NEVADA DEPARTMENT OF TOURISM 2015

NEVADA DEPARTMENT OF TOURISM		FEBRUARY				MARCH					APRIL				MAY					JUNE				FREQ	TOTAL COST
	11/18/2014	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22		
NATIONAL	**DESCRIPTION**																								
PRINT																									
SOUTHWEST SPIRIT	FP4C										APRIL				MAY					JUNE				3	$45,000
DELTA SKY	FP4C										APRIL				MAY					JUNE				3	$51,000
ALLEGIANT SUNSEEKER	FP4C										APRIL				MAY					JUNE				3	$10,800
NATIONAL	**SUBTOTAL**	$0				$0					$35,600				$35,600					$35,600					$106,800
LOS ANGELES	**DESCRIPTION**																								
PRINT																									
LA WEEKLY	FP4C																							8	$32,000
RADIO																									
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL										APRIL				MAY					JUNE				3	$30,000
TV																									
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL										APRIL				MAY					JUNE				3	$60,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL										APRIL				MAY					JUNE				3	$60,000
OUTDOOR																									
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS										APRIL				MAY					JUNE				3	$90,000
DIGITAL BILLBOARDS	VARIOUS										APRIL				MAY					JUNE				3	$60,000
AIRPORT BOARDS	LAX, BURBANK, ONTARIO										APRIL				MAY					JUNE				3	$90,000
PRODUCTION AND INSTALL	VARIOUS										APRIL													1	$10,000
EXPERIENTIAL																									
COFFEE SLEEVES	TARGETED COFFEE SHOPS										APRIL				MAY					JUNE				3	$45,000
BARS AND GYMS	VARIOUS										APRIL				MAY					JUNE				3	$60,000
LOS ANGELES	**SUBTOTAL**	$0				$0					$187,000				$173,000					$177,000					$537,000
SAN FRANSISCO	**DESCRIPTION**																								
RADIO																									
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL										APRIL				MAY					JUNE				3	$30,000
TV																									
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL										APRIL				MAY					JUNE				3	$60,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL										APRIL				MAY					JUNE				3	$60,000
OUTDOOR																									
SPECTACULARS	VARIOUS										APRIL				MAY					JUNE				3	$120,000
POSTERS	VARIOUS										APRIL				MAY					JUNE				3	$90,000
AIRPORT BOARDS	SAN FRANSISCO										APRIL				MAY					JUNE				3	$60,000
PRODUCTION AND INSTALL	VARIOUS										APRIL													1	$20,000
EXPERIENTIAL																									
COFFEE SLEEVES	TARGETED COFFEE SHOPS										APRIL				MAY					JUNE				3	$45,000
BARS AND GYMS	VARIOUS										APRIL				MAY					JUNE				3	$60,000
SAN FRANSISCO	**SUBTOTAL**	$0				$0					$195,000				$175,000					$175,000					$545,000
PHOENIX	**DESCRIPTION**																								
PRINT																									
PHOENIX NEW TIMES	FP4C																							3	$9,600
RADIO																									
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL										APRIL				MAY					JUNE				3	$18,000
TV																									
CABLE- NCC	:30 SPOT										APRIL				MAY					JUNE				3	$60,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL										APRIL				MAY					JUNE				3	$60,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL										APRIL				MAY					JUNE				3	$45,000
OUTDOOR																									
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS										APRIL				MAY					JUNE				3	$60,000
DIGITAL BILLBOARDS	VARIOUS										APRIL				MAY					JUNE				3	$75,000
AIRPORT BOARDS	PHOENIX										APRIL				MAY					JUNE				3	$60,000
PRODUCTION AND INSTALL	VARIOUS										APRIL													1	$8,000
EXPERIENTIAL																									
LIFESTYLE CENTERS	VARIOUS										APRIL				MAY					JUNE				3	$45,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS										APRIL				MAY					JUNE				3	$21,000
BARS AND GYMS	VARIOUS										APRIL				MAY					JUNE				3	$24,000
PHOENIX	**SUBTOTAL**	$0				$0					$167,200				$159,200					$159,200					$485,600

NEVADA DEPARTMENT OF TOURISM 2015

SALT LAKE CITY	DESCRIPTION							
PRINT								
SALT LAKE CITY WEEKLY	FP4C						3	$10,500
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$18,000
TV								
CABLE- NCC	:30 SPOT			APRIL	MAY	JUNE	3	$60,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			APRIL	MAY	JUNE	3	$60,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$45,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			APRIL	MAY	JUNE	3	$60,000
DIGITAL BILLBOARDS	VARIOUS			APRIL	MAY	JUNE	3	$30,000
AIRPORT BOARDS	SALT LAKE CITY			APRIL	MAY	JUNE	3	$45,000
PRODUCTION AND INSTALL	VARIOUS			APRIL			1	$8,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS			APRIL	MAY	JUNE	3	$30,000
BARS AND GYMS	VARIOUS			APRIL	MAY	JUNE	3	$30,000
SALT LAKE CITY	SUBTOTAL	$0	$0	$137,500	$129,500	$129,500		$396,500
SACRAMENTO	DESCRIPTION							
PRINT								
SACRAMENTO NEWS AND REVIEW	FP4C						3	$9,600
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$18,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			APRIL	MAY	JUNE	3	$45,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$60,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			APRIL	MAY	JUNE	3	$90,000
DIGITAL BILLBOARDS	VARIOUS			APRIL	MAY	JUNE	3	$45,000
AIRPORT BOARDS	SACRAMENTO			APRIL	MAY	JUNE	3	$45,000
PRODUCTION AND INSTALL	VARIOUS			APRIL			1	$10,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS			APRIL	MAY	JUNE	3	$30,000
BARS AND GYMS	VARIOUS			APRIL	MAY	JUNE	3	$30,000
SACRAMENTO	SUBTOTAL	$0	$0	$134,200	$124,200	$124,200		$382,600
BOISE	DESCRIPTION							
PRINT								
BOISE WEEKLY	FP4C						3	$9,600
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$18,000
TV								
CABLE- NCC	:30 SPOT			APRIL	MAY	JUNE	3	$24,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			APRIL	MAY	JUNE	3	$45,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$30,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			APRIL	MAY	JUNE	3	$90,000
DIGITAL BILLBOARDS	VARIOUS			APRIL	MAY	JUNE	3	$30,000
AIRPORT BOARDS	SALT LAKE CITY			APRIL	MAY	JUNE	3	$45,000
PRODUCTION AND INSTALL	VARIOUS			APRIL			1	$8,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS			APRIL	MAY	JUNE	3	$15,000
BARS AND GYMS	VARIOUS			APRIL	MAY	JUNE	3	$24,000
BOISE	SUBTOTAL	$0	$0	$118,200	$110,200	$110,200		$338,600

