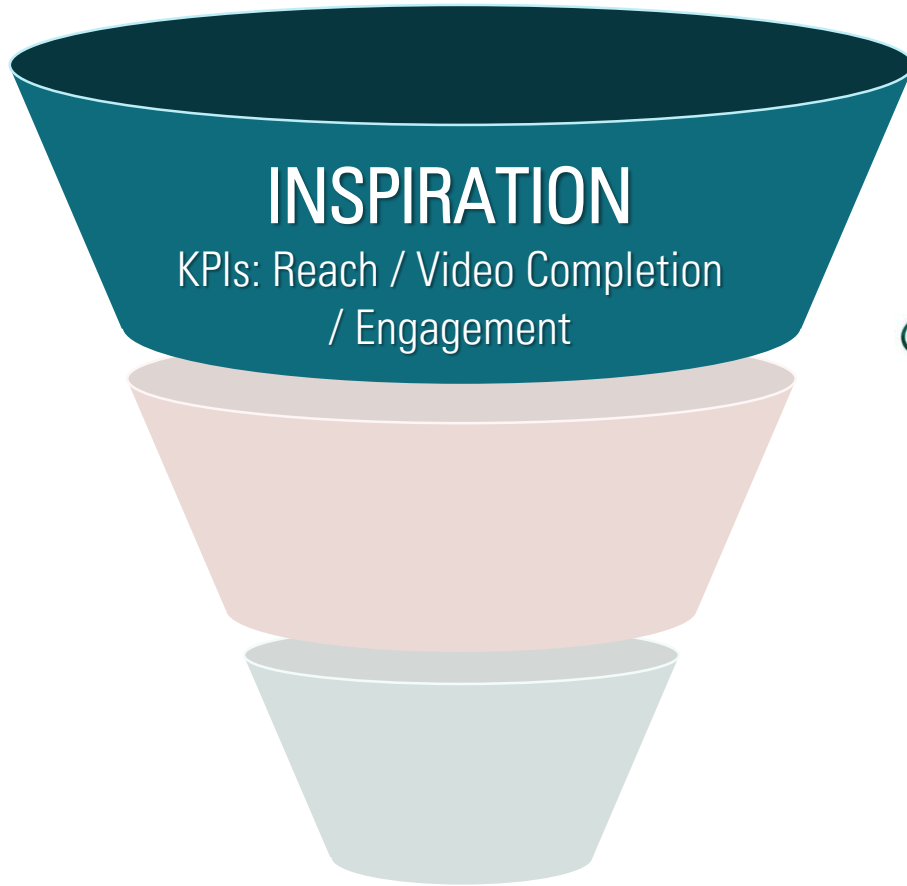
INSPIRATION
Create Awareness

CONSIDERATION
Drive Action

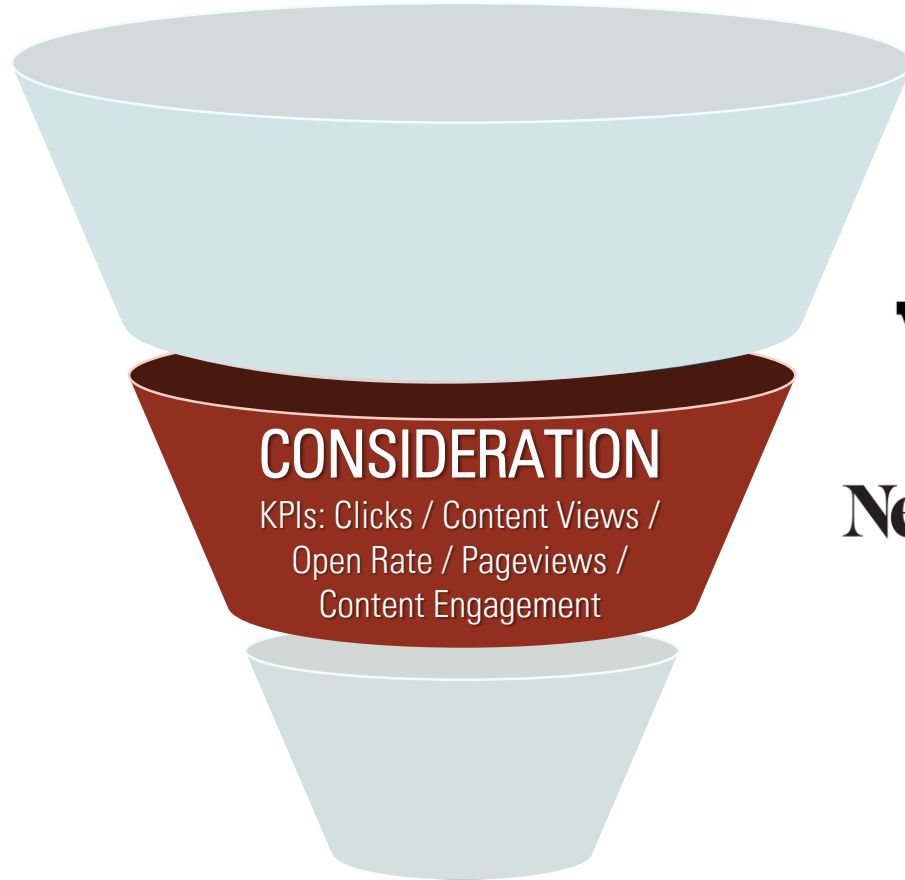
CONVERSION
Secure Booking

Upper and middle funnel tactics
"fill the funnel" with consumers
that show intent to travel and drive them
towards booking at your destination.

Options to INSPIRE include print, video, digital, and out-of-home



Options to drive CONSIDERATION include digital, radio & social media



VIAANTTM

miles
PARTNERSHIP

pandora[®]

eTarget[®]
media.com

New Mexico
MAGAZINE

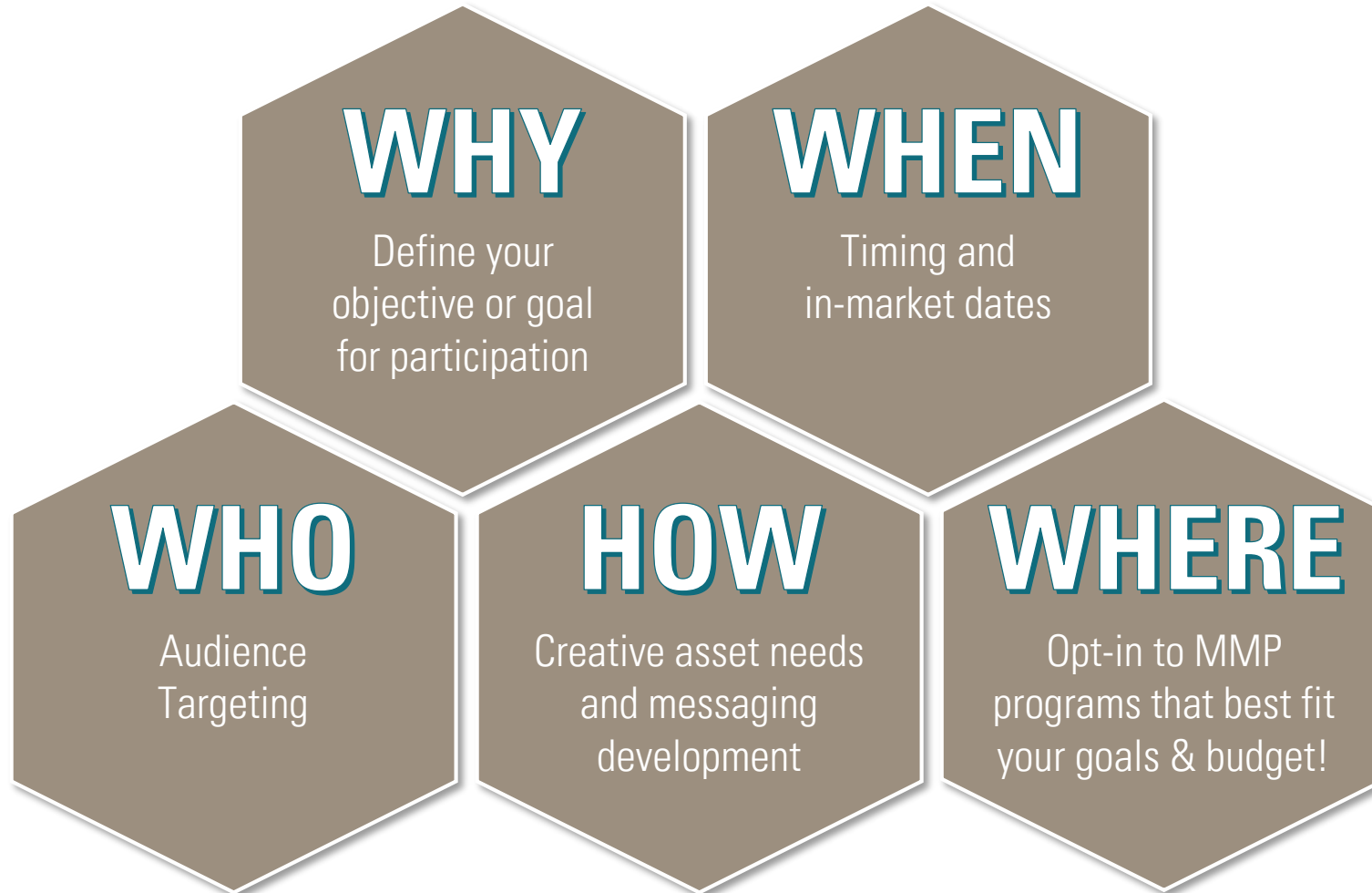

tripadvisor[®]

facebook

StackAdapt

PLANNING IN ACTION

A framework to help you build strategy and define media plans.



PLANNING IN ACTION - Mapping the framework to the funnel and menu

SCENARIO ONE:

Budget: \$40,000

WHY: Drive INSPIRATION by increasing awareness for my lesser known destination.

WHEN: Fall/Winter

WHO: Targeting In-State Visitors, and Drive Markets

HOW: Visuals and messaging designed to tell a story and leverage New Mexico True branding.

WHERE:	PARTNER COST
Airport OOH (ABQ & ELP)	\$6,602
New Mexico Magazine Advertorial	\$4,140
New Mexico True Adventure Guide	\$4,770
Albuquerque The Magazine – Special Travel Section	\$1,366
Texas Monthly – New Mexico Travel Section	\$5,218
Boingo WiFi Sponsorship	\$6,613
Video Production	\$4,089
Video Distribution	\$6,613
TOTAL	\$39,411



PLANNING IN ACTION - Mapping the framework to the funnel and menu

SCENARIO TWO:

Budget: \$20,000

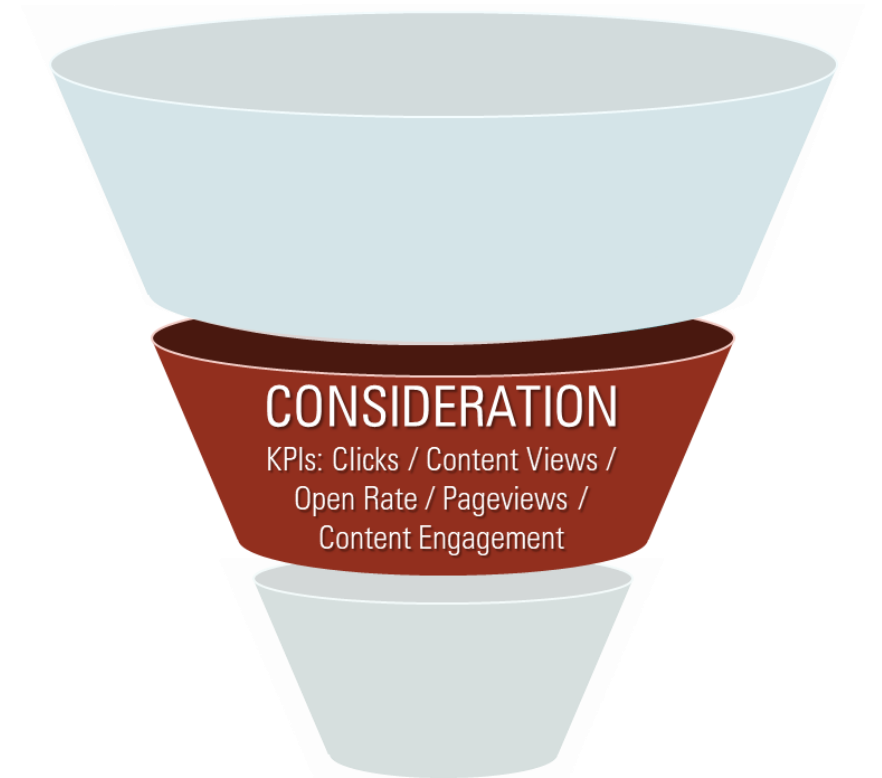
WHY: Put my destination in the CONSIDERATION set of potential New Mexico travelers.

WHEN: Spring/Early Summer

WHO: Targeting In-State Visitors, and Drive Market (shown some intent / interest in NM Travel)

HOW: New Mexico True visuals and messaging, as well as custom-created content, that will drive Travelers further down the funnel toward choosing your destination.

