

NMTrue CoOp Overview

2:1 Match Investment

DestinationiQ

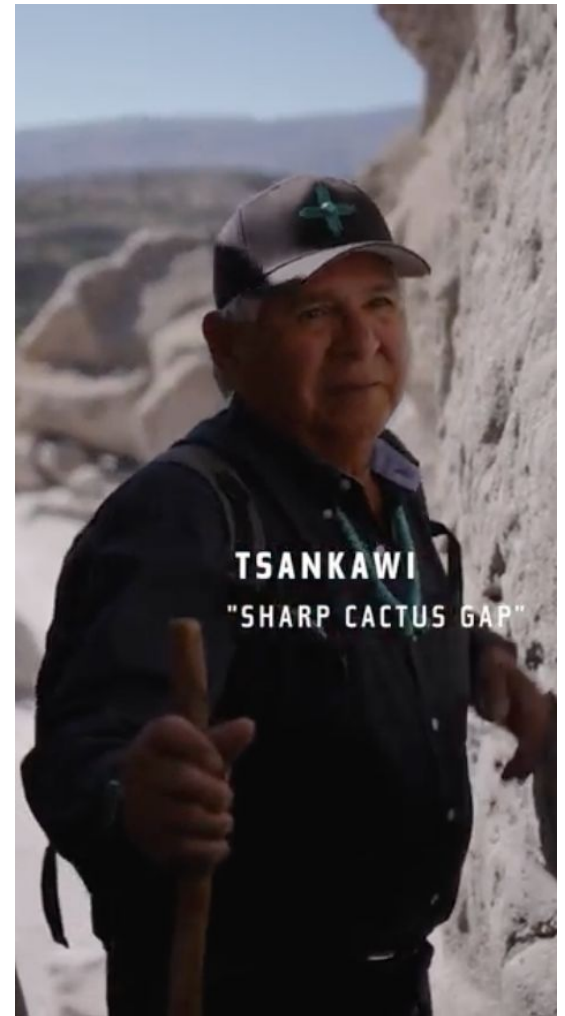
NM 
TRUE

ATTACHMENT A

	FY 2026	FY 2027
Cost vs. Media Value:	\$54,500 \$163,500	\$50,050 \$150,150
Components:	Video Production: \$17,400 value	Influencer Content Refresh: \$6,000 value
	Micro Influencer Program: \$30,300 value	Micro Influencer Program: \$33,000 value
	Search Campaign: \$31,200 value	Youtube: \$12,000 value
	Sterling Silver Consideration Campaign (FB, IG, Youtube, Spon Content): \$51,000 value	Sterling Silver Consideration Campaign (FB, IG, Youtube, Spon Content): \$51,000 value
	NM Travel Intender Digital Ads: \$15,000 value	Connected TV: \$18,000 value
	Rich Media Static Ads: \$18,600 value	OKC Programmatic Digital Out-of-Home: \$21,000 value
		405 Magazine Print Display Ads (3X Full Page) + E-Newsletter: \$9,150 value
Geographic:	Albuquerque, Dallas, Denver	Drive market TX, Denver, OKC, Southern NM
Demographics:	Millennials (Age 27-42), Gen X (Age 43-58), Young Boomers/Empty Nesters (Age 59-64)	Millennials (Age 30-45), Gen X (Age 46-61), Boomers/Retirees (Age 62+)
Psychographics:	History (Museums, Exhibits, Historic Sites), Outdoor Recreation, Cultural Heritage	History (Museums, Exhibits, Historic Sites), Outdoor Recreation, Cultural Heritage

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Videos: <https://bit.ly/CoopVideos>



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Search Campaign:

Run Dates: 3/2/26–3/31/26

Total Spend: \$8,326.78

Total Impressions: 57,036

Total Clicks: 3,344

CTR: 5.86%

CPC: \$2.49

Top keywords: Bandelier National Monument, Manhattan Project National Historic Park, Bradbury Science Museum

Albuquerque–Santa Fe, NM (majority of spend: \$7,094) had a 6.24% CTR and a \$2.48 CPC, Dallas–Ft. Worth, TX had a 4.32% CTR and a \$2.54 CPC.

One of the most efficient keyword groups was “Museums” with a conversion rate of 86%. We’ve incorporated this feedback into our own Google campaigns.

ATTACHMENT A



www.visitlosalamos.org/

Places to Stay in Los Alamos - Los Alamos Hotels



Looking for a place to stay? Find lodging options in Los Alamos, NM. Plan your trip today! Find a variety of lodging options in Los Alamos, New Mexico. Plan your trip today!



www.visitlosalamos.org/

Los Alamos Hotels - Los Alamos, New Mexico Hotels

Los Alamos, NM offers plenty of lodging options. Plan your trip today! Find a wide variety of exceptional hotels in Los Alamos, NM. Plan your trip today!



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Micro influencer Campaign



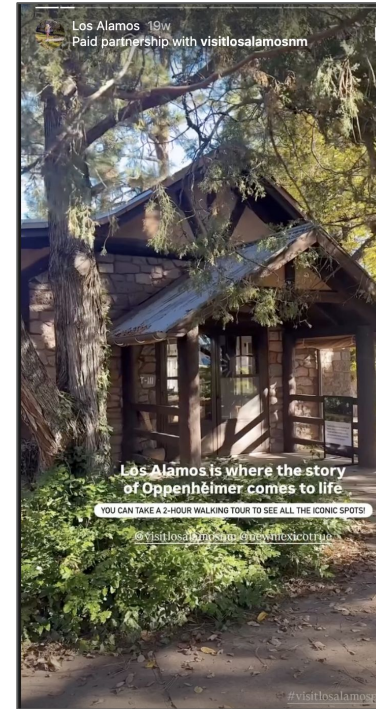
Irene Ogeto /
[@blackhikingqueen](#)
(May)



Selma Escobar /
[@selma_exploras](#)
(Mar)



Myranda Hausheer /
[@myrandainthemountains](#)
(Feb)



Anissa Borchardt /
[@herjoliejourney](#)
(Oct)

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Example Ad Spots



Best Things to Do in Los Alamos for First-Time Visitors

Perched in the scenic mountains of northern New Mexico, Los Alamos is a destination unlike any other in the United States.