NEVADA DEPARTMENT OF TOURISM 2015

LAS VEGAS	DESCRIPTION							
PRINT								
LV WEEKLY	FP4C						3	$10,500
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$24,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			APRIL	MAY	JUNE	3	$30,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$30,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			APRIL	MAY	JUNE	3	$45,000
DIGITAL BILLBOARDS	VARIOUS			APRIL	MAY	JUNE	3	$45,000
AIRPORT BOARDS	SACRAMENTO			APRIL	MAY	JUNE	3	$60,000
PRODUCTION AND INSTALL	VARIOUS			APRIL			1	$12,000
EXPERIENTIAL								
LIFESTYLE CENTERS	TOWN SQUARE, DOWNTOWN SUMMERLIN			APRIL	MAY	JUNE	3	$30,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS			APRIL	MAY	JUNE	3	$24,000
BARS AND GYMS	VARIOUS			APRIL	MAY	JUNE	3	$30,000
LAS VEGAS	SUBTOTAL	$0	$0	$121,500	$109,500	$109,500		$340,500
RENO	DESCRIPTION							
PRINT								
RENO NEWS AND REVIEW	FP4C						3	$9,600
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$30,000
TV								
CABLE- NCC	:30 SPOT			APRIL	MAY	JUNE	3	$30,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			APRIL	MAY	JUNE	3	$30,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			APRIL	MAY	JUNE	3	$30,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			APRIL	MAY	JUNE	3	$45,000
DIGITAL BILLBOARDS	VARIOUS			APRIL	MAY	JUNE	3	$15,000
AIRPORT BOARDS	SALT LAKE CITY			APRIL	MAY	JUNE	3	$30,000
PRODUCTION AND INSTALL	VARIOUS			APRIL			1	$8,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS			APRIL	MAY	JUNE	3	$15,000
BARS AND GYMS	VARIOUS			APRIL	MAY	JUNE	3	$24,000
RENO	SUBTOTAL	$0	$0	$94,200	$86,200	$86,200		$266,600
CHICAGO	DESCRIPTION							
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL						6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS						6	$12,000
DIGITAL BILLBOARDS	VARIOUS						6	$9,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS						6	$6,000
BARS AND GYMS	VARIOUS						6	$6,000
CHICAGO	SUBTOTAL	$0	$0	$34,000	$17,000	$0		$51,000

NEVADA DEPARTMENT OF TOURISM 2015

SAN DIEGO	DESCRIPTION							
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL						6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS						6	$16,500
DIGITAL BILLBOARDS	VARIOUS						6	$9,000
EXPERIENTIAL								
LIFESTYLE CENTERS	VARIOUS						6	$12,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS						6	$12,000
BARS AND GYMS	VARIOUS						6	$12,000
SAN DIEGO	SUBTOTAL	$0	$0	$53,000	$26,500	$0		$79,500
DALLAS	DESCRIPTION							
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL						6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS						6	$15,000
DIGITAL BILLBOARDS	VARIOUS						6	$9,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS						6	$6,000
BARS AND GYMS	VARIOUS						6	$6,000
DALLAS	SUBTOTAL	$0	$0	$36,000	$18,000	$0		$54,000
HOUSTON	DESCRIPTION							
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL						6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS						6	$15,000
DIGITAL BILLBOARDS	VARIOUS						6	$9,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS						6	$6,000
BARS AND GYMS	VARIOUS						6	$6,000
HOUSTON	SUBTOTAL	$0	$0	$36,000	$18,000	$0		$54,000

NEVADA DEPARTMENT OF TOURISM 2015

FRESNO	DESCRIPTION							
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL						6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS						6	$15,000
DIGITAL BILLBOARDS	VARIOUS						6	$9,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS						6	$6,000
BARS AND GYMS	VARIOUS						6	$6,000
FRESNO	SUBTOTAL	$0	$0	$36,000	$18,000	$0		$54,000
NEW YORK CITY	DESCRIPTION							
RADIO								
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
TV								
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL						6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL						6	$6,000
OUTDOOR								
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS						6	$15,000
AIRPORT BOARDS	SALT LAKE CITY						6	$24,000
PRODUCTION AND INSTALL	VARIOUS						1	$8,000
EXPERIENTIAL								
COFFEE SLEEVES	TARGETED COFFEE SHOPS						6	$24,000
BARS AND GYMS	VARIOUS						6	$18,000
NEW YORK CITY	SUBTOTAL	$0	$0	$74,000	$33,000	$0		$107,000
MEDIA TOTALS		$0	$0	$1,459,400	$1,232,900	$1,106,400		$3,798,700

