

NEW MEXICO TOURISM DEPARTMENT COOPERATIVE ADVERTISING PROGRAM

FY18



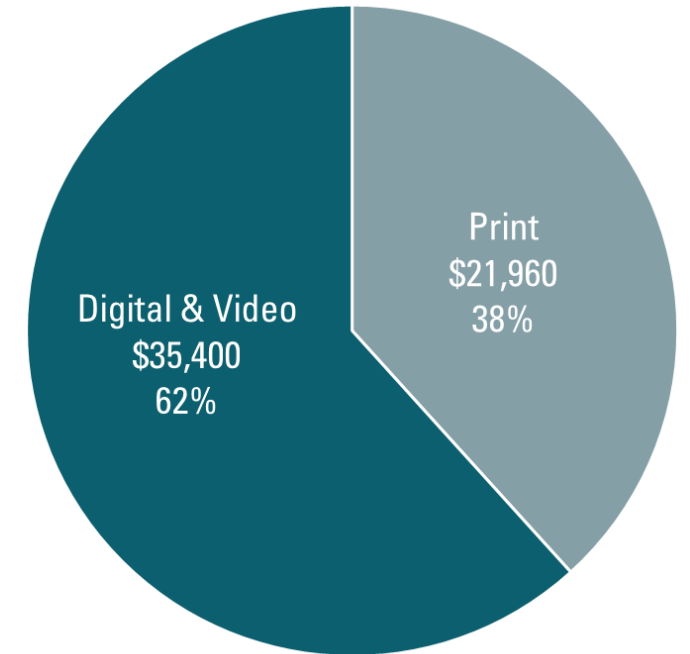
LOS ALAMOS COMMERCE AND DEVELOPMENT CORP.

FY18 FISCAL SUMMARY

NEW MEXICO *True*

PROGRAM OVERVIEW – Award Summary + Total Exposure

Program	Placement	Timing	Partner Spend	NMTD Match	Total Value	Channel
New Mexico Magazine Advertorial	Full page Advertorial (2x) + DIGITAL 2 e-newsletter True co-Branded Nov & April	Nov 2017, April 2018	\$5,250	\$5,250	\$10,500	Print
New Mexico True Adventure Guide	Half page	Feb '18	\$3,730	\$3,730	\$7,460	Print
Outside Magazine Advertorial	Quarter Page Advertorial + newsletter feature	Apr 2018	\$2,000	\$2,000	\$4,000	Print
RootsRated Content + Facebook Distribution	3 articles + FB Promotion 12,000 engagements	Jan - Mar 2018	\$2,700	\$2,700	\$5,400	Digital & Video
StackAdapt	Article Content (produced by Roots Rated) and Video Distribution	May - June 2018	\$5,000	\$5,000	\$10,000	Digital & Video
NCC	NCC GO Premium In-Stream Video :15, :30 Videos Cable Programming on Every Screen as well as connected TV (apple, Roku, Chromecast, etc.) + banner. 714,286 Video Impressions.	Jan - Mar 2018	\$10,000	\$10,000	\$20,000	Digital & Video
			\$28,680	\$28,680	\$57,360	



Total Reach: 5,371,391

(All channels – includes impressions, circulation and distribution)

NEW MEXICO MAGAZINE ADVERTORIAL

NewMexico
MAGAZINE

NEW MEXICO *True* SPECIAL ADVERTISING SECTION

Time Traveling in Los Alamos



1. Susanne Vertel's bronze statue of J. Robert Oppenheimer stands outside of Fuller Lodge in Los Alamos.
2. Fishing is only one of the many things visitors can enjoy in the Valles Caldera National Preserve.
3. Bandelier National Monument features a number of Ancestral Puebloan cave rooms that visitors can climb and explore.

HIGH ON THE PAJARITO
Plateau, Los Alamos is an extraordinary gateway to three national parks, spanning more than a million years of New Mexico's past. Lovers of history, science, and adventure can explore the worlds of Ancestral Puebloans, 19th-century homesteaders, fearless Rough Riders, and scientists who changed the world.

VALLES CALDERA NATIONAL PRESERVE
From the blast that created

the 13-mile-wide volcanic depression, to the prehistoric farmers and hunters, to the ranchers that have ridden the grasslands for a hundred years, this national park offers ranger programs and guided tours to help visitors see and fully experience this area's unique high-mountain history.