WHERE:	PARTNER COST
TripAdvisor	\$5,750
Google DMO Local Guides Program	\$6,000
Article Creation (2x)	\$1,500
Article Distribution – Social (2x)	\$2,300
Custom Email	\$3,306
Albuquerque The Magazine – Special Travel Section	\$841
TOTAL	\$19,697



PLANNING IN ACTION - Mapping the framework to the funnel and menu

SCENARIO THREE:

Budget: \$10,000

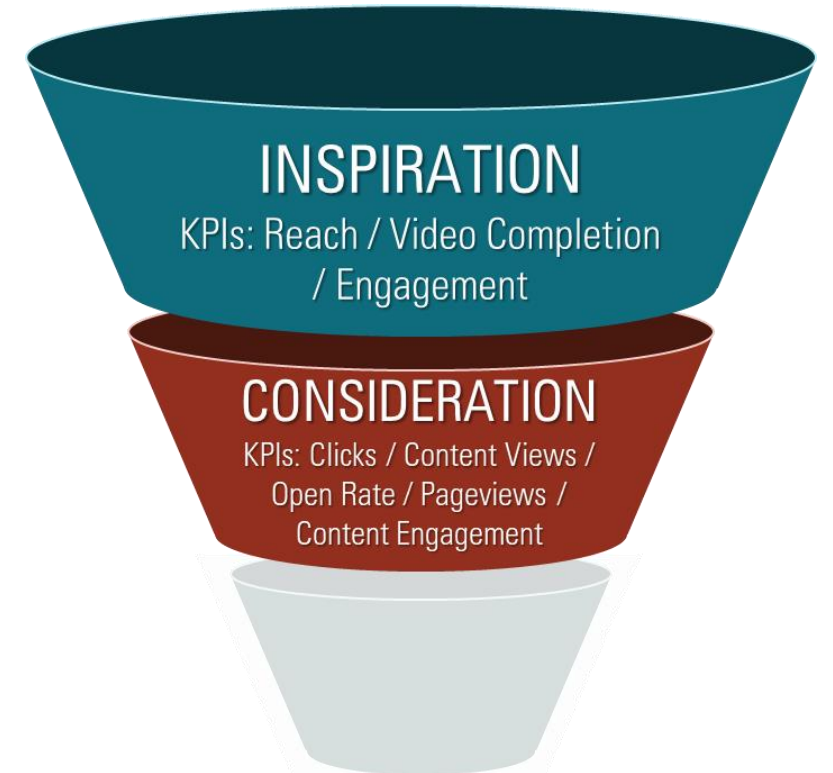
WHY: INSPIRE audiences by building awareness for events and exhibitions and drive action to get them to CONSIDER attendance or visitation.

WHEN: Based on event or exhibition timing

WHO: Target In-State or Drive Market

HOW: Engaging audio and email content that also highlights a call-to-action.

WHERE:	PARTNER COST
Pandora Radio	\$6,613
Custom Email	\$3,306
TOTAL	\$9,919



PLANNING IN ACTION - Mapping the framework to the funnel and menu

SCENARIO FOUR:

Budget: \$8,000

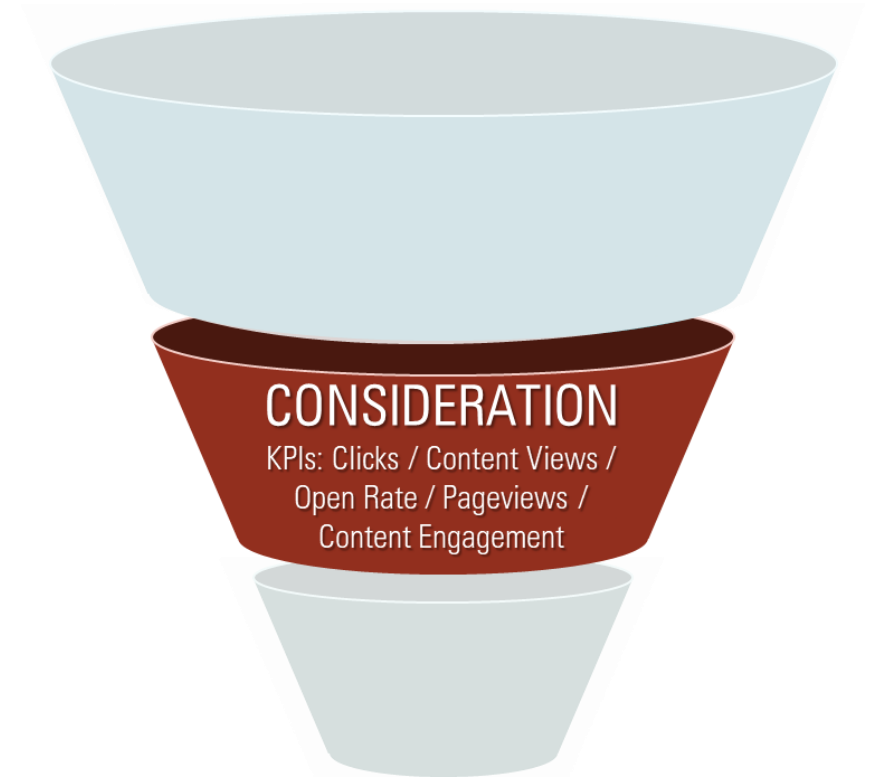
WHY: Connect with travelers who have CONSIDERED New Mexico.

WHEN: Annually

WHO: National audience

HOW: A focus on visual content and messaging that positions your destination top-of-mind for travelers.

WHERE:	PARTNER COST
Google DMO Program	\$3,250
New Mexico True Adventure Guide	\$4,770
TOTAL	\$8,020



MMP MENU DETAILS

“Know before you go...”

EACH OPTION HAS ONE PAGE SUMMARY
WITH CONSISTENT INFORMATION
Downloadable at [\[NMTrueCoOp.org\]](http://NMTrueCoOp.org)



GET MORE INFO & HAVE QUESTIONS ANSWERED
AT MEDIA CONSULT APPOINTMENT
Schedule yours at [\[NMTrueCoOp.org\]](http://NMTrueCoOp.org)

✈️ OUT-OF-HOME - Tucson Airport Digital

Clear Channel Outdoor **TYXSON**
INTERNATIONAL AIRPORT

NEW IN FY20

Timing:	PER 4 Weeks (September 2019 – June 2020 posting months) *multiple months can extend to August
Ad Placement:	LCD Screen: 10 Second Ad on Package of 8 – 55” LCDs – Bag Claim. 10 Second Ad on Package of 6 – 65” LCDs - Two Screens: Ticketing, Concourse, Bag Claim. Video or Static Images. No Audio.
Targeting:	Tucson / National
KPI:	Reach
Exposure:	801,164 Million Impressions
Key Deliverables:	Final out-of-home video or static image creative (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$3,465



INSPIRATION

NEW MEXICO True [\[NMTrueCoOp.org \]](http://NMTrueCoOp.org) Page 111

GOVERNOR’S CONFERENCE 4/29 - 5/1

or



BY PHONE / SCREEN SHARE
(For those not able to attend Governor’s Conference)

FY20 Media Menu Program (MMP) Options

CONTENT & CREATIVE PRODUCTION

- Written Article Production 
- Video Production
- Still Photography Add-On
- Ad Design Credits


AIRPORT OUT-OF-HOME

- Tucson 
- Denver 
- DFW
- Dallas Love Field
- PHX Sky Harbor
- ABQ Sunport
- El Paso

PRINT

- New Mexico Magazine
- NM True Adventure Guide
- Albuquerque The Magazine
- Texas Monthly

DIGITAL

- Google DMO Program 
- Digital Radio
- Video Distribution
- Airport WiFi Digital Sponsorship
- Digital Display Programmatic
- Custom Email
- TripAdvisor
- Article Distribution - Social
- Article Distribution - Programmatic



CONTENT & CREATIVE PRODUCTION

Written Article Production ✦

Video Production
-Still Photography Add-On

Ad Design Credits

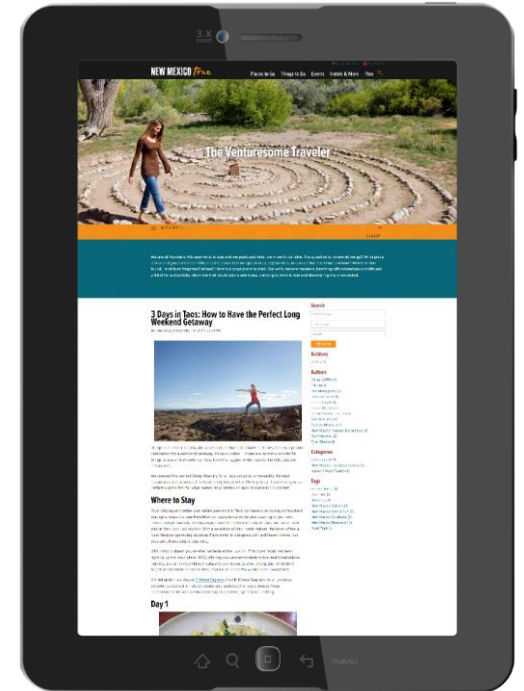




Written Article Production

 NEW IN FY20

Timing:	September 2019 – March 2020 (2 Months of Production Time Required)
Package Includes:	<ul style="list-style-type: none"> • One custom 500-750 word article by New Mexico Magazine writers. • Posting on NewMexico.org
Partner Requirements:	<ul style="list-style-type: none"> • Opt-in for social or native article distribution package(s). (No traffic driving or distribution is included with article production.) • Submit assets to develop article content including prioritized topic ideas, photos, and resources/contact information for writers. • Collaborate with writers and NMTD to finalize content.
Partner Cost*:	\$750 per article



ARTICLE WRITTEN BY NEW MEXICO MAGAZINE WRITERS, AND POSTED ON NEWMEXICO.ORG

DISTRIBUTION PACKAGE REQUIRED

*Creative production is a service NOT eligible for ad agency media commission. Partner net costs shown.



Video Production

Timing:	August 2019 – May 2020
Package Includes:	<ul style="list-style-type: none"> • Collaboration with New Mexico-based videographers experienced with New Mexico True through Talweg Creative • Oversight of briefing and creative approvals by New Mexico True CoOp Team to ensure quality outcomes that meet brand standards and your destination’s objectives • Access to New Mexico True’s video asset library for inclusion in edits • Crew & Gear: 2-3 person crew using RED 6K high res digital cinema camera and Canon cinema prime lenses + Audio, Lighting • Post Production: Editing, Sound, Color Correction
Key Deliverables:	<p>3 Video Edits (choose from :10, :15, :30, :60, :90, based on distribution plans)</p> <ul style="list-style-type: none"> - Final 3 edits in file formats to comply with vendor specs for MMP video distribution opt-ins - Release of all raw RED cinema video footage in original format at partner’s request <p>Value Add organic social distribution @Visit New Mexico on newmexico.org</p>
Partner Requirements:	<ul style="list-style-type: none"> • Pay all permitting & location costs • Contact local authorities to restrict/allow access for filming if necessary • Local contact available on set on all shoot days • House and feed crew + talent/actors and reimburse for gas & travel • Pay for additional edits of footage (beyond included 3) at partner’s expense at NMTD negotiated rates • Pay for any file conversion costs of RED footage in original format (if Partner requests release of all footage)
Partner Cost*:	<p>1 Day Video Shoot (up to 2 actors): \$4,089</p> <p>2 Day Video Shoot (up to 2 actors): \$6,182</p> <p>3 Day Video Shoot (up to 3 actors): \$8,352</p>



*Creative production is a service NOT eligible for ad agency media commission. Partner net costs shown.



Still Photography (Add-On Option to Video Production ONLY)

Timing:	August 2019 – May 2020 (must coincide with video shoot timing)
Included:	<ul style="list-style-type: none"> • New Mexico True CoOp Team oversight of briefing and creative approvals to ensure high quality outcomes that meet brand standards • 1 Day of of still photographer in tandem with video production shoot • Professional DSLR Still Camera, Lighting as necessary • Post Production: Retouching, Color, Prep for delivery per media specs
Deliverables:	10 final still selects in file formats to comply with MMP vendor specs Photo licensing in perpetuity/Full buyout
Partner Requirements:	Available as add-on option to video production See video production program page for Partner Requirements
Partner Cost*:	1 Day Shoot + 10 Still Photo Selects: \$1,762



*Creative production is a service NOT eligible for ad agency media commission. Partner net costs shown.