APPROVED BUDGET	TOTAL MEDIA	VARIANCE
$3,800,000	$3,798,700	-$1,300

NEVADA DEPARTMENT OF TOURISM 2015

NEVADA DEPARTMENT OF TOURISM			#	FEB	#	MAR	#	APR	#	MAY	#	JUN	COST	FREQ	TOTAL
NATIONAL	**DESCRIPTION**	**VENDOR**													
PRINT															
SOUTHWEST SPIRIT	FP4C			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
DELTA SKY	FP4C			$0		$0	1	$17,000	1	$17,000	1	$17,000	$17,000	3	$51,000
ALLEGIANT SUNSEEKER	FP4C			$0		$0	1	$3,600	1	$3,600	1	$3,600	$3,600	3	$10,800
SUBTOTAL			0	$0	0	$0	3	$35,600	3	$35,600	3	$35,600			$106,800
LOS ANGELES	**DESCRIPTION**	**VENDOR**													
PRINT															
LA WEEKLY	FP4C			$0		$0	3	$12,000	2	$8,000	3	$12,000	$4,000	8	$32,000
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	1	$30,000	1	$30,000	1	$30,000	$30,000	3	$90,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
AIRPORT BOARDS	LAX, BURBANK, ONTARIO			$0		$0	1	$30,000	1	$30,000	1	$30,000	$30,000	3	$90,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$10,000		$0		$0	$10,000	1	$10,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
BARS AND GYMS	VARIOUS			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
SUBTOTAL			0	$0	0	$0	12	$187,000	10	$173,000	11	$177,000			$537,000
SAN FRANSISCO	**DESCRIPTION**	**VENDOR**													
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
OUTDOOR															
SPECTACULARS	VARIOUS			$0		$0	1	$40,000	1	$40,000	1	$40,000	$40,000	3	$120,000
POSTERS	VARIOUS			$0		$0	1	$30,000	1	$30,000	1	$30,000	$30,000	3	$90,000
AIRPORT BOARDS	SAN FRANSISCO			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$20,000		$0		$0	$20,000	1	$20,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
BARS AND GYMS	VARIOUS			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
SUBTOTAL			0	$0	0	$0	9	$195,000	8	$175,000	8	$175,000			$545,000
PHOENIX	**DESCRIPTION**	**VENDOR**													
PRINT															
PHOENIX NEW TIMES	FP4C			$0		$0	1	$3,200	1	$3,200	1	$3,200	$3,200	3	$9,600
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$6,000	1	$6,000	1	$6,000	$6,000	3	$18,000
TV															
CABLE- NCC	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
NATIONAL CINEMA MEDIA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
HULU	0			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	1	$25,000	1	$25,000	1	$25,000	$25,000	3	$75,000
AIRPORT BOARDS	PHOENIX			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL															
LIFESTYLE CENTERS	VARIOUS			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$7,000	1	$7,000	1	$7,000	$7,000	3	$21,000
BARS AND GYMS	VARIOUS			$0		$0	1	$8,000	1	$8,000	1	$8,000	$8,000	3	$24,000
SUBTOTAL			0	$0	0	$0	12	$167,200	11	$159,200	11	$159,200			$485,600

SALT LAKE CITY	DESCRIPTION	VENDOR													
PRINT															
SALT LAKE CITY WEEKLY	FP4C			$0		$0	1	$3,500	1	$3,500	1	$3,500	$3,500	3	$10,500
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$6,000	1	$6,000	1	$6,000	$6,000	3	$18,000
TV															
CABLE- NCC	:30 SPOT			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
AIRPORT BOARDS	SALT LAKE CITY			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
BARS AND GYMS	VARIOUS			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
SUBTOTAL			0	$0	0	$0	11	$137,500	10	$129,500	10	$129,500			$396,500
SACRAMENTO	**DESCRIPTION**	**VENDOR**													
PRINT															
SACRAMENTO NEWS AND REVIEW	FP4C			$0		$0	1	$3,200	1	$3,200	1	$3,200	$3,200	3	$9,600
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$6,000	1	$6,000	1	$6,000	$6,000	3	$18,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	1	$30,000	1	$30,000	1	$30,000	$30,000	3	$90,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
AIRPORT BOARDS	SACRAMENTO			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$10,000		$0		$0	$10,000	1	$10,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
BARS AND GYMS	VARIOUS			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
SUBTOTAL			0	$0	0	$0	10	$134,200	9	$124,200	9	$124,200			$382,600
BOISE	**DESCRIPTION**	**VENDOR**													
PRINT															
BOISE WEEKLY	FP4C			$0		$0	1	$3,200	1	$3,200	1	$3,200	$3,200	3	$9,600
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$6,000	1	$6,000	1	$6,000	$6,000	3	$18,000
TV															
CABLE- NCC	:30 SPOT			$0		$0	1	$8,000	1	$8,000	1	$8,000	$8,000	3	$24,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	1	$30,000	1	$30,000	1	$30,000	$30,000	3	$90,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
AIRPORT BOARDS	SALT LAKE CITY			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	3	$15,000
BARS AND GYMS	VARIOUS			$0		$0	1	$8,000	1	$8,000	1	$8,000	$8,000	3	$24,000
SUBTOTAL			0	$0	0	$0	11	$118,200	10	$110,200	10	$110,200			$338,600