BANDELER NATIONAL MONUMENT
Once home to hunter-gatherers and Ancestral Puebloans, Spanish settlers, and, today, intrepid

adventurers, Bandelier has trails that wind through cliff dwellings, up rock faces, and along rushing streams. Night-sky programs and guided tours ensure the full experience.

MANHATTAN PROJECT NATIONAL HISTORICAL PARK
Preserving the legacy of the 6,000 people who worked on the first atomic bombs, America's newest park has a guided tour around downtown Los Alamos featuring the places and people that made up the

Secret City. Also worth a visit is the nearby Bradbury Science Museum that offers interactive exhibits exploring the science and engineering of the effort.

VisitLosAlamos.org
(800) 444-0707



nm magazine.com // NOVEMBER 2017 23

November 2017

Full Page

Circulation: 75,000

Bonus eNewsletter: 7,994 Opens / 343 Clicks

Total Spend: \$5,250

NEW MEXICO *True* SPECIAL ADVERTISING SECTION

Three Parks and a Million Years in Los Alamos



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NESTLED IN THE JÉMEZ MOUNTAINS, Los Alamos is the perfect base from which to explore the diverse and transformative history of the region. Three extraordinary national parks are within reach, which, together, offer views into more than a million years to help visitors experience this area's unique high-mountain history.

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VisitLosAlamos.org
(800) 444-0707



nm magazine.com // APRIL 2018 27

April 2018

Full Page

Circulation: 75,000

Bonus eNewsletter: 7,889 Opens / 298 Clicks

Total Spend: \$5,250

NEW MEXICO TRUE ADVENTURE GUIDE

NewMexico
MAGAZINE

2018

Half Page

Circulation: 575,000

Total Spend: \$7,460



Enchanted Adventures

From ancient pueblos and supervolcanoes to historic road trips and national monuments, New Mexico is ripe for exploring

There's a reason New Mexico is nicknamed the Land of Enchantment. The state feels enticingly magical, thanks to dramatic high-desert landscapes, brilliant turquoise skies, and seemingly never-ending outdoor activities and iconic landmarks. (Not to mention the state's killer green chile breakfast burritos.)

Here you'll find excursions of every type, from family getaways to the otherworldly caves of Carlsbad Caverns and adventure-laden outings like paddling through the Rio Grande Gorge. You can sand-sled at White Sands National Monument, hike among traditional pueblos, or bike around ancient supervolcanoes. Or just cruise historic Route 66, with pit stops that include the 81-foot-deep Blue Hole and vintage hotels and diners straight out of the 1950s. Put it all together and you have a trip worth taking, and one you're not likely to forget.

NEW MEXICO *True*

Farmington: Basecamp of the Four Corners

Farmington, New Mexico, sits literally at a crossroads. This thriving town in northwest New Mexico serves as the commercial hub of the culturally rich Four Corners area, and it's at the confluence of three major rivers: the San Juan, the Animas, and the La Plata. Because of its pristine location, there are endless places to visit and things to do when you visit.

Start by mountain biking among sagebrush and junipers on an extensive network of singletrek that crosses sandy arroyos, massive sand dunes, and perfectly buff sandstone. Stop by the Farmington Visitor Center for rental and

trail info.) Or head out for a hike into the remote badlands of Bisti/De-Na-Zin Wilderness, a unique and eerie landscape that was once a coastal inland sea swamp and is now dotted with otherworldly rock formations, hoodoos, spires, pinnacles, and arches.

With five nearby lakes in addition to the three rivers running through town, there's plenty to do and things to do when you visit.

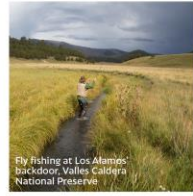
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Los Alamos: Where History and Nature Meet

High in the mountains above Santa Fe, set on the mesas of the Pajarito Plateau, you'll find the quirky, science-driven town of Los Alamos. Known as the birthplace of the atomic bomb, Los Alamos also serves as the gateway to some of northern New Mexico's most stunning wilderness, including three national parks.