Ad Design Credits

<p>Included:</p>	<ul style="list-style-type: none"> • NMTD funds intended to help offset ad production costs* for partners using ANY New Mexico-based ad agency or creative resource to produce New Mexico True ads • Applies to the following MMP programs: <ul style="list-style-type: none"> ✓ Print Display Ads ✓ Digital Banner Ads ✓ Digital Radio Companion Banner Ads ✓ Airport OOH
<p>Partner Requirements:</p>	<ul style="list-style-type: none"> • Opt-In to eligible media programs on Opt-In Workbook • Name your chosen <u>New Mexico-based</u> ad agency/creative resource on application • Pay your agency/creative resource directly. (No reimbursement requests required.) • As with all CoOp programs, work with your ad agency/creative resource directly to finalize all creative and submit to Ad Builder site for NMTD review & approval.
<p>Partner Cost*:</p>	<p><-\$500></p> <p>CREDIT of NMTD funds per eligible MMP program will be automatically applied to your Opt-In Workbook to reduce your total Partner Payment due (subject to NMTD award decision)</p>



*Ad Design Credits are a fixed \$ contribution awarded by NMTD towards partner spend on ad design for eligible MMP options only. Not intended to cover full cost of design services. Actual cost of ad design services are at the discretion of the Partner and their chosen ad agency/creative resource.

 **AIRPORT
OUT-OF-HOME**

Tucson 

Denver 

DFW

Dallas Love Field

PHX Sky Harbor

ABQ Sunport

El Paso

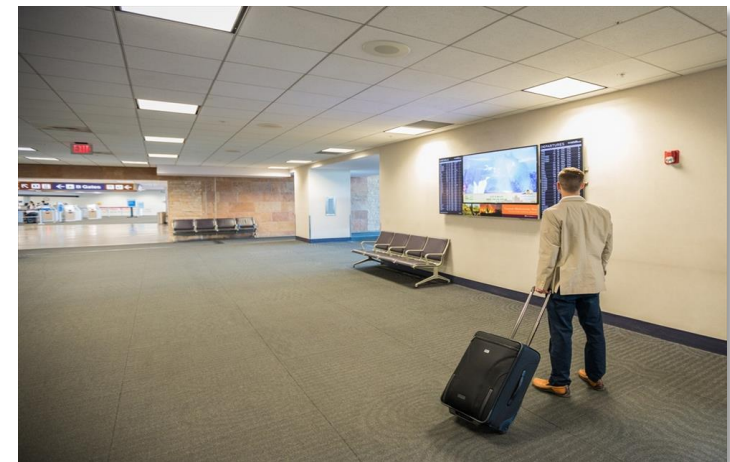


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✈️ OUT-OF-HOME - Denver Airport Digital

 NEW IN FY20

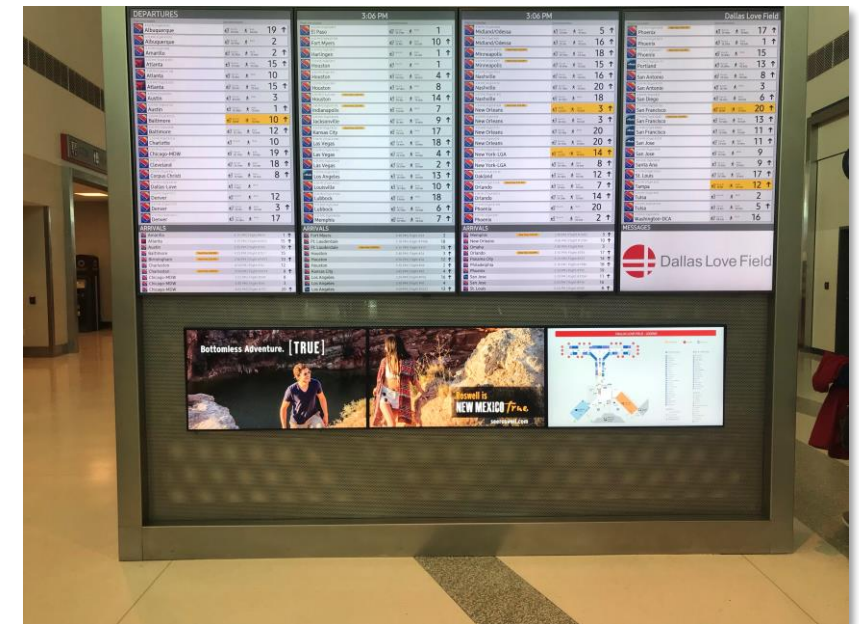
Timing:	PER 4 Weeks (September 2019 – June 2020 posting months) *multiple months can extend to August NO DECEMBER
Ad Placement:	(2) Video Walls Southwest Airlines Concourse C. Size 45”H x 202”W. 10 second spot within 80 second loop. Size 45”H x 202”W. Video or Static Images. No Audio.
Targeting:	Denver / National
KPI:	Reach
Exposure:	4.5 Million Impressions
Key Deliverables:	Final out-of-home video or static image creative (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$6,210



✈️ OUT-OF-HOME - DAL Love Field Airport Digital

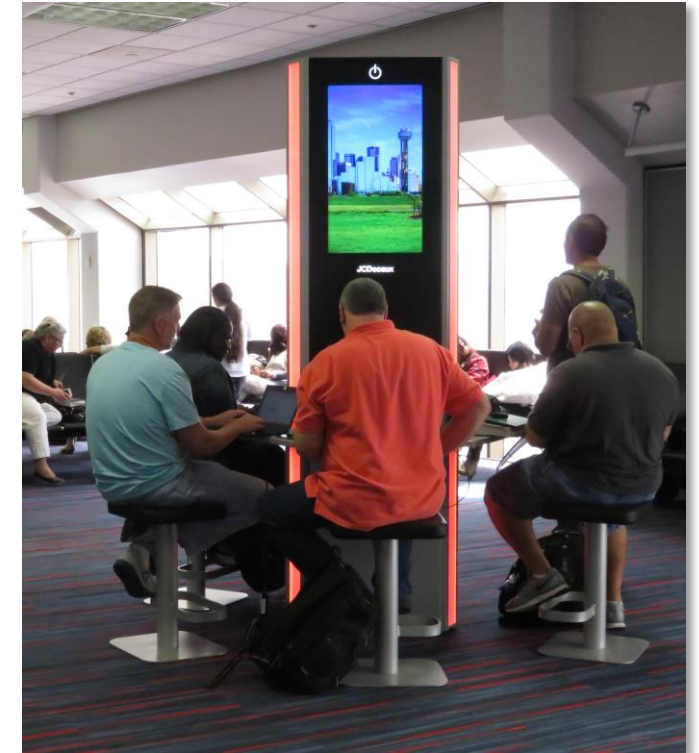


Timing:	PER 4 Weeks (September 2019 – June 2020 posting months) *multiple months can extend to August
Ad Placement:	FIDS (Flight Information Displays): 10 second spot rotating with up to 10 other advertisers in a total loop of 1m40s. 10 locations - 15 faces throughout the airport . Video or Static Images. No Audio.
Targeting:	Dallas/National
KPI:	Reach
Exposure:	1.6 Million Impressions
Key Deliverables:	Final out-of-home video or static image creative (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$1,654



✈️ OUT-OF-HOME - DFW Airport Digital

Timing:	PER 4 Weeks (September 2019 – June 2020 posting dates, multiple months can extend to August)
Ad Placement:	RECHARGE STATIONS: 10 second rotation on triple-sided Digital Re-charge Stations in all 5 terminals - triple-sided digital charging stations located at gate areas. - 39 screens, airport wide. Video or Static Images. No Audio.
Targeting:	Dallas/National
KPI:	Reach
Exposure:	2.7 Million Impressions
Key Deliverables:	Final out-of-home video or static image creative (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$5,463



✈️ OUT-OF-HOME - ELP Airport Digital

Clear Channel Outdoor



Timing:	PER 4 Weeks (September 2019 – June 2020 posting months) *multiple months can extend to August
Ad Placement:	LCD SCREEN: 10 Second Ad on Package of 4 – 75" Concourse A & B AND Bag Claim 10 Second Ad on Package of 4 - 82" LCDs . Video or Static Images. No Audio.
Targeting:	El Paso/National
KPI:	Reach
Exposure:	683,518 Impressions
Key Deliverables:	Final out-of-home video or static image creative (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$2,884



INSPIRATION



✈️ OUT-OF-HOME - ABQ Airport Digital

Clear Channel Outdoor



Timing:	PER 4 Weeks (September 2019 – June 2020 posting months) *multiple months can extend to August
Ad Placement:	LCD SCREEN: 10 Second Ad on Package of 12 - 75" LCDs - Bag Claim. Total coverage to all arriving passengers (Dwell time 15-30 mins) + 10 Second Ad on Package of 4 - 84" LCDS - Lobby. Reaches all ticketed passengers, departing or arriving. Video or Static Images. No Audio.
Targeting:	Albuquerque/National
KPI:	Reach
Exposure:	1.1 Million Impressions
Key Deliverables:	Final out-of-home video or static image creative (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$3,718

BAGGAGE CLAIM



LOBBY



INSPIRATION



✈️ OUT-OF-HOME - PHX Airport Digital

LAMAR

PHX
PHOENIX SKY HARBOR
INTERNATIONAL AIRPORT

Timing:	PER 4 Weeks (September 2019 – June 2020 posting months) *multiple months can extend to August
Ad Placement:	Digital Directory: 5 second spot rotating with up to 5 other advertisers in a total loop of 30 seconds. Two 75" LCD screens on the network located post security on the Southwest Airlines side of terminal 4. Video or Static Images. No Audio.
Targeting:	Phoenix/National
KPI:	Reach
Exposure:	5.7 Million Impressions
Key Deliverables:	Final out-of-home video or static image creative (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$4,313



INSPIRATION





New Mexico Magazine

NM True Adventure Guide

Albuquerque The Magazine

Texas Monthly



New Mexico Magazine Advertorial / Digital



<p>Timing:</p>	<p>November 2019 Issue or April 2020 Issue (*NEW* opt-in to issues separately)</p>
<p>Ad Placement:</p>	<p>Full-page OR Half-page NM True co-branded print advertorial + digital advertorial content posted in the Destination Guide section on nmmagazine.com with one year shareable link + promo of partner's Destination Guide content on homepage + e-newsletter + Facebook & Twitter posts</p>
<p>Audience:</p>	<p>2/3 Out of State 1/3 In State. 70,000 print circulation, 160,000 readership. 30,000 email subscribers. HHI \$121,134, College Educated. 87% are planning 2+ overnight trips in NM annually</p>
<p>Key Deliverables:</p>	<p>Required questionnaire to build advertorial content (copy, photos, etc.) and digital placement. Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.</p>
<p>Partner Cost:</p>	<p>Full Page: \$4,140 Half Page: \$3,134 Prices are PER ISSUE</p>

Half Page

Headline tk Here Soon
For the lack of a better word I call them hangy downs. This is a happy place, little squirrels live here and play.

Event tk Here
In painting, one has unlimited power. You have the ability to move mountains. You can move mountains. But when I get home, the only thing I have power over is the garbage. They say everything goes to 11.

Event tk Here
In painting, one has unlimited power. You have the ability to move mountains. You can move mountains. But when I get home, the only thing I have power over is the garbage. They say everything goes to 11.

Headline tk Here Soon
For the lack of a better word I call them hangy downs. This is a happy place, little squirrels live here and play.

Event tk Here
In painting, one has unlimited power. You have the ability to move mountains. You can move mountains. But when I get home, the only thing I have power over is the garbage. They say everything goes to 11.

Full Page





New Mexico Magazine A La Carte Display

Timing:	3x print Fall/Winter 3x print Spring/Summer
Ad Placement:	Full page (3x) Half page (3x)
Audience:	2/3 Out of State 1/3 In State. 70,000 print circulation, 160,000 readership. 30,000 email subscribers. HHI \$121,134, College Educated. 87% are planning 2+ overnight trips in NM annually
Key Deliverables:	Final display print ad (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	3x Full Page \$7,280 3x Half Page \$4,640



INSPIRATION



New Mexico True Adventure Guide

New Mexico
MAGAZINE

Timing:	January 2020 (Annual)
Ad Placement:	Full Page Display Half Page Display
Audience:	500,000 Circulation, Geo: National. Distribution: Barnes & Noble and Books-a-Million + Direct to consumer based on request, New Mexico Visitor Information Centers, Convention and Visitors Bureaus, Chambers of Commerce, as well as selected events and trade shows.
Key Deliverables:	Final display print ad (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	Full Page \$7,596 Half Page \$4,770