NEVADA DEPARTMENT OF TOURISM 2015

LAS VEGAS	DESCRIPTION	VENDOR														
PRINT																
LV WEEKLY	FP4C			$0		$0	1	$3,500	1	$3,500	1	$3,500	$3,500	3	$10,500
RADIO																
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$8,000	1	$8,000	1	$8,000	$8,000	3	$24,000
TV																
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
OUTDOOR																
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
AIRPORT BOARDS	SACRAMENTO			$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	3	$60,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$12,000		$0		$0	$12,000	1	$12,000
EXPERIENTIAL																
LIFESTYLE CENTERS	TOWN SQUARE, DOWNTOWN SUMMERLIN			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$8,000	1	$8,000	1	$8,000	$8,000	3	$24,000
BARS AND GYMS	VARIOUS			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
SUBTOTAL			0	$0	0	$0	11	$121,500	10	$109,500	10	$109,500			$340,500
RENO	**DESCRIPTION**	**VENDOR**														
PRINT																
RENO NEWS AND REVIEW	FP4C			$0		$0	1	$3,200	1	$3,200	1	$3,200	$3,200	3	$9,600
RADIO																
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
TV																
CABLE- NCC	:30 SPOT			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
OUTDOOR																
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	3	$45,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	3	$15,000
AIRPORT BOARDS	SALT LAKE CITY			$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	3	$30,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	3	$15,000
BARS AND GYMS	VARIOUS			$0		$0	1	$8,000	1	$8,000	1	$8,000	$8,000	3	$24,000
SUBTOTAL			0	$0	0	$0	11	$94,200	10	$86,200	10	$86,200			$266,600
CHICAGO	**DESCRIPTION**	**VENDOR**														
RADIO																
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
TV																
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
OUTDOOR																
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	4	$8,000	2	$4,000		$0	$2,000	6	$12,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	4	$6,000	2	$3,000		$0	$1,500	6	$9,000
EXPERIENTIAL																
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
BARS AND GYMS	VARIOUS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
SUBTOTAL			0	$0	0	$0	28	$34,000	14	$17,000	0	$0			$51,000

SAN DIEGO	DESCRIPTION	VENDOR													
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	4	$11,000	2	$5,500		$0	$2,750	6	$16,500
DIGITAL BILLBOARDS	VARIOUS			$0		$0	4	$6,000	2	$3,000		$0	$1,500	6	$9,000
EXPERIENTIAL															
LIFESTYLE CENTERS	VARIOUS			$0		$0	4	$8,000	2	$4,000		$0	$2,000	6	$12,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	4	$8,000	2	$4,000		$0	$2,000	6	$12,000
BARS AND GYMS	VARIOUS			$0		$0	4	$8,000	2	$4,000		$0	$2,000	6	$12,000
	SUBTOTAL		0	$0	0	$0	32	$53,000	16	$26,500	0	$0			$79,500
DALLAS	DESCRIPTION	VENDOR													
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	4	$10,000	2	$5,000		$0	$2,500	6	$15,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	4	$6,000	2	$3,000		$0	$1,500	6	$9,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
BARS AND GYMS	VARIOUS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
	SUBTOTAL		0	$0	0	$0	28	$36,000	14	$18,000	0	$0			$54,000
HOUSTON	DESCRIPTION	VENDOR													
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	4	$10,000	2	$5,000		$0	$2,500	6	$15,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	4	$6,000	2	$3,000		$0	$1,500	6	$9,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
BARS AND GYMS	VARIOUS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
	SUBTOTAL		0	$0	0	$0	28	$36,000	14	$18,000	0	$0			$54,000

FRESNO	DESCRIPTION	VENDOR													
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	4	$10,000	2	$5,000		$0	$2,500	6	$15,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	4	$6,000	2	$3,000		$0	$1,500	6	$9,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
BARS AND GYMS	VARIOUS			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
SUBTOTAL			0	$0	0	$0	28	$36,000	14	$18,000	0	$0			$54,000
NEW YORK CITY	**DESCRIPTION**	**VENDOR**													
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	4	$4,000	2	$2,000		$0	$1,000	6	$6,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	4	$10,000	2	$5,000		$0	$2,500	6	$15,000
AIRPORT BOARDS	SALT LAKE CITY			$0		$0	4	$16,000	2	$8,000		$0	$4,000	6	$24,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	4	$16,000	2	$8,000		$0	$4,000	6	$24,000
BARS AND GYMS	VARIOUS			$0		$0	4	$12,000	2	$6,000		$0	$3,000	6	$18,000
SUBTOTAL			0	$0	0	$0	29	$74,000	14	$33,000	0	$0			$107,000
MEDIA TOTALS			**0**	**$0**	**0**	**$0**	**263**	**$1,459,400**	**167**	**$1,232,900**	**82**	**$1,106,400**	**$0**	**$0**	**$3,798,700**

NEVADA DEPARTMENT OF TOURISM 2015-2016

NEVADA DEPARTMENT OF TOURISM		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	FREQ	TOTAL COST
	11/18/2014	29 6 13 20	27 3 10 17 24	31 7 14 21	28 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18 25	1 8 15 22	29 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20		
NATIONAL	**DESCRIPTION**														
PRINT															
SOUTHWEST SPIRIT	FP4C	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$120,000
DELTA SKY	FP4C	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$136,000
ALLEGIANT SUNSEEKER	FP4C	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$28,800
NATIONAL	**SUBTOTAL**	$0	$0	$35,600	$35,600	$35,600	$0	$0	$0	$35,600	$35,600	$35,600	$35,600		**$284,800**
LOS ANGELES	**DESCRIPTION**														
PRINT															
LA WEEKLY	FP4C													7	$28,000
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$160,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$120,000
AIRPORT BOARDS	LAX, BURBANK, ONTARIO	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$160,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$7,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
LOS ANGELES	**SUBTOTAL**	$0	$0	$123,000	$116,000	$116,000	$0	$0	$0	$123,000	$123,000	$116,000	$75,000		**$894,000**
SAN FRANSISCO	**DESCRIPTION**														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
OUTDOOR															
SPECTACULARS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$240,000
POSTERS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$120,000
AIRPORT BOARDS	SAN FRANSISCO	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$15,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
SAN FRANSISCO	**SUBTOTAL**	$0	$0	$127,000	$112,000	$112,000	$0	$0	$0	$127,000	$127,000	$112,000	$75,000		**$874,000**
PHOENIX	**DESCRIPTION**														
PRINT															
PHOENIX NEW TIMES	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$28,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$70,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$96,000
AIRPORT BOARDS	PHOENIX	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$8,000
EXPERIENTIAL															
LIFESTYLE CENTERS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$48,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$32,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
PHOENIX	**SUBTOTAL**	$0	$0	$102,200	$94,200	$94,200	$0	$0	$0	$102,200	$102,200	$94,200	$47,000		**$714,400**