At Valles Caldera National Preserve, rangers will guide you around a 13-mile-wide caldera formed by a volcanic explosion 1.25 million years ago, which has since turned into a rolling grassland. At Bandelier National Monument, you can hike among ancient petroglyphs, cliff dwellings, and gushing streams or gaze at the starry night sky with a trained astronomer.

Back in town, learn the fascinating history of the atomic bomb at the Manhattan Project



Fly fishing at Los Alamos' Bandelier National Preserve

National Historical Park, where you can take a guided tour through the once-called Secret City that preserves the legacy of the 6,000 people who harnessed atomic energy. Not enough? Don't miss the Bradbury Science Museum for a window into the history of the Los Alamos National Laboratory. VisitLosAlamos.org

© LESLIE BUCKLIN



Outdoor lovers and active families thrive in Farmington, New Mexico

Fishing the San Juan River



Hiking Chaco Culture National Historical Park

COURTESY PHOTO © CURTIS GALEN; AUDIO PHOTO © CURTIS GALEN; HEADS PHOTO © CAROLYN RABIN

Santa Fe Thunder: A Truly 'Different' Half Marathon

With historic churches, famous Canyon Road galleries, and rich history down every narrow, maze-like street, Santa Fe is unlike any town in America. So it should come as no surprise that its signature running event, the Santa Fe Thunder Half Marathon, held the third Sunday in September for the past seven years is every bit as unique, funky, and steeped in history.

For starters, the air is thin. The race starts at an elevation of 7,000 feet, and runners steadily climb 300 feet over the first two and a half miles. Thankfully, that's for going up, and the rest of the course gradually descends 1,300 feet, finishing in the Pueblo of Pojoaque.

Then there's the roadside entertainment and multicultural

traditions. The race begins when a Kalenjin warrior from Kenya sounds his grandfather's kudu horn; African drummers energize the crowds at the start and finish; and, near the five-mile mark, local belly dancers shimmy and shake in front of the beloved Tesuque Village Market. (Locals' tip: Return to this eclectic café after the run for house-made tamales and some of the best green chile stew in the state.)

The mountain views along the course are worth the race fee alone, with the Jemez Mountains to the west and the Sangre de Cristo rising dramatically from the east. You'll run past the famous open-air Santa Fe Opera and alongside the iconic and appropriately named Camel Rock, ending in the red-rock Rio Grande Valley at the sprawling oasis that is Pojoaque Pueblo's Buffalo Thunder Resort.

Another cool thing



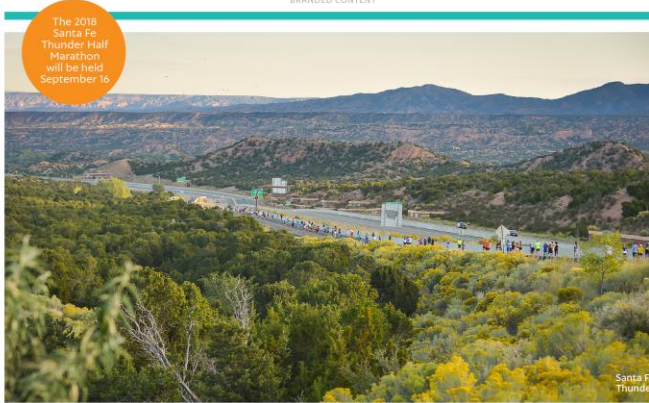
A start like no other

about the event is its ties to both local organizations and the international running community. The race is organized by and raises money for the Santa Fe-based nonprofit Global Running Culture, which aims to improve the lives of young people through sports and education in three mainly indigenous communities where running is a vital part of the culture: northern New Mexico; Matunget, Kenya; and Copper Canyon, Mexico. Every finisher is awarded a unique medal designed by renowned Jemez Pueblo artist Bernice Gachupin, and the top three finishers from each age group

receive handmade medals created by the Gachupin family on the pueblo, where long-distance running has been a tradition for generations.

Proceeds from this year's half marathon, Lightning 5K, and 1-mile fitness walk are being dedicated to construction of a much-needed new school building in the remote village of Matunget, perched high above the Great Rift Valley in northwestern Kenya. The school will provide the next generation with tools to create a brighter future.