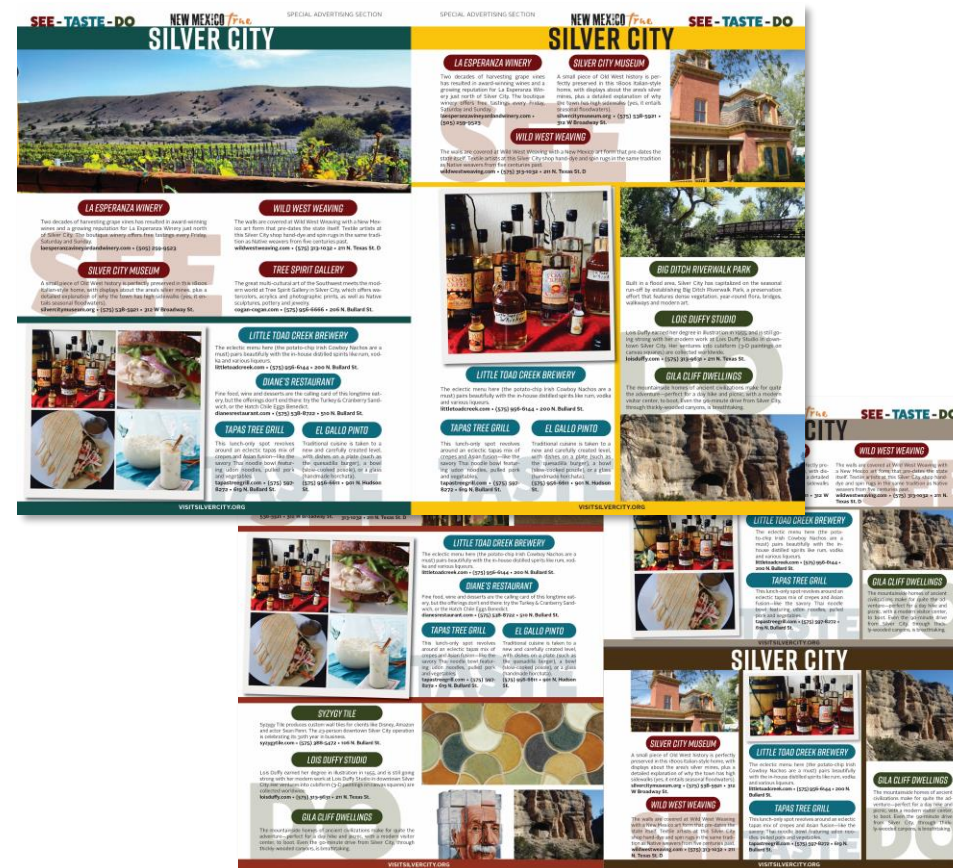
CONSIDERATION



Albuquerque The Magazine Advertorial



Timing:	April 2020
Ad Placement:	SEE, TASTE, DO – NEW MEXICO Special Travel Section Full Page Advertorial: 9 FEATURES, 30 words each location, URL, photo Half Page Advertorial: 5 FEATURES, 30 words each location, URL, photo
Audience:	12,000 Circulation ABQ Market. Reader Profile: 59% Female; 41% Age 25-44; 50% College Degree; 82% Homeowners; 64% earn more than \$75K/year.
Key Deliverables:	Required questionnaire to build advertorial content (copy, photos, etc.) Refer to Production Summary and Time Line (issued post-wards) for specs and submission instructions.
Cost:	Full Page: \$1,366 Half Page: \$841



VISUAL FOR EXAMPLE ONLY



Albuquerque The Magazine A La Carte Display



Timing:	October 2019 - July 2020
Ad Placement:	Full Page Display 3x Horizontal Half Page Display 3x
Audience:	12,000 Circulation ABQ Market. Reader Profile: 59% Female; 41% Age 25-44; 50% College Degree; 82% Homeowners; 64% earn more than \$75K/year.
Key Deliverables:	Final display print ad (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	Full Page 3x \$3,864 Half Page 3x \$2,367



Texas Monthly - New Mexico Travel Section

Timing:	October 2019 Issue OR April 2020 Issue (prices are per issue)
Ad Placement:	Special Travel Section New Mexico Full Page Display Ad, Custom Email Content Placement, Value Add Editorial (~200 words) Half Page Display Ad, Custom Email Content Placement, Value Add Editorial (~200 words)
Audience	300,000 Circulation, Top Markets: Houston, Dallas, Austin. 45-64 Median Age, \$102,551 HHI, 52% Male, 48% Female Email – 30,000 Distribution.
Key Deliverables:	Final display print ad (built to NMTD brand-standards and vendor specs) and Value Add assets. Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost	Full Page \$8,542 Half Page \$5,218



Texas Monthly A La Carte Display

TexasMonthly

Timing:	October 2019 – July 2020
Ad Placement:	Full Page Display 1x Half Page Display 1x
Audience:	300,000 Circulation, Top Markets: Houston, Dallas, Austin. 45-64 Median Age, \$102,551 HHI, 52% Male, 48% Female
Key Deliverables:	Final display print ad (built to NMTD brand-standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	Full Page \$7,968 Half Page \$5,218



INSPIRATION





DIGITAL

Google DMO Program 

Digital Radio

Video Distribution

Airport WiFi Digital Sponsorship

Digital Display Programmatic

Custom Email

TripAdvisor

Article Distribution - Social

Article Distribution - Programmatic



Google DMO Local Guides Program



 NEW IN FY20

Production Start Date:	September 2019 – March 2020 (3 Months of Production Time Required)
Services:	Audit: Consumer Search Behavior Analysis & Baseline Audit Activation: Google Business Listing Completeness Analysis & Missing Data Submission, Visual Content Review & Submission via Local Guides DMO Staff Training: Instruction on tools & resources, detailed action plan & dedicated Google Pixel phone
Targeting:	US – English Speaking Content
KPI:	Content Views, Listing Completeness
Exposure:	Across All Google Products: Search, Travel Guides, Trips App, Maps, YouTube
Key Deliverables:	Destinations Business Listings List provided by DMO, Up to 200 Images provided by DMO
Creative/Asset Submission:	Business Listings Excel Format. Photos based on audit.
Partner Cost*:	200-500 Business Listings – Audit, Activation & DMO Staff Training: \$6,000 Up to 100 Business Listings – Activation & DMO Staff Training ONLY: \$3,250



CONSIDERATION



*Google DMO program is a service NOT eligible for ad agency media commission. Partner net costs shown.

Digital Radio

pandora®

Run Date Options:	Fall/Winter (Sept-Oct 2019, Nov-Dec 2019, Jan-Feb 2020) Spring/Summer (Mar-Apr 2020, May-Jun 2020) – 2 MONTH OPTIONS
Ad Placement:	Audio Everywhere (mobile, web, car, voice assistant) and Value Add Companion Banner (300x250 & 500x500)
Targeting:	TARGETING FROM APPLICATION: Geographic, Gender, Age
KPI:	Reach and CTR
Exposure:	Audio Impressions: 766,667 Value Add Companion Banner Est. Impressions 766,667 (not guaranteed)
Key Deliverables:	Final radio script, 300x250, 500x500 (built to NMTD brand standards and vendor specs) – best used to promote things to do or events in your destination. Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$6,613



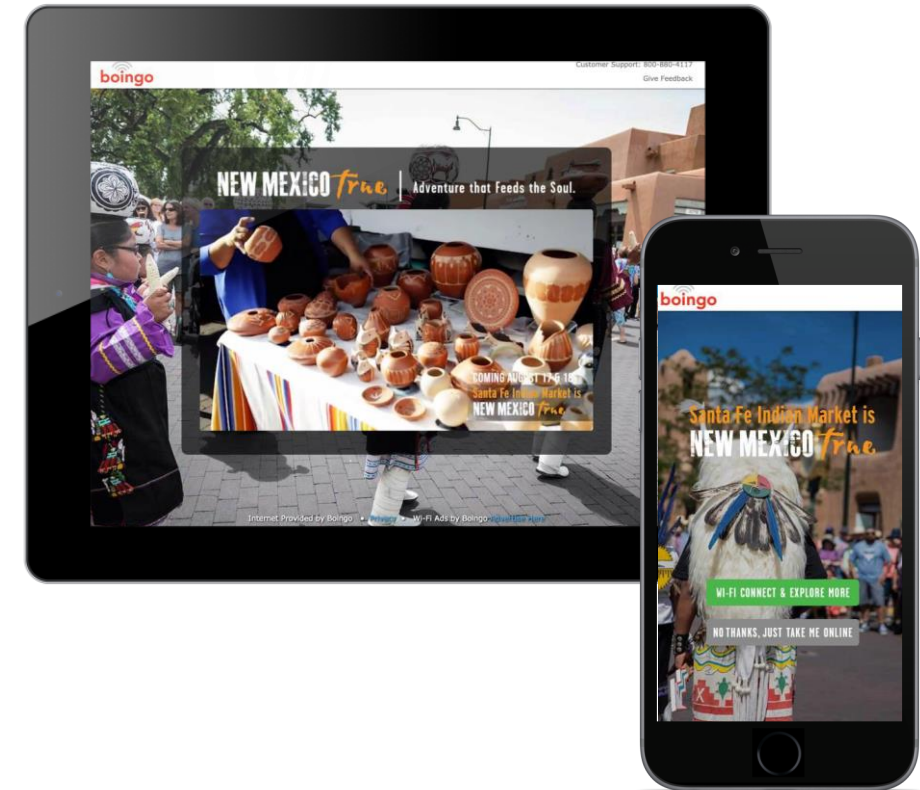
CONSIDERATION



Airport WiFi Digital Sponsorship (DAL, DFW, AUS, PHX)



Run Date Options:	Select ONE Month: Sept 2019 – June 2020. (multiple months available)
Ad Placement:	Video or Static Display Ad - AIRPORT WI-FI: Free Wi-Fi Sponsor at DAL, DFW, AUS, and/or PHX airports, :15 or :30 video and/or static creative
Targeting:	Dallas Love Field, DFW, AUS, PHX (select one airport per package)
KPI:	Engagements
Exposure:	32,858 Engagements 5,714 Added Value Engagements
Key Deliverables:	Final template with all accompanying assets (built to NMTD brand-standards and vendor specs). Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$6,613



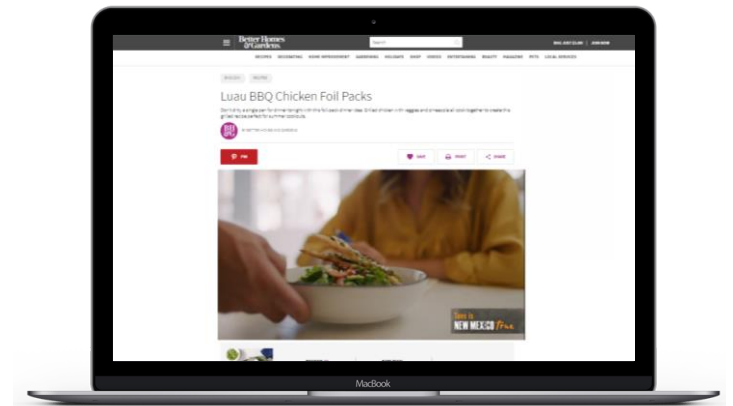
INSPIRATION



Video Distribution

VIANT.

Run Date Options:	Fall / Winter (Sept – Nov 2019 , Dec 2019 – Feb 2020) Spring / Summer (Mar – May 2020, Jun – Aug 2020) – 3 MONTH OPTIONS *multiple packages can be selected
Ad Placement:	Native Video In-Feed and OTT (App and Smart TV): :15 or :30 or combination.
Targeting:	TARGETING FROM APPLICATION: Geographic, Psychographic, Demographic
KPI:	Completed Video Views
Exposure:	Completed Views: 442,963 (Native 230,000 and OTT 212,963 Completed Views) Added Value: 42,593 Completed Views
Key Deliverables:	NMTD-approved video:15 or :30 or combination and 300x250 companion banner Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$6,613



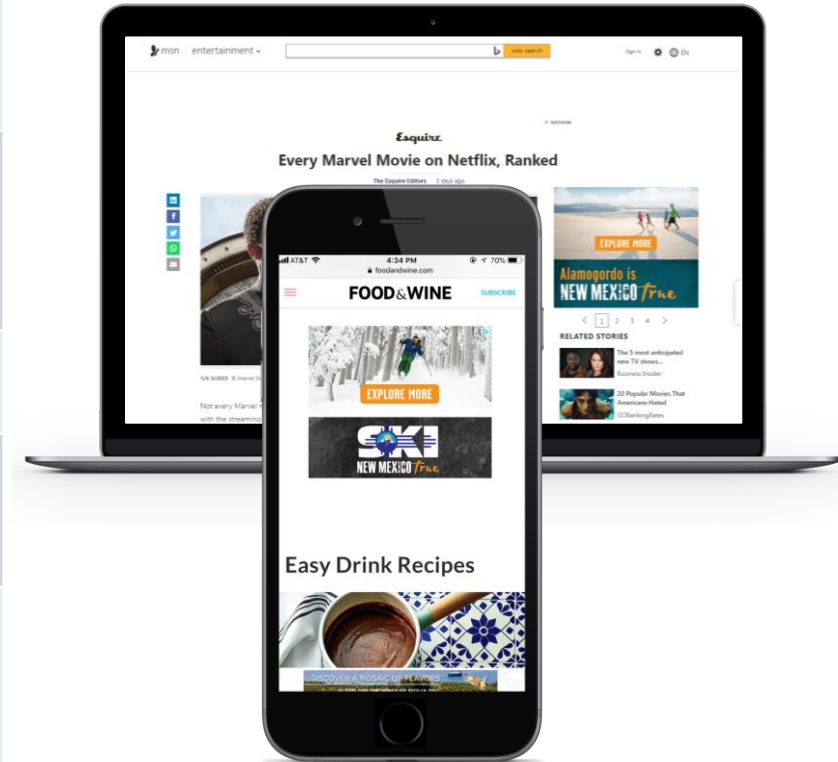
INSPIRATION



Digital Display Programmatic

VIANT.