NEVADA DEPARTMENT OF TOURISM 2015-2016

SALT LAKE CITY	DESCRIPTION														
PRINT															
SALT LAKE CITY WEEKLY	FP4C													7	$24,500
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$70,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$70,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
SALT LAKE CITY	SUBTOTAL	$0	$0	$85,500	$77,500	$77,500	$0	$0	$0	$85,500	$85,500	$77,500	$34,000		$584,500
SACRAMENTO	DESCRIPTION														
PRINT															
SACRAMENTO NEWS AND REVIEW	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$84,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$160,000
AIRPORT BOARDS	SACRAMENTO	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$7,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
SACRAMENTO	SUBTOTAL	$0	$0	$86,200	$79,200	$79,200	$0	$0	$0	$86,200	$86,200	$79,200	$44,000		$605,400
BOISE	DESCRIPTION														
PRINT															
BOISE WEEKLY	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
BOISE	SUBTOTAL	$0	$0	$64,200	$56,200	$56,200	$0	$0	$0	$64,200	$64,200	$56,200	$34,000		$435,400

NEVADA DEPARTMENT OF TOURISM 2015-2016

LAS VEGAS	DESCRIPTION														
PRINT															
LV WEEKLY	FP4C													7	$24,500
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$56,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
OUTDOOR															
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
EXPERIENTIAL															
LIFESTYLE CENTERS	TOWN SQUARE, DOWNTOWN SUMMERLIN	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
LAS VEGAS	SUBTOTAL	$0	$0	$42,500	$42,500	$42,500	$0	$0	$0	$42,500	$42,500	$42,500	$17,000		$314,500
RENO	DESCRIPTION														
PRINT															
RENO NEWS AND REVIEW	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
OUTDOOR															
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	6	$30,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	6	$30,000
RENO	SUBTOTAL	$0	$0	$44,200	$44,200	$44,200	$0	$0	$0	$44,200	$44,200	$44,200	$15,000		$304,400
CHICAGO	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$24,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
CHICAGO	SUBTOTAL	$0	$0	$0	$17,000	$17,000	$0	$0	$0	$0	$0	$17,000	$34,000		$102,000

SAN DIEGO	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$33,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
LIFESTYLE CENTERS	VARIOUS													12	$24,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$24,000
BARS AND GYMS	VARIOUS													12	$24,000
SAN DIEGO	SUBTOTAL	$0	$0	$0	$26,500	$26,500	$0	$0	$0	$0	$0	$26,500	$53,000		$159,000
DALLAS	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
DALLAS	SUBTOTAL	$0	$0	$0	$18,000	$18,000	$0	$0	$0	$0	$0	$18,000	$36,000		$108,000
HOUSTON	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
HOUSTON	SUBTOTAL	$0	$0	$0	$18,000	$18,000	$0	$0	$0	$0	$0	$18,000	$36,000		$108,000

NEVADA DEPARTMENT OF TOURISM 2015-2016

FRESNO	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
DIGITAL BILLBOARDS	VARIOUS													12	$30,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
FRESNO	SUBTOTAL	$0	$0	$0	$20,000	$20,000	$0	$0	$0	$0	$0	$20,000	$40,000		$120,000
NEW YORK CITY	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
AIRPORT BOARDS	SALT LAKE CITY													12	$45,600
PRODUCTION AND INSTALL	VARIOUS													1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$36,000
BARS AND GYMS	VARIOUS													12	$36,000
NEW YORK CITY	SUBTOTAL	$0	$0	$8,000	$30,600	$30,600	$0	$0	$0	$8,000	$8,000	$30,600	$61,200		$191,600
MEDIA TOTALS		$0	$0	$718,400	$787,500	$787,500	$0	$0	$0	$718,400	$718,400	$787,500	$636,800		$5,800,000