This year's half marathon takes place September 16, 2018. santafethunder.com



The 2018 Santa Fe Thunder Half Marathon will be held September 16

Santa Fe Thunder

Enchanted Adventures

From ancient pueblos and supervolcanoes to sporting events and national monuments, New Mexico is ripe for exploring

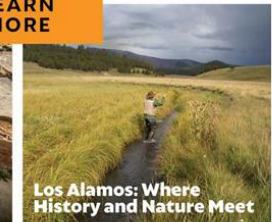


Santa Fe Thunder: A Truly 'Different' Half Marathon

CLICK TO LEARN MORE



Farmington: Basecamp of the Four Corners



Los Alamos: Where History and Nature Meet

NEW MEXICO *True*

SANTA FE THUNDER THE RACE DIFFERENT September 16, 2018

LOS ALAMOS where discoveries are made

FARMINGTON Join Your Journey

Bonus Custom Email

April 2018

Quarter Page

Circulation: 337,500

Bonus eNewsletter: 9,020 Opens / 101 Clicks

Total Spend: \$4,000

SOCIAL AND CONTENT PERFORMANCE	Los Alamos
Run Dates	1/1/18 – 3/31/18
Ad Engagements Guaranteed	12,000
Ad Engagements Delivered	27,140
Clicks	16,936
Impressions	1,005,006
%Engagement Rate	2.70%
%CTR (Clickthrough Rate)	1.69%
Total Spend/Budget (including NMTD match)	\$5,400.00
Cost Per Engagement/CPE (based on Media Spend)*	\$0.11
Cost Per Click/CPC (based on Media Spend)*	\$0.18
Cost Per Thousand/CPM (based on Media Spend)*	\$2.99
Content Engagement - Avg Scroll Depth (across all campaign articles)	62%
Content Engagement - Avg Read Time (across all campaign articles)	1.3

* Total spend is inclusive of costs for content creation, Facebook distribution and vendor campaign management. CPE, CPC and CPM are based only on the media spend portion.

Performance Highlights

- Exceeded Facebook ad engagement goal by 126%!
- Ad Engagement Rate and CTR were good – meaning the audience was excited about the content, interacted with the Facebook ad and clicked through to the article.
- Cost Per Engagement (CPE) was very low, making this a highly cost effective channel. Partner CPE is actually 50% of this number with NMTD budget match (\$0.05).

Facebook definition of ad engagement:

<https://www.facebook.com/business/help/735720159834389>

Los Alamos – Social Performance	Impressions	Link Clicks	Facebook Ad Engagements	CPM	CPC	CPE
The True Insider's Guide to Los Alamos	272,414	3,096	5,527	\$3.54	\$0.31	\$0.17
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	541,906	11,980	18,518	\$2.33	\$0.11	\$0.07
10 Ways to Explore Off the Beaten Path in Los Alamos	190,686	1,860	3,095	\$4.05	\$0.41	\$0.25

Los Alamos – Article Engagements	Pageviews	Reader Time (min)	Article Engagement Rate	Scroll Depth
The True Insider's Guide to Los Alamos	1,903	1.5	81%	61%
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	7,642	1.2	85%	62%
10 Ways to Explore Off the Beaten Path in Los Alamos	797	1.7	84%	65%

“3 Must-Visit Parks to Explore Near Los Alamos, New Mexico” was a stand out performer amongst the 3 articles, in terms of social ad engagement. Once arriving at the articles, article engagement was strong, yet relatively similar, across all 3 pieces.

