LTAB June 19th Marketing Report

Print: Ski New Mexico True

Griffin Action: Per approval from Kelly Stewart placed full page ad in the "Communities" section in conjunction with Ski Pajarito.

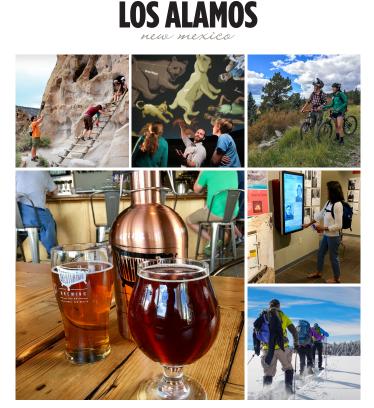
Distribution: 65,000 copies Distributed through NM Tourism Department, Visitor Center, State Fairs, Festivals, Museums, Airports, hotels and motels.

Mail distribution: Ski shops, sports shops, ski clubs and military bases Target States: NM, Texas, Oklahoma, Louisiana, California, Arizona, So. Colorado

Plus community specific page featured in the "destinations" section of <u>SkiNewMexico.com</u> (which needs to be updated)

Projected Gross impressions from print/website exposure: 200K-600K.

Deadline for content: Monday, July 23rd



Aha moments ahead! Los Alamos is a place that cultivates curiosity and creates aha moments. This passion started with the Manhattan Project 74 years ago and still inspires us today. Whether a science lover or outdoor enthusiast, experience your own aha moments in our fascinating museums, scenic trails and three awesome National Parks. LOS ALAMOS — where discoveries are made.

VISITLOSALAMOS.ORG

BANDELIER NATIONAL MONUMENT NPS.GOV/BAND MANHATTAN PROJECT NATIONAL HISTORICAL PARK NPS.GOV/MAPR VALLES CALDERA NATIONAL PRESERVE NPS.GOV/VALL LOS ALAMOS NATURE CENTER LOSALAMOSNATURE.ORG CRAFT BEER COOPERATIVE BATHTUBROWBREWING.COOP MUSEUMS: BRADBURY SCIENCE MUSEUM LANL.GOV/MUSEUM LOS ALAMOS HISTORY MUSEUM LOSALAMOSHISTORY.ORG

WWW.SKINEWMEXICO.COM

Public Relations: Stage 3 *Griffin Action: In development with Kelly Stewart*

Public Relations: ScienceFest

Griffin Action: In review with Kelly Stewart, Kaylinda & Lauren.

Public Relations: Bandelier Shuttle Service/Kite Festival/Outdoor Events. *Griffin Action: Approved Kelly Stewart distributed Tuesday, May 15th.*

Print: Sporting Post Cards Griffin Action: Approved by Dianne Marquez & Kelly Stewart. Printed and scheduled to be in market on Friday, June 13th

PR/Social Media/Facebook > Griffin Action: See activity report.

NewMexico.org

Griffin Action: Coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of New Mexico.org.

FY'19 New Mexico True Coop Award Summary Creative Production

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 edits + All B-Roll footage.

Social Media

N M True Summer targeted Facebook and Instagram campaign June –August 2019. This campaign will showcase new Los Alamos videos.

Print

New Mexico True 2019 Adventure Guide ½ Page, color, Monday, November 19th