APPROVED BUDGET	TOTAL MEDIA	VARIANCE
$5,800,000	$5,800,000	$0

NEVADA DEPARTMENT OF TOURISM 2015-2016

NEVADA DEPARTMENT OF TOURISM			#	JULY	#	AUG	#	SEPT	#	OCT	#	NOV	#	DEC	#	JAN	#	FEB	#	MAR	#	APR	#	MAY	#	JUN	COST	FREQ	TOTAL
NATIONAL	**DESCRIPTION**	**VENDOR**																											
PRINT																													
SOUTHWEST SPIRIT	FP4C		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	8	$120,000
DELTA SKY	FP4C		1	$17,000	1	$17,000		$0		$0	1	$17,000	1	$17,000	1	$17,000		$0		$0	1	$17,000	1	$17,000	1	$17,000	$17,000	8	$136,000
ALLEGIANT SUNSEEKER	FP4C		1	$3,600	1	$3,600		$0		$0	1	$3,600	1	$3,600	1	$3,600		$0		$0	1	$3,600	1	$3,600	1	$3,600	$3,600	8	$28,800
SUBTOTAL			$3	$35,600	$3	$35,600	$0	$0	$0	$0	$3	$35,600	$3	$35,600	$3	$35,600	$0	$0	$0	$0	$3	$35,600	$3	$35,600	$3	$35,600	$35,600	$24	$284,800
LOS ANGELES	**DESCRIPTION**	**VENDOR**																											
PRINT																													
LA WEEKLY	FP4C		1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000		$0	$4,000	7	$28,000
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
TV																													
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
OUTDOOR																													
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	8	$160,000
DIGITAL BILLBOARDS	VARIOUS		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	8	$120,000
AIRPORT BOARDS	LAX, BURBANK, ONTARIO		1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	8	$160,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$7,000		$0		$0	$7,000	1	$7,000
EXPERIENTIAL																													
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
BARS AND GYMS	VARIOUS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
SUBTOTAL			$9	$116,000	$9	$116,000	$0	$0	$0	$0	$9	$116,000	$9	$116,000	$9	$116,000	$0	$0	$0	$0	$10	$123,000	$9	$116,000	$5	$75,000	$123,000	$69	$894,000
SAN FRANSISCO	**DESCRIPTION**	**VENDOR**																											
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
TV																													
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
OUTDOOR																													
SPECTACULARS	VARIOUS		1	$30,000	1	$30,000		$0		$0	1	$30,000	1	$30,000	1	$30,000		$0		$0	1	$30,000	1	$30,000	1	$30,000	$30,000	8	$240,000
POSTERS	VARIOUS		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	8	$120,000
AIRPORT BOARDS	SAN FRANSISCO		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$15,000		$0		$0	$15,000	1	$15,000
EXPERIENTIAL																													
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
BARS AND GYMS	VARIOUS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
SUBTOTAL			$8	$112,000	$8	$112,000	$0	$0	$0	$0	$8	$112,000	$8	$112,000	$8	$112,000	$0	$0	$0	$0	$9	$127,000	$8	$112,000	$5	$75,000	$127,000	$62	$874,000
PHOENIX	**DESCRIPTION**	**VENDOR**																											
PRINT																													
PHOENIX NEW TIMES	FP4C		1	$3,200	1	$3,200		$0		$0	1	$3,200	1	$3,200	1	$3,200		$0		$0	1	$3,200	1	$3,200		$0	$3,200	7	$22,400
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000		$0	$4,000	7	$28,000
TV																													
CABLE- NCC	:30 SPOT, ON SCREEN REGIONAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
HULU	0		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000		$0	$10,000	7	$70,000
OUTDOOR																													
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
DIGITAL BILLBOARDS	VARIOUS		1	$12,000	1	$12,000		$0		$0	1	$12,000	1	$12,000	1	$12,000		$0		$0	1	$12,000	1	$12,000	1	$12,000	$12,000	8	$96,000
AIRPORT BOARDS	PHOENIX		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																													
LIFESTYLE CENTERS	VARIOUS		1	$6,000	1	$6,000		$0		$0	1	$6,000	1	$6,000	1	$6,000		$0		$0	1	$6,000	1	$6,000	1	$6,000	$6,000	8	$48,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000	$4,000	8	$32,000
BARS AND GYMS	VARIOUS		1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
SUBTOTAL			$11	$94,200	$11	$94,200	$0	$0	$0	$0	$11	$94,200	$11	$94,200	$11	$94,200	$0	$0	$0	$0	$12	$102,200	$11	$94,200	$6	$47,000	$102,200	$84	$714,400

NEVADA DEPARTMENT OF TOURISM 2015-2016

SALT LAKE CITY	DESCRIPTION	VENDOR																										
PRINT																												
SALT LAKE CITY WEEKLY	FP4C		1	$3,500	1	$3,500	$0	$0	1	$3,500	1	$3,500	1	$3,500	$0	$0	1	$3,500	1	$3,500	$0	$3,500	7	$24,500
RADIO																												
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	$0	$5,000	7	$35,000
TV																												
CABLE- NCC	:30 SPOT		1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	$0	$15,000	7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	$0	$10,000	7	$70,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	$0	$10,000	7	$70,000
OUTDOOR																												
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
DIGITAL BILLBOARDS	VARIOUS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	$0	$0		$0		$0		$0	$0	$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																												
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
BARS AND GYMS	VARIOUS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
	SUBTOTAL		$10	$77,500	$10	$77,500	$0	$0	$0	$0	$10	$77,500	$10	$77,500	$10	$77,500	$0	$0	$0	$0	$11	$85,500	$10	$77,500	$5	$34,000	$85,500	$76	$584,500
SACRAMENTO	DESCRIPTION	VENDOR																										
PRINT																												
SACRAMENTO NEWS AND REVIEW	FP4C		1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	$0	$3,200	7	$22,400
RADIO																												
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	$0	$5,000	7	$35,000
TV																												
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$12,000	1	$12,000	$0	$0	1	$12,000	1	$12,000	1	$12,000	$0	$0	1	$12,000	1	$12,000	$0	$12,000	7	$84,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	$0	$15,000	7	$105,000
OUTDOOR																												
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$20,000	1	$20,000	$0	$0	1	$20,000	1	$20,000	1	$20,000	$0	$0	1	$20,000	1	$20,000	1	$20,000	$20,000	8	$160,000
AIRPORT BOARDS	SACRAMENTO		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	$0	$0		$0		$0		$0	$0	$0	1	$7,000		$0		$0	$7,000	1	$7,000
EXPERIENTIAL																												
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
BARS AND GYMS	VARIOUS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
	SUBTOTAL		$8	$79,200	$8	$79,200	$0	$0	$0	$0	$8	$79,200	$8	$79,200	$8	$79,200	$0	$0	$0	$0	$9	$86,200	$8	$79,200	$4	$44,000	$86,200	$61	$605,400
BOISE	DESCRIPTION	VENDOR																										
PRINT																												
BOISE WEEKLY	FP4C		1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	$0	$3,200	7	$22,400
RADIO																												
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	$0	$5,000	7	$35,000
TV																												
CABLE- NCC	:30 SPOT		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
OUTDOOR																												
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
DIGITAL BILLBOARDS	VARIOUS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	$0	$0		$0		$0		$0	$0	$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																												
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
BARS AND GYMS	VARIOUS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
	SUBTOTAL		$9	$56,200	$9	$56,200	$0	$0	$0	$0	$9	$56,200	$9	$56,200	$9	$56,200	$0	$0	$0	$0	$10	$64,200	$9	$56,200	$5	$34,000	$64,200	$69	$435,400