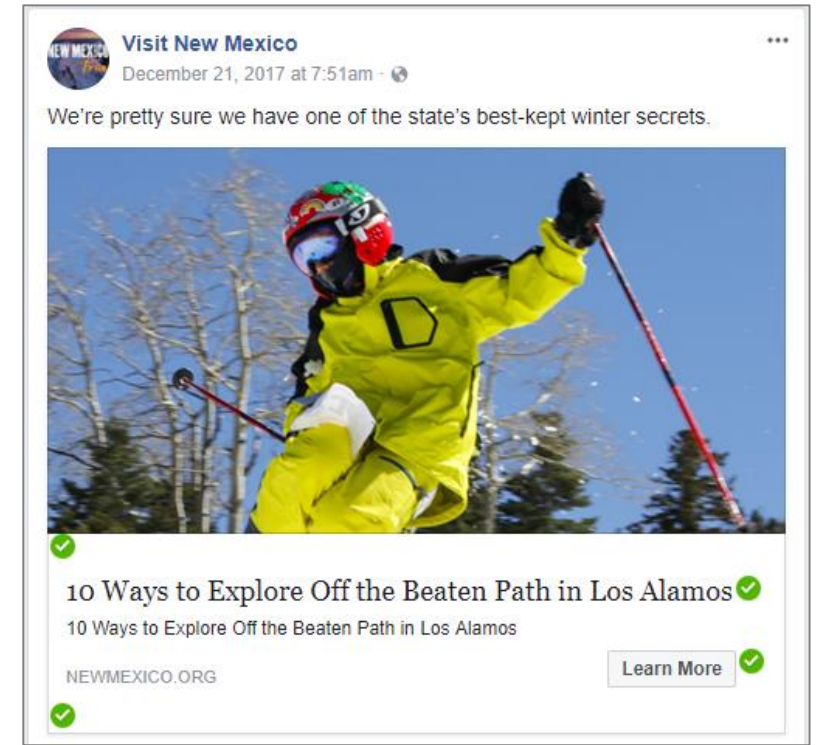
Facebook Screenshots + Article Links



<https://www.newmexico.org/blog/post/3-must-visit-parks-to-explore-near-los-alamos>



<https://www.newmexico.org/blog/post/the-true-insiders-guide-to-los-alamos>



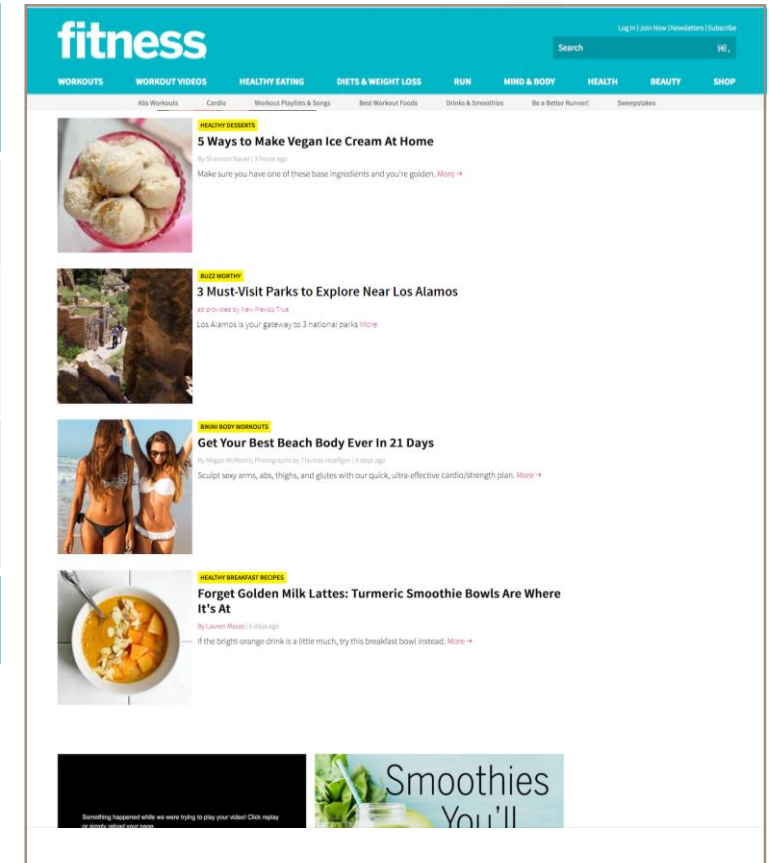
<https://www.newmexico.org/blog/post/10-ways-to-explore-off-the-beaten-path-in-los-alamos>

ARTICLES May-Jun 2018	Impressions	Clicks	CTR	Partner Spend	Total Spend (w/ NMTD Match)	eCPC*	eCPE*	15s Engagements on article
The True Insider's Guide to Los Alamos	819,674	2,241	0.27%	\$834	\$1,667	\$0.37	\$1.11	752
10 Ways to Explore Off the Beaten Path in Los Alamos	553,889	1,323	0.24%	\$833	\$1,667	\$0.63	\$1.94	430
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	854,706	1,961	0.23%	\$833	\$1,666	\$0.43	\$1.10	758
Total	2,228,269	5,525	0.25%	\$2,500	\$5,000	\$0.45	\$1.29	1,940