Run Date Options:	Fall / Winter (Sept – Nov 2019 , Dec 2019 – Feb 2020) Spring / Summer (Mar – May 2020, Jun – Aug 2020) – 3 MONTH OPTIONS
Ad Placement:	STANDARD AD: 300x600, 300x250, 728x90 MOBILE: 300x350, 320x50, and 320x480 static interstitial
Targeting:	TARGETING FROM APPLICATION: Geographic, Psychographic, Demographic
KPI:	CTR
Exposure:	Impressions: 2,300,000 Value Add Impressions: 380,000
Key Deliverables:	Final digital banner ads (built to NMTD brand standards and vendor specs) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$6,613

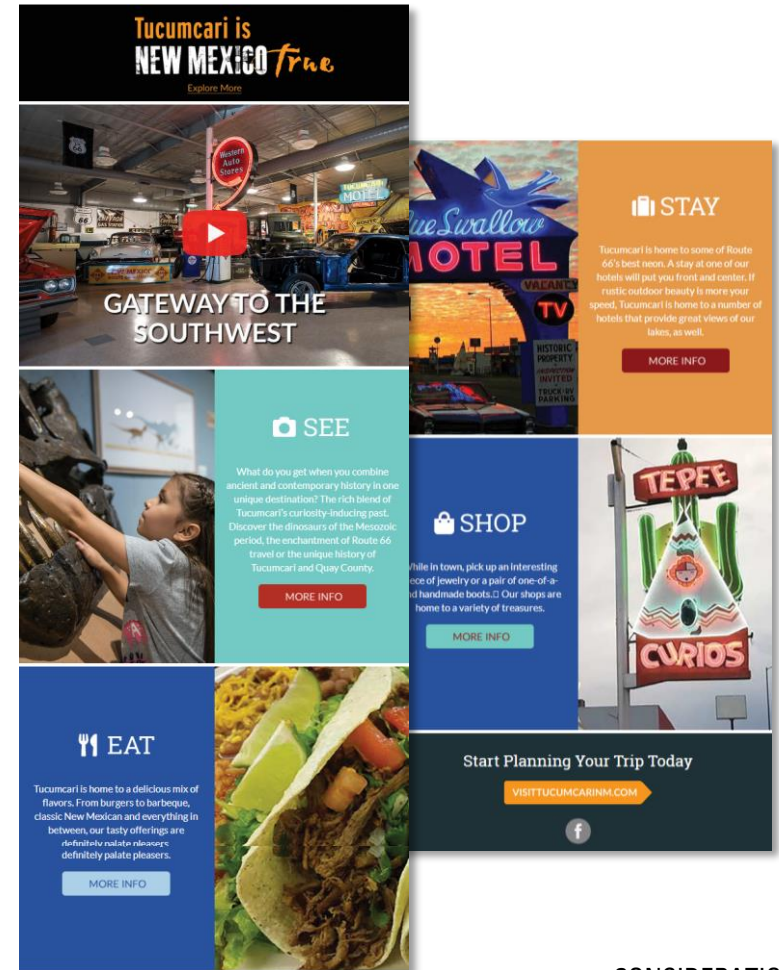


CONSIDERATION



Custom Email

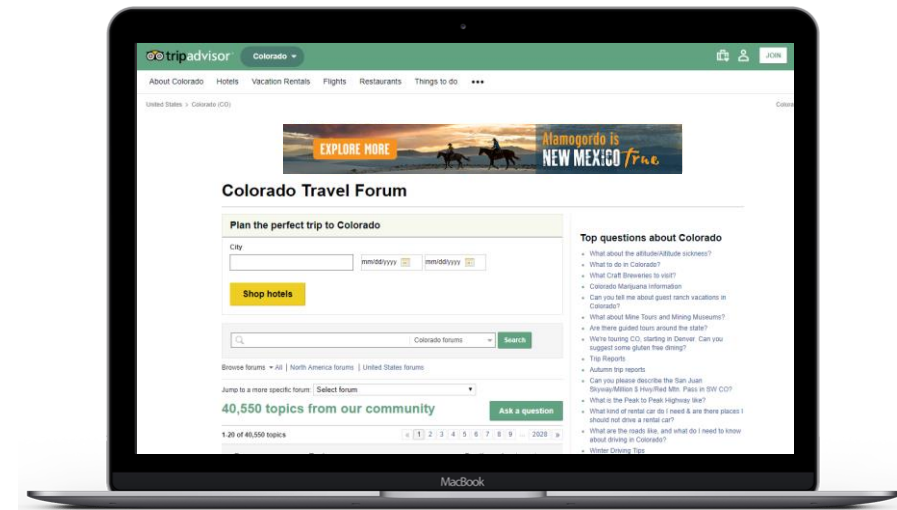
Run Date Options:	Select ONE Month: Sept 2019 – June 2020 (multiple months available)
Ad Placement:	Custom New Mexico True Email – HTML email linking to your website.
Targeting:	TARGETING FROM APPLICATION: Geographic, Psychographic, Demographic
KPI:	Open Rate, CTR
Exposure:	575,000 Distribution
Key Deliverables:	Required assets to build email (photos, copy points, destination links, etc.) Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$3,306



CONSIDERATION



Run Date Options:	Fall / Winter (Sept – Nov 2019 , Dec 2019 – Feb 2020) Spring / Summer (Mar – May 2020, Jun – Aug 2020) 3 MONTH OPTIONS *multiple packages can be selected.
Ad Placement:	Display + Native: 300x600, 300x250, 728x90, 320x50, Native Mobile
Targeting:	Destination: New Mexico Destination Content, Retargeting New Mexico Searchers on TripAdvisor Attraction/Event: New Mexico Things to Do & Destination Content Retargeting New Mexico Searchers on TripAdvisor
KPI:	CTR
Exposure:	434,783 Impressions
Key Deliverables:	Final digital banner ads (built to NMTD brand standards and vendor specs) and Native External Ad form with required assets. Refer to Production Summary and Time Line (issued post-awards) for specs and submission instructions.
Partner Cost:	\$5,750



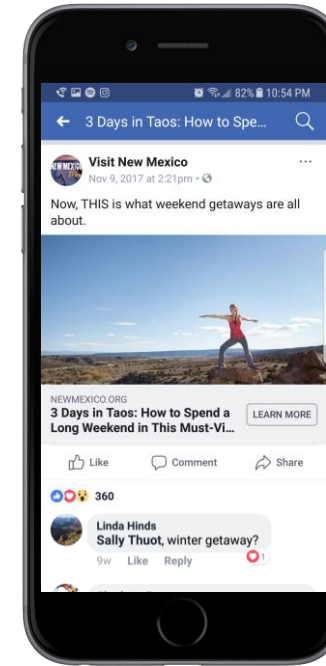
CONSIDERATION



Article Distribution - Social (requires article creation opt-in or FY18/19 article repurposing)

facebook

Run Date Options:	REQUIRES COMPLETED/POSTED ARTICLES Select ONE Month: Oct 2019 – June 2020 (multiple months available)
Ad Placement:	Facebook Sponsored Content (dark post via @Visit New Mexico account) Article hosted on NewMexico.org
Targeting:	TARGETING FROM APPLICATION: Geographic, Psychographic, Demographic, Visit NM FB Followers, Look Alike Audiences, Site Retargeting, Interests based on article content.
KPI:	Article Page Views
Guaranteed:	1,800 Facebook clicks to article
Key Deliverables:	Article completion by New Mexico Magazine & posted on NewMexico.org. 1 month set up from article completion to promo.
Partner Cost:	\$1,150 per article



SOCIAL PROMOTION



ARTICLES ON NEWMEXICO.ORG

CONSIDERATION



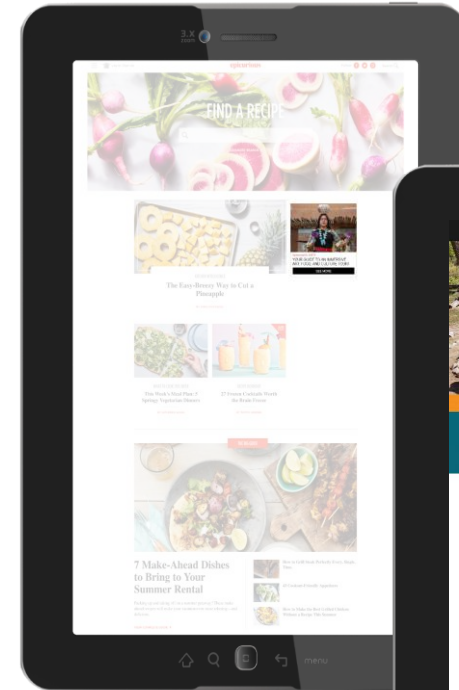


Article Distribution – Programmatic

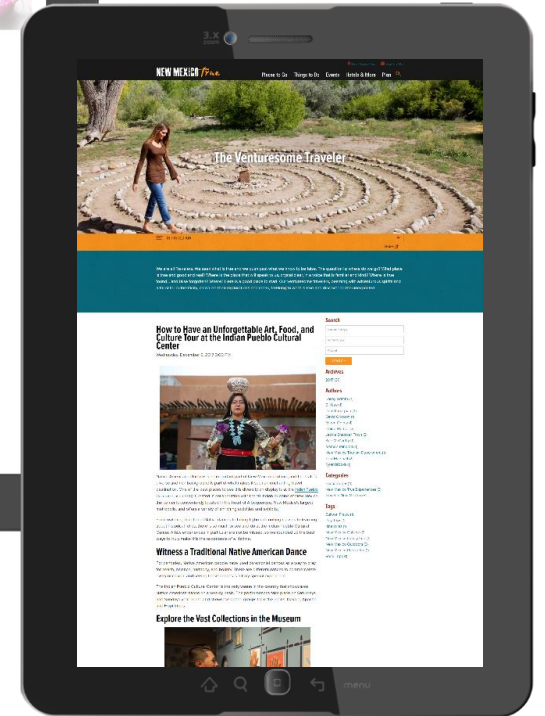
(requires article creation opt-in or FY18/19 article repurposing)

StackAdapt

Run Date Options:	REQUIRES COMPLETED/POSTED ARTICLES Fall / Winter (Oct – Dec 2019 , Jan 2020 – Mar 2020) Spring / Summer (Apr – Jun 2020) 3 MONTH OPTIONS
Ad Placement:	Sponsored content distribution – purchased programmatically Article hosted on NewMexico.org
Targeting:	TARGETING FROM APPLICATION: Geographic, Psychographic, Demographic, Interest (based on article content)
KPI:	Engagement
Exposure:	3,333 Engagements
Key Deliverables:	CoOp team will send suggested copy and photos to partner for approval 2-4 weeks prior to launch.
Partner Cost:	\$5,750



DISTRIBUTION



ARTICLES ON NEWMEXICO.ORG


CONSIDERATION



Opt-In Workbook Demo (Click to Play Video)

NMTD Co-Op Program FY20

OPT-IN REQUEST SUMMARY



Partner Name:	TYPE IN on Summary Tab ONLY			
Primary Contact Name:	TYPE IN on Summary Tab ONLY			
Email:	TYPE IN on Summary Tab ONLY			
Name of Ad Agency / Creative Resource:	TYPE IN on Summary Tab ONLY			
Location of Ad Agency / Creative Resource:		← REQUIRED: Click on cell at left to select from Drop Down choices		
MMP Partner Payment Method:		← REQUIRED: Click on cell at left to select from Drop Down choices		

	TOTAL VALUE	NMTD CONTRIBUTION REQUEST	PARTNER CONTRIBUTION	MMP PARTNER \$ DUE 7/10/19	MMP PARTNER \$ DUE 12/10/19
MEDIA MENU PROGRAM (MMP) OPT-IN					
<small>(TOTALS AUTO CALCULATE BASED ON SELECTIONS ON MMP AND FLEX TABS)</small>					
Content & Creative	\$0	\$0	\$0	\$0	\$0
Airport Out-of-Home	\$0	\$0	\$0	\$0	\$0
Print	\$0	\$0	\$0	\$0	\$0
Digital	\$0	\$0	\$0	\$0	\$0
Ad Design Credits <small>(Auto Calculated if Eligible)</small>		\$0	\$0	\$0	\$0
TOTAL MMP	\$0	\$0	\$0	\$0	\$0
TOTAL FLEX	\$0	\$0	\$0		

◀ ▶
🔒 SUMMARY
🔒 MMP
🔒 FLEX REQUESTS
🔒 GLOSSARY OF TERMS
+



WEBINAR CONTENT

FY20 CoOp Overview & Improvements

Flex Grant Program

Media Menu Program (MMP)

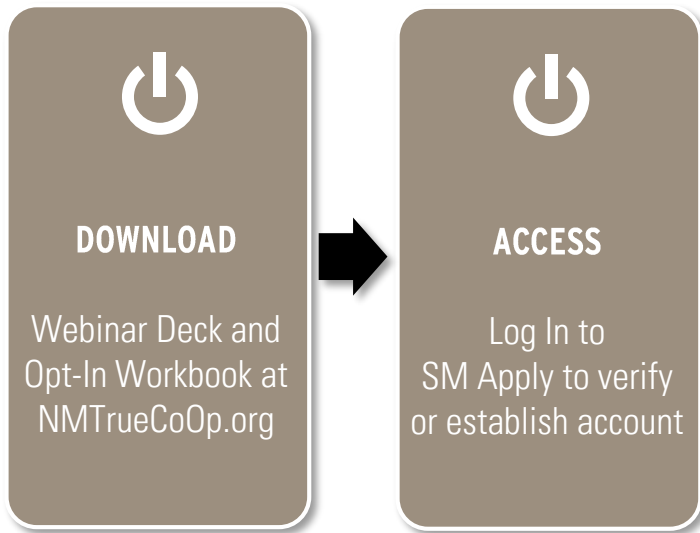
Application to Awards: Steps for Success