NEVADA DEPARTMENT OF TOURISM 2015-2016

LAS VEGAS	DESCRIPTION	VENDOR																												
PRINT																														
LV WEEKLY	FP4C		1	$3,500	1	$3,500		$0		$0	1	$3,500	1	$3,500	1	$3,500		$0		$0	1	$3,500	1	$3,500		$0	$3,500	7	$24,500
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$8,000	1	$8,000		$0		$0	1	$8,000	1	$8,000	1	$8,000		$0		$0	1	$8,000	1	$8,000		$0	$8,000	7	$56,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
OUTDOOR																														
DIGITAL BILLBOARDS	VARIOUS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
EXPERIENTIAL																														
LIFESTYLE CENTERS	TOWN SQUARE, DOWNTOWN SUMMERLIN		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
	SUBTOTAL		$6	$42,500	$6	$42,500	$0	$0	$0	$0	$6	$42,500	$6	$42,500	$6	$42,500	$0	$0	$0	$0	$6	$42,500	$6	$42,500	$2	$17,000	$42,500	$44	$314,500
RENO	DESCRIPTION	VENDOR																												
PRINT																														
RENO NEWS AND REVIEW	FP4C		1	$3,200	1	$3,200		$0		$0	1	$3,200	1	$3,200	1	$3,200		$0		$0	1	$3,200	1	$3,200		$0	$3,200	7	$22,400
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
TV																														
CABLE- NCC	:30 SPOT		1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000		$0	$5,000	7	$35,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
OUTDOOR																														
DIGITAL BILLBOARDS	VARIOUS		1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0	1	$5,000	1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	6	$30,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0	1	$5,000	1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	6	$30,000
	SUBTOTAL		$6	$34,200	$6	$34,200	$0	$0	$0	$0	$8	$44,200	$8	$44,200	$8	$44,200	$0	$0	$0	$0	$8	$44,200	$8	$44,200	$3	$15,000	$44,200	$55	$304,400
CHICAGO	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,000	5	$10,000		$0		$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$1,500	5	$7,500		$0		$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$8,500	$35	$42,500	$0	$0	$0	$0	$0	$0	$14	$17,000	$28	$34,000	$8,500	$84	$102,000

NEVADA DEPARTMENT OF TOURISM 2015-2016

SAN DIEGO	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,750	5	$13,750		$0		$0		$0	2	$5,500	4	$11,000	$2,750	12	$33,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$1,500	5	$7,500		$0		$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																														
LIFESTYLE CENTERS	VARIOUS			$0		$0		$0		$0		$0	1	$2,000	5	$10,000		$0		$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$2,000	5	$10,000		$0		$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$2,000	5	$10,000		$0		$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$8	$13,250	$40	$66,250	$0	$0	$0	$0	$0	$0	$16	$26,500	$32	$53,000	$13,250	$96	$159,000
DALLAS	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$1,500	5	$7,500		$0		$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$9,000	$35	$45,000	$0	$0	$0	$0	$0	$0	$14	$18,000	$28	$36,000	$9,000	$84	$108,000
HOUSTON	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$1,500	5	$7,500		$0		$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$9,000	$35	$45,000	$0	$0	$0	$0	$0	$0	$14	$18,000	$28	$36,000	$9,000	$84	$108,000

NEVADA DEPARTMENT OF TOURISM 2015-2016

FRESNO	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
SUBTOTAL			$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$10,000	$35	$50,000	$0	$0	$0	$0	$0	$0	$14	$20,000	$28	$40,000	$10,000	$84	$120,000
NEW YORK CITY	**DESCRIPTION**	**VENDOR**																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
AIRPORT BOARDS	SALT LAKE CITY			$0		$0		$0		$0		$0	1	$3,800	5	$19,000		$0		$0		$0	2	$7,600	4	$15,200	$3,800	12	$45,600
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$3,000	5	$15,000		$0		$0		$0	2	$6,000	4	$12,000	$3,000	12	$36,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$3,000	5	$15,000		$0		$0		$0	2	$6,000	4	$12,000	$3,000	12	$36,000
SUBTOTAL			$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$15,300	$35	$76,500	$0	$0	$0	$0	$1	$8,000	$14	$30,600	$28	$61,200	$23,300	$85	$191,600
MEDIA TOTALS			**$70**	**$647,400**	**$70**	**$647,400**	**$0**	**$0**	**$0**	**$0**	**$72**	**$657,400**	**$115**	**$722,450**	**$287**	**$982,650**	**$0**	**$0**	**$0**	**$0**	**$79**	**$718,400**	**$158**	**$787,500**	**$210**	**$636,800**	**$783,450**	**$1,061**	**$5,800,000**