*Based on partner spend only

Performance Highlights

- Exceeded guaranteed article engagements (1,667) by 16%!
- Effective Cost Per Engagement and Cost Per Click (eCPE and eCPC) – which is calculated based only on the Partner's spend – were very low, making this a highly cost effective channel for content distribution. Note: the engagement tracked and measured with StackAdapt is article engagement (vs. RootsRated, which is Facebook ad engagement).
- Like RootsRated, "3 Must-Visit Parks..." was the top performer, though "The True Insider's Guide..." was a close second.



Please note, that because of StackAdapt's real-time targeted DSP environment, screenshots are only mocks using sample sites or sample ad formats that StackAdapt may include, and are not *actual* screens.

VIDEO May-Jun 2018	Impressions	Video Started	Video Completed	Clicks	VCR	CTR	Partner Spend	Total Spend (w/ NMTD Match)	eCPCV*	eCPC*
What_Can_You_Say _01_c.mp4	334,686	265,566	131,385	1,165	49%	0.35%	\$2,500	\$5,000	\$0.02	\$2.15

*Based on partner spend only

Performance Highlights

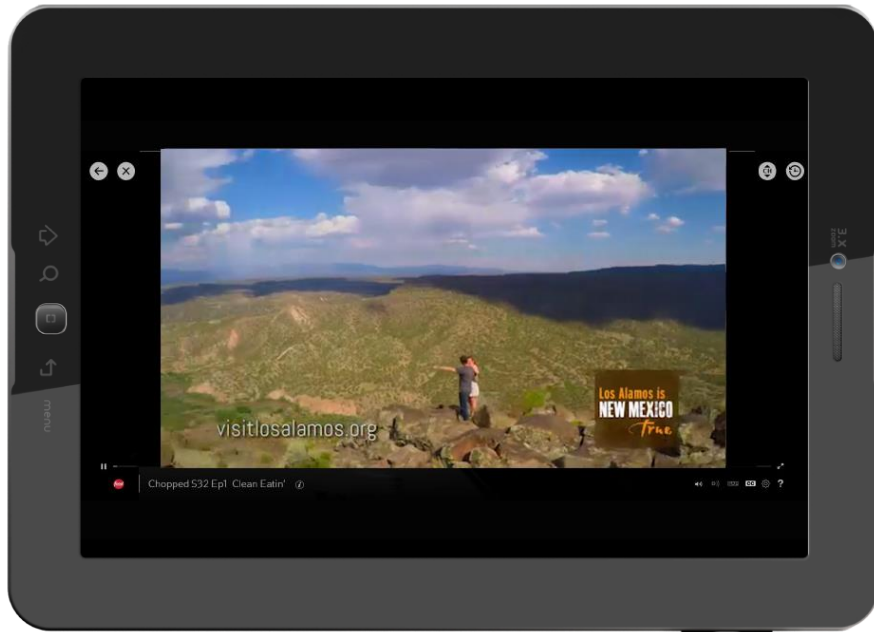
- Exceeded guaranteed completed views (62,500) by 110%!
- Video Completion Rate (VCR) was great and Effective Cost Per Completed View (eCPCV) – which is calculated based only on the Partner’s spend – was fantastic. Like the article distribution, this channel was cost effective for building awareness for Los Alamos.

Please note, that because of StackAdapt’s real-time targeted DSP environment, screenshots are only mocks using sample sites or sample ad formats that StackAdapt may include, and are not *actual* screens.



Los Alamos January 2018 – March 2018	CONTRACTED IMPRESSIONS	DELIVERED IMPRESSIONS	COMPLETED VIEWS	CLICKS	VCR	CTR	TOTAL SPEND	CPCV	CPC
What_Can_You_Say_01_NCC Digital	714,286	350,460	330,811	1,216	94%	0.35%	\$20,000	\$0.03	\$8.48
What_Can_You_Say_02_NCC Digital		351,224	331,786	1,108	94%	0.32%			
What_Can_You_Say_03_NCC Digital		14,343	13,238	34	92%	0.24%			
Total	714,286	716,027	675,835	2,358	94%	0.33%	\$20,000	\$0.03	\$8.48

* Due to NCC being an OTT (over-the-top) distribution channel, video views are forced views, which typically results in very high VCR (compared to channels like StackAdapt, where the video is skippable).