Awards to Execution: What to Expect

CoOp Application to Awards: Steps for Success



1. PREPARE



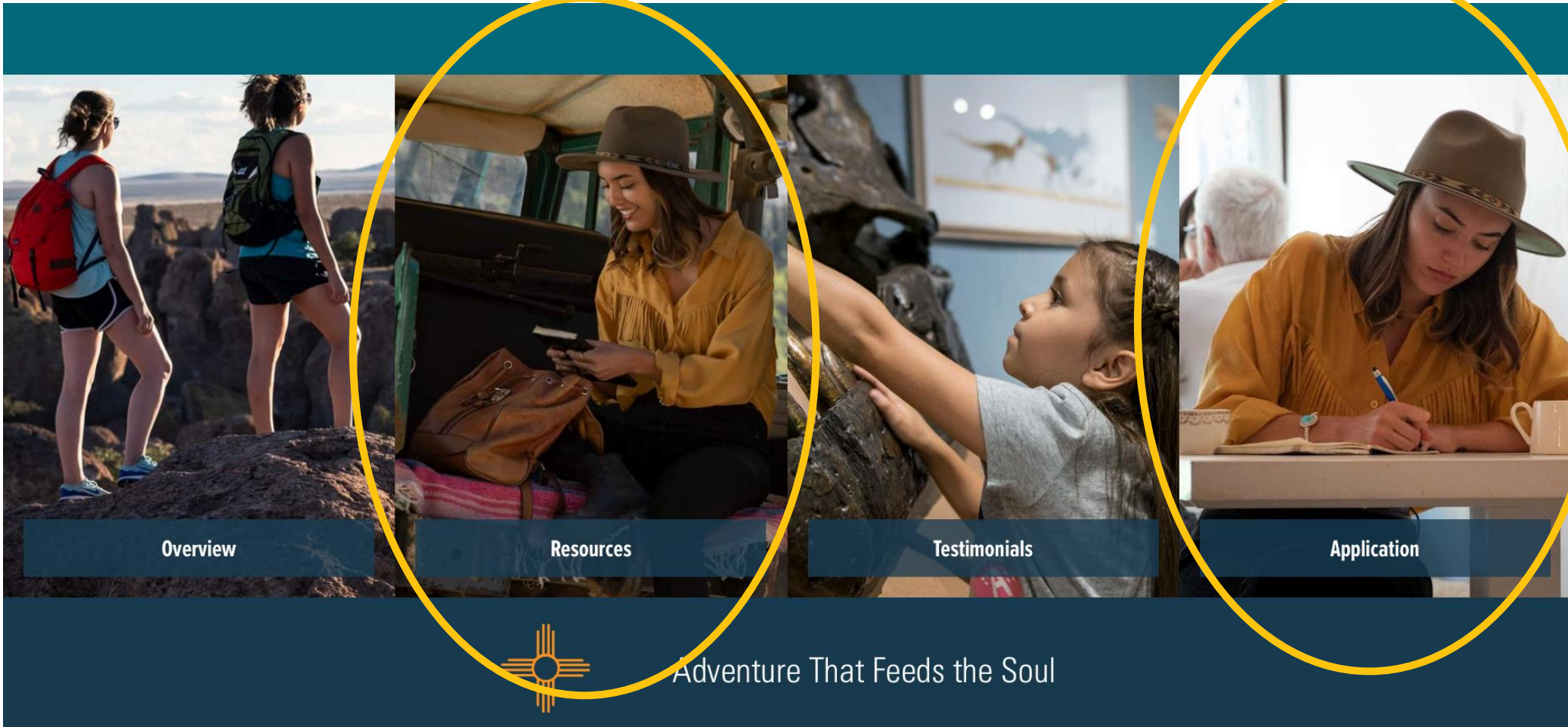
APRIL 9, 2019

Go to [NMTrueCoOp.org]

- ✓ See Resources section to download:
 - Webinar Deck
 - MMP Media One-Page Summaries
 - Opt-In Workbook
- ✓ See Application section to login to SMAppl

SM APPLY APPLICATION STEPS

Go to NMTrueCoOp.org
Scroll to Bottom for Application Link



Overview

Resources

Testimonials

Application



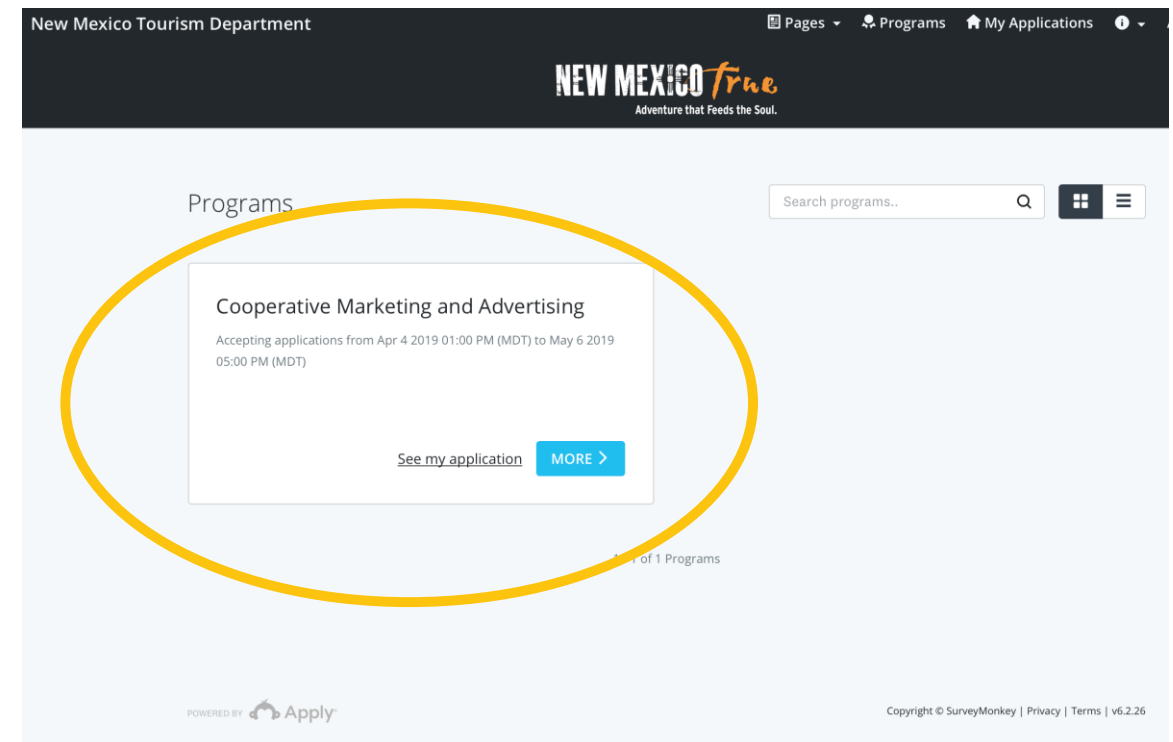
Adventure That Feeds the Soul

SM APPLY APPLICATION STEPS

1. Log In on Landing Page (or Register for New Account)

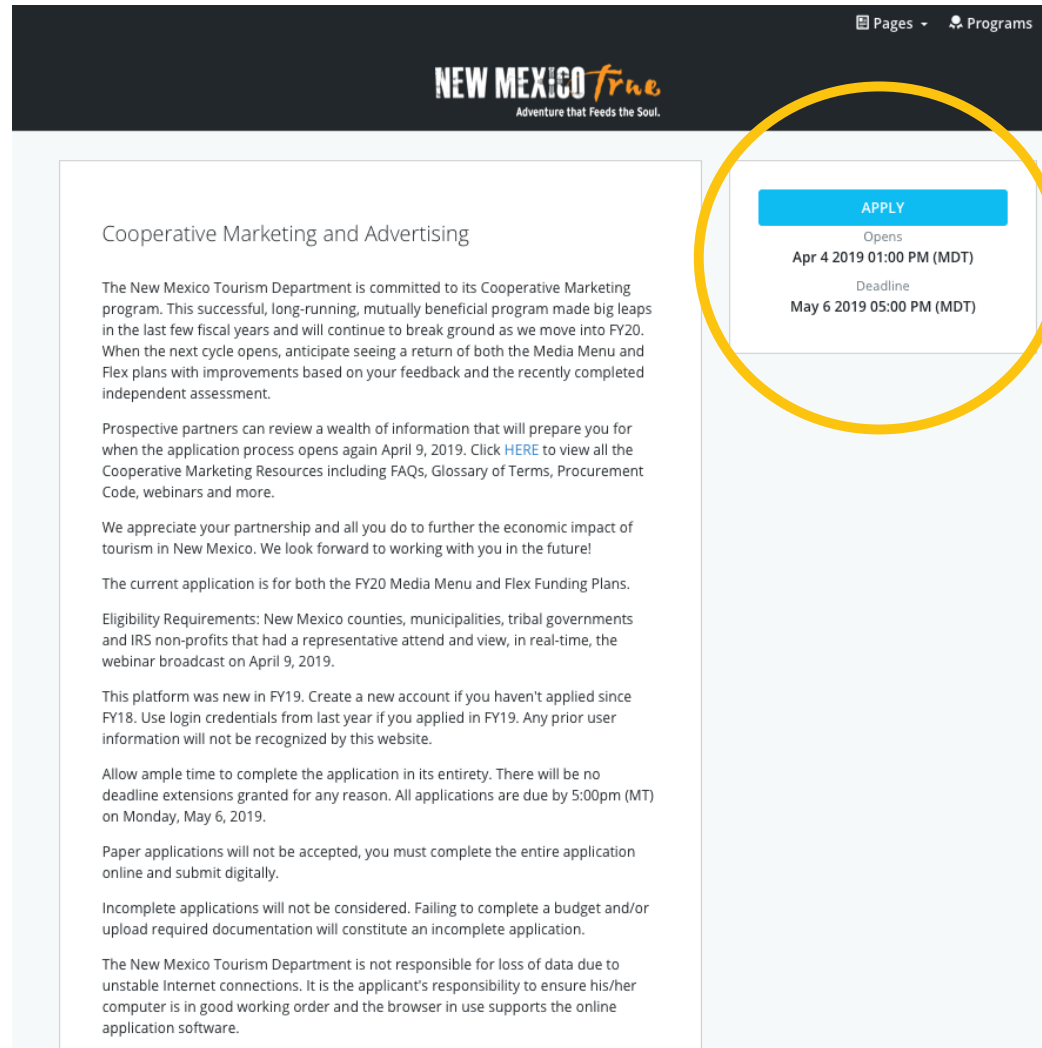


2. Select grant program



SM APPLY APPLICATION STEPS

3. Select Apply



The screenshot shows the New Mexico True website interface. The header includes the logo and navigation links for 'Pages' and 'Programs'. The main content area is titled 'Cooperative Marketing and Advertising' and contains several paragraphs of text. A blue 'APPLY' button is prominently displayed and circled in yellow. Below the button, the text indicates the application opens on 'Apr 4 2019 01:00 PM (MDT)' and has a deadline of 'May 6 2019 05:00 PM (MDT)'.

Pages Programs

NEW MEXICO True
Adventure that Feeds the Soul.

Cooperative Marketing and Advertising

The New Mexico Tourism Department is committed to its Cooperative Marketing program. This successful, long-running, mutually beneficial program made big leaps in the last few fiscal years and will continue to break ground as we move into FY20. When the next cycle opens, anticipate seeing a return of both the Media Menu and Flex plans with improvements based on your feedback and the recently completed independent assessment.

Prospective partners can review a wealth of information that will prepare you for when the application process opens again April 9, 2019. Click [HERE](#) to view all the Cooperative Marketing Resources including FAQs, Glossary of Terms, Procurement Code, webinars and more.

We appreciate your partnership and all you do to further the economic impact of tourism in New Mexico. We look forward to working with you in the future!

The current application is for both the FY20 Media Menu and Flex Funding Plans.

Eligibility Requirements: New Mexico counties, municipalities, tribal governments and IRS non-profits that had a representative attend and view, in real-time, the webinar broadcast on April 9, 2019.

This platform was new in FY19. Create a new account if you haven't applied since FY18. Use login credentials from last year if you applied in FY19. Any prior user information will not be recognized by this website.

Allow ample time to complete the application in its entirety. There will be no deadline extensions granted for any reason. All applications are due by 5:00pm (MT) on Monday, May 6, 2019.

