

# LTAB June 19<sup>th</sup> 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 [SkiNewMexico.com](http://SkiNewMexico.com) (which needs to be updated)

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

Deadline for content: Monday, July 23<sup>rd</sup>

## LOS ALAMOS *new mexico*



*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](http://NPS.GOV/BAND) **MANHATTAN PROJECT NATIONAL HISTORICAL PARK** [NPS.GOV/MPNR](http://NPS.GOV/MPNR) **VALLES CALDERA NATIONAL PRESERVE** [NPS.GOV/VALL](http://NPS.GOV/VALL) **LOS ALAMOS NATURE CENTER** [LOSALAMOSNATURE.ORG](http://LOSALAMOSNATURE.ORG) **CRAFT BEER COOPERATIVE** [BATHTUBBROWBREWING.COOP](http://BATHTUBBROWBREWING.COOP) **MUSEUMS:** **BRADBURY SCIENCE MUSEUM** [LANL.GOV/MUSEUM](http://LANL.GOV/MUSEUM) **LOS ALAMOS HISTORY MUSEUM** [LOSALAMOSHISTORY.ORG](http://LOSALAMOSHISTORY.ORG)

### ***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 15<sup>th</sup>.*

### ***Print: Sporting Post Cards***

*Griffin Action: Approved by Dianne Marquez & Kelly Stewart.*

*Printed and scheduled to be in market on Friday, June 13<sup>th</sup>*

***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 19<sup>th</sup>*