FY19 PARTICIPATION



FY19 OPT-IN AWARD SUMMARY

Organization Name: Los Alamos County
Organization Contact Name: Kelly Stewart
Email: kelly.stewart@lacnm.us

MMP PAYMENT TYPE: AGENCY PAY

AD AGENCY: Griffin & Associates
CONTACT: David Empey
Email: Dempey@griffinassoc.com

					AD AGENCY TO BILL PARTNER			AD AGENCY TO PAY NMTD		
MEDIA/ SERVICE	VENDOR	DESCRIPTION	TIMING	TOTAL GROSS \$ VALUE OF PROGRAM	GROSS \$* BILLABLE BY AD AGENCY (JULY 2018)	GROSS \$* BILLABLE BY AD AGENCY (DEC 2018)	NMTD AWARD (NET \$ VALUE)	Due to NMTD 7/9/18	Due to NMTD 12/10/18	
Creative Production	Talweg-Approved Videography Resource VIDEO PRODUCTION PACKAGE 1 - Spring/Summer 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 edits + All B-Roll footage. See PARTNER REQUIREMENTS tab for important details on partner role in production process.	Apr 2019 shoot, Final cuts by early May for June 2019 dist'n	\$7,680	\$0	\$3,840	\$3,840		\$3,840	
Print	New Mexico True Adventure Guide A LA CARTE DISPLAY	Half page Display Ad	JAN 2019	\$8,579	\$4,290	\$0	\$3,730	\$3,730		
Print - Ad Design Credits	AD DESIGN CREDITS	NMTD \$ credit towards your ad design expense for print a la carte display ads. All approved credits will be applied towards 1st partner payment due 7/9/18. (Special Advertorial programs not eligible for ad design credits; See "MMP CREATIVE PRODUCTION" tab to opt-in for Still Photography production to support these programs)		\$1,000	-\$500	\$0	\$500	-\$500		
TOTAL MMP				\$17,259	\$3,790	\$3,840	\$8,070	\$3,230	\$3,840	
Social Media	Facebook/Instagram	Summer targeted campaign to run video	June - August	\$6,000			\$3,000			
TOTAL FLEX				\$6,000	N/A	N/A	\$3,000			
<p>*SINCE YOU INDICATED THAT YOUR AD AGENCY IS BUYING MMP ON YOUR BEHALF, YOU WILL BE BILLED BY YOUR AGENCY FOR THE GROSS \$ INDICATED, WHICH INCLUDES YOUR AGENCY'S COMMISSION ON YOUR PORTION OF MMP MEDIA. (MMP CREATIVE PRODUCTION IS NOT COMMISSIONABLE.) YOUR AD AGENCY WILL BE INVOICED BY NMTD FOR THE NET PARTNER \$ DUE ON 7/9/18 AND 12/10/18.</p> <p><u>IMPORTANT: FOLLOW UP TO ENSURE THAT YOUR AGENCY MAKES PAYMENTS TO NMTD ON TIME BY THE DUE DATES OF 7/9/18 AND 12/10/18 TO AVOID DELAY OR CANCELLATION OF YOUR MMP PROGRAMS.</u></p> <p>NOTE ON AD DESIGN CREDITS: AD DESIGN CREDITS AWARDED WILL REDUCE THE AMOUNT BILLED BY YOUR AD AGENCY FOR AD DESIGN FOR MMP. TOTAL COST OF AD DESIGN WORK IS PER NEGOTIATION BETWEEN PARTNER AND AD AGENCY.</p>				GRAND TOTAL:	\$23,259	July \$3,790	December \$3,840	\$11,070	DUE 7/9/18 \$3,230	DUE 12/10/18 \$3,840
				TOTAL NMTD AWARD Gross \$ Value:		\$ Agency to Bill Partner*		\$ Agency to Pay NMTD (upon invoice)*		
				\$11,630.00		\$7,630		\$7,070		

THANK YOU!

NEW MEXICO *True*