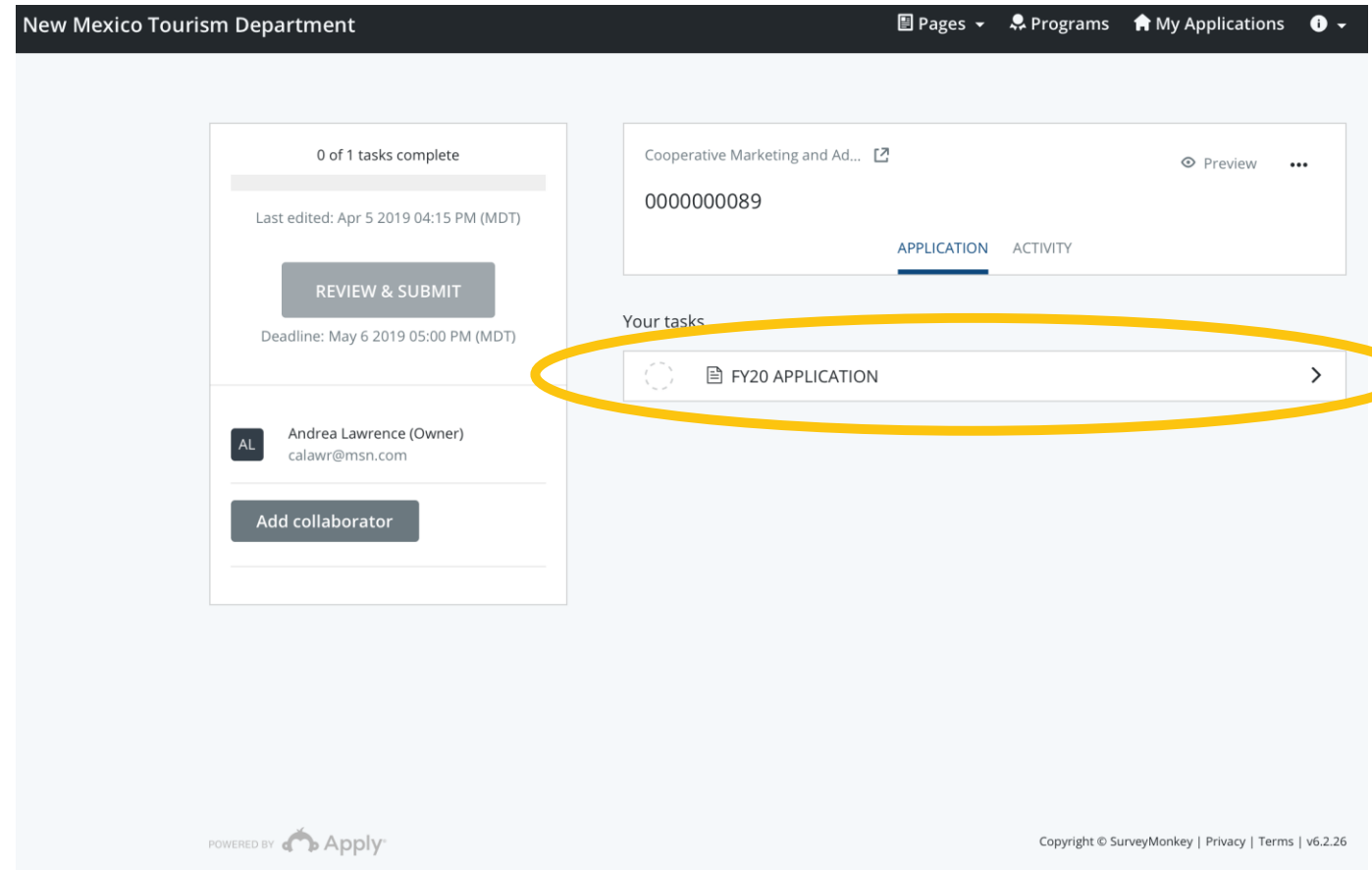
Paper applications will not be accepted, you must complete the entire application online and submit digitally.

Incomplete applications will not be considered. Failing to complete a budget and/or upload required documentation will constitute an incomplete application.

The New Mexico Tourism Department is not responsible for loss of data due to unstable Internet connections. It is the applicant's responsibility to ensure his/her computer is in good working order and the browser in use supports the online application software.

APPLY
Opens
Apr 4 2019 01:00 PM (MDT)
Deadline
May 6 2019 05:00 PM (MDT)

4. Click on FY20 Application



The screenshot shows the 'New Mexico Tourism Department' interface. The header includes navigation links for 'Pages', 'Programs', and 'My Applications'. The main content area displays a task card for 'Cooperative Marketing and Ad...' with a progress bar showing '0 of 1 tasks complete'. The card includes a 'REVIEW & SUBMIT' button and a deadline of 'May 6 2019 05:00 PM (MDT)'. Below the card, the user's name 'Andrea Lawrence (Owner)' and email 'calawr@msn.com' are visible, along with an 'Add collaborator' button. A 'Your tasks' section at the bottom shows a task titled 'FY20 APPLICATION' circled in yellow.

New Mexico Tourism Department

Pages Programs My Applications

0 of 1 tasks complete

Last edited: Apr 5 2019 04:15 PM (MDT)

REVIEW & SUBMIT

Deadline: May 6 2019 05:00 PM (MDT)

AL Andrea Lawrence (Owner)
calawr@msn.com

Add collaborator

Cooperative Marketing and Ad... Preview

0000000089

APPLICATION ACTIVITY

Your tasks

FY20 APPLICATION

POWERED BY Apply

Copyright © SurveyMonkey | Privacy | Terms | v6.2.26

SM APPLY APPLICATION STEPS

5. Review Instructions & Answer Questions

Back to application

Cooperative Marketing and Adver...
000000085
ID: 000000085

FY20 APPLICATION

0 of 1 tasks complete

Last edited: Apr 4 2019 10:48 AM (MDT)

REVIEW & SUBMIT

Deadline: May 6 2019 05:00 PM (MDT)

FY20 APPLICATION

APPLICATION INSTRUCTIONS & QUESTIONS 0%

Important Instructions

This year's Cooperative Marketing Grant Cycle (CoOp) for fiscal year 2019-20 (FY20) has ONE application that combines the Media Menu (MMP) and Flexible Funding (Flex) Programs. Eligible entities may apply for either or both MMP and Flex.

Applications will be evaluated based on your responses to the following questions. This is a competitive process! Your investment toward approved items will be matched by the New Mexico Tourism Department (NMTD).

[DOWNLOAD THE OPT-IN WORKBOOK](#), using it to mark your MMP and Flex selections. Use the MMP tab for media menu options + creative production selections. Use the tab labeled "Flex" to make any other requests. The Summary tab will automatically total based on your selections. Upon completion, upload the Opt-in Workbook in the "Required Supporting Document Upload" section before submitting.

Need advice or have questions regarding MMP media choices? [Schedule a Media Consult here](#). (In-person appointments available at the Governor's Conference on Tourism in Santa Fe 4/29-5/1 or by phone on other dates upon request.)

Need assistance completing your Opt-In Workbook? [Make an appointment with our "CoOp Concierge" here](#). (In-person appointments available at the Governor's Conference on Tourism in Santa Fe 4/29-5/1 or by phone on other dates upon request.)

Upon completion, upload the Opt-in Workbook in the "Required Supporting Document Upload" section before submitting. Your application is a commitment to invest in the selected media items, totaling up to the amount shown on the Summary tab under the "Partner Contribution" column. Approved menu items will receive funding from NMTD. For MMP selections, proof of placement and reporting will be provided to you.

Utilize the Flex tab of the workbook to request funds for any gaps identified in your overall strategic marketing plan that are not included with MMP. Flex awardees are responsible for

6. Upload Required Docs before Submission

Opt-in Workbook (.xls or .xlsx)
[Upload a file](#)

DFA Substitute W9 Form
[Upload a file](#)

IRS non-profit letter
[Upload a file](#)

Vendor Estimates (scan and upload in ONE.pdf)
[Upload a file](#)

Any additional supporting documents (scan and upload in ONE.pdf)
[Upload a file](#)

SAVE & CONTINUE EDITING NEXT

Andrea Lawre

IF YOU WANT TO FINISH YOUR APPLICATION LATER, CLICK "SAVE & CONTINUE EDITING"

Apply

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SM APPLY APPLICATION STEPS

**RETURNING USERS THAT HAVE CURRENT FY19 GRANTS STILL IN EXECUTION
WILL SEE 2 APPLICATIONS**

New Mexico Tourism Department

Pages Programs My Applications

All Applications

Cooperative Marketing and Advertising
0000000086
Deadline: Jun 15 2019 05:00 PM (MDT)

0 of 3 required tasks complete

START

Last edited: Apr 5 2019 09:36 AM (MDT)

Cooperative Marketing and Advertising
0000000088
Deadline: May 6 2019 05:00 PM (MDT)

0 of 1 tasks complete

START

Last edited: Apr 5 2019 09:36 AM (MDT)

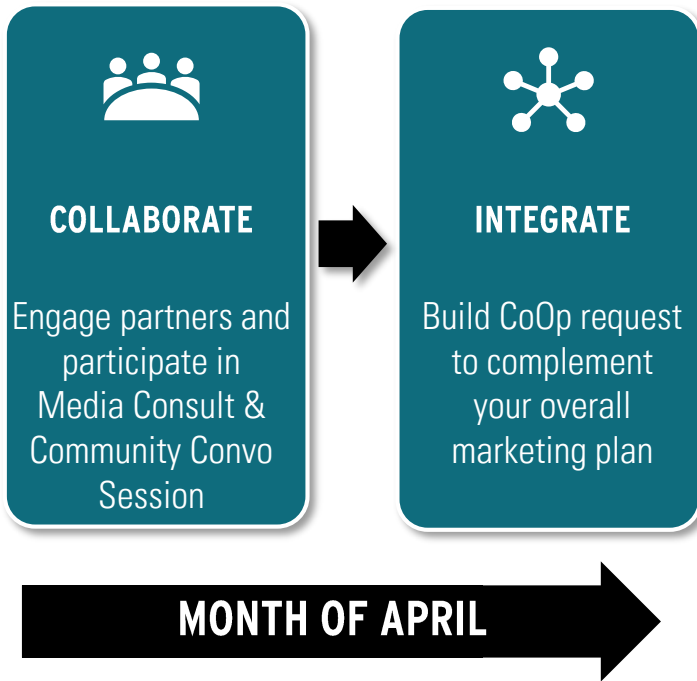
1 - 2 of 2 Applications

POWERED BY Apply

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**LOOK FOR THE MAY 6, 2019 DEADLINE
TO SELECT YOUR FY20 APPLICATION**

2. PLAN



- ✓ Schedule your Media Consult at [NMTrueCoOp.org]
- ✓ Collaborate with your ad agency, local partners, and NMTD CoOp Team to build your media plan



Target Definition Options - Select in Your Application

GEOGRAPHIC

- DALLAS
- HOUSTON
- WEST TX
(Lubbock, Amarillo, Midland/Odessa)
- EL PASO/LAS CRUCES

- PHOENIX
- TUCSON

- DENVER
- COLORADO SPGS/PUEBLO

- OKLAHOMA CITY

- ABQ/SANTA FE

- OTHER

DEMOGRAPHIC

- COUPLES
- FAMILIES
- EMPTY NESTERS

- MILLENIALS (20-38)
- GEN X (39-54)
- YOUNGER BOOMERS (55-64)
- SENIORS/RETIREEES (65+)

- OTHER

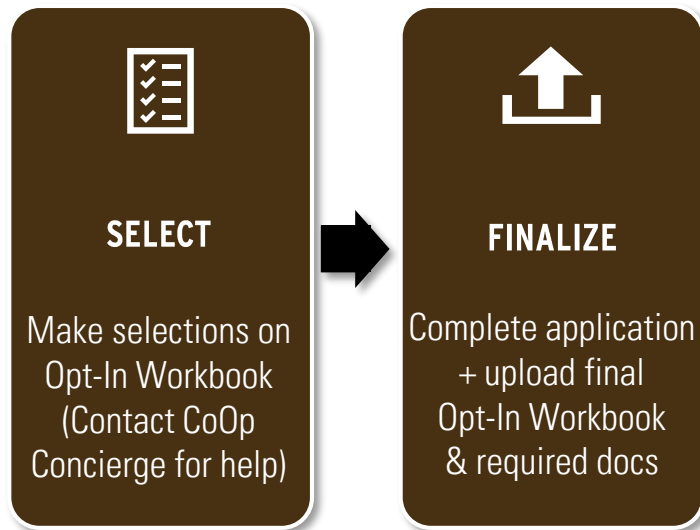
- MEN
- WOMEN
- ALL GENDERS

PSYCHOGRAPHIC

- THE ARTS (Visual & Performing)
- CULTURAL HERITAGE
- HISTORY
- SHOPPING
- CULINARY
- OUTDOOR RECREATION
- WINTER ACTIVITIES
- SUSTAINABILITY
/ECO-CONSCIOUS TRAVEL

- OTHER

3. POPULATE



DEADLINE
MAY 6, 2019
5PM MDT

- ✓ Complete your Opt-In Workbook to make your MMP and Flex requests
- ✓ Finalize application and upload required docs:
 - Completed Opt-In Workbook
 - Media Vendor Estimates for any Flex Requests
 - Other documents as applicable per application instructions
- ✓ If needed, get technical assistance from our CoOp Concierge! Appointments available at [NMTrueCoOp.org]

WEBINAR CONTENT

FY20 CoOp Overview & Improvements

Flex Grant Program

Media Menu Program (MMP)

Application to Awards: Steps for Success

Awards to Execution: What to Expect

WHAT TO EXPECT: Awards to Execution



April 9

APPLICATION OPEN



May 6

APPLICATION DUE



June 17

MMP PRODUCTION CALENDARS
& INSTRUCTIONS PROVIDED



July 10

MMP PARTNER PAYMENT
DUE TO NMTD
Fall/Winter Programs



June 15, 2020

FLEX REIMBURSEMENT
REQUESTS & REPORTING DUE

Month of April

CoOp COMMUNITY CONVO SESSIONS
MEDIA CONSULT APPOINTMENTS
CoOp CONCIERGE APPOINTMENTS



May 24 - June 14

REVIEW AWARD
SIGN & RETURN NMTD AGREEMENT

JULY 16

EXECUTE WITH EXCELLENCE
WEBINAR



December 10

MMP PARTNER PAYMENT
DUE TO NMTD
Spring/Summer Programs



WHAT TO EXPECT: CoOp Awards granted based on set evaluation factors

MANDATORY REQUIREMENTS

- Attend Webinar April 9, 2019 in real time
- Eligible Entity: Tourism related IRS Non-Profit or local or tribal government (Private entities may collaborate & contribute no more than 50% of eligible partner's funds toward their CoOp program)
- Completion and submission of Application at NMTourism.SMApply.io by **5PM MDT Monday, May 6, 2019**

ADDITIONAL CONSIDERATIONS (IF REQUESTS EXCEED AVAILABLE FUNDS)

- Quality and completeness of overall application
 - ✓ Thoughtful response to application questions
 - ✓ Opt-In workbook
 - ✓ Required uploads, including Vendor Estimates for any Flex requests
- Partner award history, including reversions and track record of timely MMP payments and creative assets
- Collaboration with other local entities
- Participation in Media Consult

**NMTD has the final decision on all awards.
Applications may be approved in whole or in part.**

WHAT TO EXPECT: Award communication

Via email by end of May:

- ✓ Award notification letter
- ✓ NMTD formal agreements
- ✓ Award Summary
 - Attached as exhibit to formal agreements
 - Details all MMP & Flex \$ awarded and MMP Partner Payments due

EXAMPLE OPT-IN AWARD SUMMARY

NEW MEXICO True		FY20 OPT-IN AWARD SUMMARY					PARTNER DIRECT PAY	
Organization Name: Awesome Partner Organization Contact Name: Katie McAwsome Email: Katie@Awesome.com								
MEDIA/ SERVICE	DESCRIPTION	TIMING	# of OPT-IN UNITS	NMTD AWARD (NET \$ VALUE)	\$ Due to NMTD 7/10/19	\$ Due to NMTD 12/10/19		
CONTENT & CREATIVE PRODUCTION	VIDEO PRODUCTION 1 Day Shoot 3 Video Edits (choose from: 10, 15, 30, 60, 90)	Aug 2019	1	\$4,089	\$4,089			
CONTENT & CREATIVE PRODUCTION	DIGITAL ABILITY/CONTENT CREATION by NMTD Magline Writers (Net Opt-In for Digital Article Distribution)	Mar 2020	1	\$750		\$750		
OUT-OF-HOME DIGITAL AIRPORT	DALLAS/EL PASO AIRPORT OUT-OF-HOME RIGHT DISPLAY SCREENS	Oct 2019	1	\$1,654	\$1,654			
PRINT	NEW MEXICO MAGAZINE ADVERTORIAL SPONSOR - FULL PAGE Print advertorial + digital advertorial in Destination Guide + one year shareable link + nm magazine.com homepage promo + e-newsletter + social posts	Apr 2020	1	\$4,140		\$4,140		
PRINT	NEW MEXICO TRAVEL GUIDE Print Display - FULL Page	Annual	1	\$7,596	\$7,596			
PRINT	15 MONTHLY New Mexico Travel Station Package - HALF Page Display Ad + Custom Email + Value Add Editorial	Oct 2019	1	\$5,218	\$5,218			
DIGITAL	WANT VIDEO? TV (AppardShare TV)	Apr-Jun 2020	1	\$6,613		\$6,613		
DIGITAL	SPONSORSHIP/ARTICLE CREATION/CONTENT Article Distribution (Requires Opt-In to Article Creation Program or repurposing of FY18-19 Articles created)	April-June 2020	1	\$5,750		\$5,750		
Ad Design Credits	AD DESIGN CREDITS: An NMTD \$ credit towards Partner's Ad Design costs will automatically calculate, contingent on: 1) selection of Eligible MMP Media programs, and 2) indication that you are using an Ad Agency or Creative Resource based in New Mexico.		3	\$1,500	-\$1,500			
			TOTAL MMP	11	\$37,310	\$17,057	\$17,253	
Trade Show	Trade Show Booth Rental at Dallas Travel Expo	Apr 2020	1	\$2,000	N/A	N/A		
			TOTAL FLEX	1	\$2,000			
				GRAND TOTAL:	12	\$39,310	\$17,057	\$17,253
				TOTAL Gross Market Value of Programs:		Total Partner \$ Due*		
				\$77,117.00		\$34,310		

*SINCE YOU INDICATED THAT YOU ARE NOT USING AN AD AGENCY TO BUY MMP MEDIA ON YOUR BEHALF, YOUR PARTNER \$ AMOUNTS DUE ARE LOWER THAN THE PARTNER PRICES ON YOUR ORIGINAL OPT-IN WORKBOOK, WHICH WERE SHOWN AT GROSS \$ WITH AD AGENCY COMMISSIONS BUILT IN. (NOTE THAT THIS CONVERSION FROM GROSS TO NET \$ IS NOT INDICATIVE OF ANY CHANGE IN YOUR MEDIA SELECTIONS.) YOUR NET PARTNER \$ DUE WILL BE INVOICED TO YOU ONCE YOUR SIGNED MMP AGREEMENT IS RECEIVED. **IMPORTANT: ENSURE THAT PAYMENTS TO NMTD ARE RECEIVED ON TIME BY THE DUE DATES OF 7/10/19 AND 12/10/19 TO AVOID DELAY OR CANCELLATION OF YOUR MMP PROGRAMS.**

WHAT TO EXPECT: MMP invoices for Partner Payments due to NMTD

- ✓ Invoices for MMP Partner Payments (issued once signed agreements are received by NMTD)
- ✓ If you indicate on your application that your Ad Agency will buy MMP media on your behalf:
 - Ad Agency will invoice Partner for MMP media, including applicable media commissions*
 - NMTD will invoice Ad Agency for net cost of MMP media

MMP Partner Payments DUE DATES

Fall/Winter programs: DUE July 10th, 2019

Spring/Summer 2020 programs: DUE Dec. 10th, 2019



If you will not have funds available by July due date, consider focusing your MMP investment on Spring/Summer (Mar – July 2020)

*Creative production options and Google DMO program are services NOT eligible for ad agency media commission.

WHAT TO EXPECT: MMP execution timelines & instructions

✓ Production Timeline

- Customized for YOUR specific MMP selections
- Visual snapshot of MMP media run dates & due dates

NEW MEXICO TRUE CO-OP - FY19 MMP PRODUCTION TIME LINE

Activity	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019
Out-of-Home / Airport - Digital Display														
Partners - Digital Audio														
Radio/TV - Native Content														
Print Video - Video Distribution														

✓ Production Summary

- Customized for YOUR specific MMP selections
- Details all creative asset deliverables, including:
 - Links to brand ad design templates
 - Links to vendor specifications
 - Submission instructions

NEW MEXICO TRUE CO-OP - FY19 MMP PRODUCTION SUMMARY

MEDIA CHANNEL	VENDOR	PLACEMENT DESCRIPTION	DELIVERABLES (PARTNER to CO-OP TEAM)	VENDOR MECHANICAL SPECS	NMTO TRUE DESIGN TEMPLATE (Requires that you have an account on the NMTO Tool Kit)	DELIVERABLE SUBMISSION INSTRUCTIONS	TIMING/RUN DATES	DELIVERABLE DUE DATE
Digital Display	TriptAdvisor	Digital Display linking to partner site; 580,539 Impressions + 20,827 bonus Impressions	Final digital banner ads (built to NMTO brand-standards and vendor specs) Completed Mobile Native External Ad Form (in specs)	Banner Sizes: 300x600, 300x250, 728x90, 300x50 JPEG only. Max 50kbs Destination URL	http://media.nmtourism.org/global-templates	ACE FORM http://media.nmtourism.org/	Mar - May 2019	1/31/19
Digital Radio	Pandora	Audio Everywhere; 625,000 Impressions	Completed NMTO script template and companion banners (300x250 and 500x500)	Native External Ad Form: bit.ly/TripAdv-Netflix Download script template (Word doc), add/complte with your customizable content (per instructions), and upload with banners.	http://media.nmtourism.org/global-radio	ACE FORM http://media.nmtourism.org/	Sep - Oct 2018	8/6/18
Native Content	RootRated	3 articles + FB Promotion (8,000 ad/post engagement); All content hosted on NewMexico.org.	Completed questionnaire (selecting article ideas and providing assets/partner information)	N/A - Complete asset collection via Jot Form; Vendor will build final creative.	N/A	Jot Form https://www.jotform.com/51461417584554	April - June 2019	2/1/19
Video Distribution	Viant Video	312,500 completed views for pre-roll; 187,500 completed views for connected TV; 50,000 completed views Cross Device Pre-roll Video	Final video ad and companion banner (jpg only)	https://www.dropbox.com/s/v9d8t9j1kxw058/Video-280x117-285x250?dl=0	N/A - Video ad spot must be approved by NMTO to run.	ACE FORM http://media.nmtourism.org/	Mar - May 2019	1/31/19
Out-of-Home / Airport	Albuquerque Support (ABC)	Baggage Claim & Lobby Displays; 1.1M Impressions per month	Final billboard creative - either static image or pre-approved NMTO video	https://www.dropbox.com/s/ed1c14f45a5606e0/A90X0000/qz5e89b1y3c6t8jY5j6?dl=0	http://media.nmtourism.org/job-subject-asset-templates	ACE FORM http://media.nmtourism.org/	Jun 2019	4/19/19
Print	New Mexico Magazine A LA CARTE DISPLAY HALF PAGE	Print Display + Digital Value Add; Inclusion in sponsored Travel Planner Section on NMmagazine.com	Final display print ad AND added-value assets	https://www.dropbox.com/s/6d8e9724a18a1c6d/AA20_00303027ac2a39a8b86e74c9	http://media.nmtourism.org/jot-templates	ACE FORM http://media.nmtourism.org/	Feb 2019	11/1/18
Print	New Mexico Magazine SPECIAL SECTION FULL PAGE	Advertorial + DIGITAL; NM TRAVEL PLANNER, 1 Month Web banner promo. Full Page or Half Page	Assets to build advertorial and added value placements - see Submission Instructions	N/A - Complete asset collection via Jot Form; Vendor will build final creative.	N/A	Jot Form 50566	Nov 2018	9/29/18
Print	New Mexico Magazine SPECIAL SECTION FULL PAGE	Advertorial + DIGITAL; NM TRAVEL PLANNER, 1 Month Web banner promo. Full Page or Half Page	Assets to build advertorial and added value placements - see Submission Instructions	N/A - Complete asset collection via Jot Form; Vendor will build final creative.	N/A	Jot Form 51446	Apr 2019	12/5/18
Videography	Videography PACKAGE 1 - Fall/Winter Shoot	1 Day Filming, Up to 2 Actors, 2-3 Person Crew, RED Epic Camera; Audio, Lighting, Post Production (Editing, Sound, Color Correction) DELIVERABLES: Video -15, 30, 60-seconds + All 8-Roll footage.	Complete JotForm questionnaire (at least 2 months prior to planned shoot date) to inform pre-production planning call with Talony-approved creative resource & Colly team. IMPORTANT NOTE: Review Program Summary docs for details on what YOU must provide, including crew & talent lodging, meals, and other Partner Requirements (See link under Vendor Specs)	https://www.dropbox.com/s/6f0250a48854f11/WildcatPostProductionProgramSummary.pdf?dl=0	N/A	Jot Form 22004	Sep 2018	JotForm due a minimum of 2 months prior to shoot date

SAVE THE DATE: JULY 16, 2019
“Execute with Excellence” Webinar

Let's do this!

Available NOW at [NMTrueCoOp.org]

- This complete webinar presentation
- Media Menu Program (MMP) one-page summaries
- Opt-In Workbook

Questions?

- Submit your question to CoOp.Marketing@state.nm.us by EOD tomorrow, April 10th
- Answers to emailed questions will be posted by EOD Thursday, April 11th on [NMTrueCoOp.org]

Thank you from YOUR New Mexico True CoOp Team

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THANK YOU!