NEVADA DEPARTMENT OF TOURISM 2016-2017

NEVADA DEPARTMENT OF TOURISM		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	FREQ	TOTAL COST
	11/18/2014	29 6 13 20	27 3 10 17 24	31 7 14 21	28 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18 25	1 8 15 22	29 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20		
NATIONAL	**DESCRIPTION**														
PRINT															
SOUTHWEST SPIRIT	FP4C	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$120,000
DELTA SKY	FP4C	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$136,000
ALLEGIANT SUNSEEKER	FP4C	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$28,800
NATIONAL	**SUBTOTAL**	$0	$0	$35,600	$35,600	$35,600	$0	$0	$0	$35,600	$35,600	$35,600	$35,600		**$284,800**
LOS ANGELES	**DESCRIPTION**														
PRINT															
LA WEEKLY	FP4C													7	$28,000
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$160,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$120,000
AIRPORT BOARDS	LAX, BURBANK, ONTARIO	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$160,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$7,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
LOS ANGELES	**SUBTOTAL**	$0	$0	$123,000	$116,000	$116,000	$0	$0	$0	$123,000	$123,000	$116,000	$75,000		**$894,000**
SAN FRANSISCO	**DESCRIPTION**														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
OUTDOOR															
SPECTACULARS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$240,000
POSTERS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$120,000
AIRPORT BOARDS	SAN FRANSISCO	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$15,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
SAN FRANSISCO	**SUBTOTAL**	$0	$0	$127,000	$112,000	$112,000	$0	$0	$0	$127,000	$127,000	$112,000	$75,000		**$874,000**
PHOENIX	**DESCRIPTION**														
PRINT															
PHOENIX NEW TIMES	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$28,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$70,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$96,000
AIRPORT BOARDS	PHOENIX	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$8,000
EXPERIENTIAL															
LIFESTYLE CENTERS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$48,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$32,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
PHOENIX	**SUBTOTAL**	$0	$0	$102,200	$94,200	$94,200	$0	$0	$0	$102,200	$102,200	$94,200	$47,000		**$714,400**

NEVADA DEPARTMENT OF TOURISM 2016-2017

SALT LAKE CITY	DESCRIPTION														
PRINT															
SALT LAKE CITY WEEKLY	FP4C													7	$24,500
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$70,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$70,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
SALT LAKE CITY	SUBTOTAL	$0	$0	$85,500	$77,500	$77,500	$0	$0	$0	$85,500	$85,500	$77,500	$34,000		$584,500
SACRAMENTO	DESCRIPTION														
PRINT															
SACRAMENTO NEWS AND REVIEW	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$84,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$105,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$160,000
AIRPORT BOARDS	SACRAMENTO	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$7,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
SACRAMENTO	SUBTOTAL	$0	$0	$86,200	$79,200	$79,200	$0	$0	$0	$86,200	$86,200	$79,200	$44,000		$605,400
BOISE	DESCRIPTION														
PRINT															
BOISE WEEKLY	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
PRODUCTION AND INSTALL	VARIOUS										APRIL			1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
BOISE	SUBTOTAL	$0	$0	$64,200	$56,200	$56,200	$0	$0	$0	$64,200	$64,200	$56,200	$34,000		$435,400

NEVADA DEPARTMENT OF TOURISM 2016-2017

LAS VEGAS	DESCRIPTION														
PRINT															
LV WEEKLY	FP4C													7	$24,500
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$56,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
OUTDOOR															
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$80,000
EXPERIENTIAL															
LIFESTYLE CENTERS	TOWN SQUARE, DOWNTOWN SUMMERLIN	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$56,000
LAS VEGAS	SUBTOTAL	$0	$0	$42,500	$42,500	$42,500	$0	$0	$0	$42,500	$42,500	$42,500	$17,000		$314,500
RENO	DESCRIPTION														
PRINT															
RENO NEWS AND REVIEW	FP4C													7	$22,400
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
TV															
CABLE- NCC	:30 SPOT	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$35,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY		7	$49,000
OUTDOOR															
DIGITAL BILLBOARDS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	8	$40,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	6	$30,000
BARS AND GYMS	VARIOUS	JULY	AUGUST			NOVEMBER	DECEMBER	JANUARY			APRIL	MAY	JUNE	6	$30,000
RENO	SUBTOTAL	$0	$0	$44,200	$44,200	$44,200	$0	$0	$0	$44,200	$44,200	$44,200	$15,000		$304,400
CHICAGO	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$24,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
CHICAGO	SUBTOTAL	$0	$0	$0	$17,000	$17,000	$0	$0	$0	$0	$0	$17,000	$34,000		$102,000

SAN DIEGO	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$33,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
LIFESTYLE CENTERS	VARIOUS													12	$24,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$24,000
BARS AND GYMS	VARIOUS													12	$24,000
SAN DIEGO	SUBTOTAL	$0	$0	$0	$26,500	$26,500	$0	$0	$0	$0	$0	$26,500	$53,000		$159,000
DALLAS	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
DALLAS	SUBTOTAL	$0	$0	$0	$18,000	$18,000	$0	$0	$0	$0	$0	$18,000	$36,000		$108,000
HOUSTON	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
DIGITAL BILLBOARDS	VARIOUS													12	$18,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
HOUSTON	SUBTOTAL	$0	$0	$0	$18,000	$18,000	$0	$0	$0	$0	$0	$18,000	$36,000		$108,000

NEVADA DEPARTMENT OF TOURISM 2016-2017

FRESNO	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
DIGITAL BILLBOARDS	VARIOUS													12	$30,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$12,000
BARS AND GYMS	VARIOUS													12	$12,000
FRESNO	SUBTOTAL	$0	$0	$0	$20,000	$20,000	$0	$0	$0	$0	$0	$20,000	$40,000		$120,000
NEW YORK CITY	DESCRIPTION														
RADIO															
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
TV															
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL													12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL													12	$12,000
OUTDOOR															
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS													12	$30,000
AIRPORT BOARDS	SALT LAKE CITY													12	$45,600
PRODUCTION AND INSTALL	VARIOUS													1	$8,000
EXPERIENTIAL															
COFFEE SLEEVES	TARGETED COFFEE SHOPS													12	$36,000
BARS AND GYMS	VARIOUS													12	$36,000
NEW YORK CITY	SUBTOTAL	$0	$0	$8,000	$30,600	$30,600	$0	$0	$0	$8,000	$8,000	$30,600	$61,200		$191,600
MEDIA TOTALS		$0	$0	$718,400	$787,500	$787,500	$0	$0	$0	$718,400	$718,400	$787,500	$636,800		$5,800,000

APPROVED BUDGET	TOTAL MEDIA	VARIANCE
$5,800,000	$5,800,000	$0

NEVADA DEPARTMENT OF TOURISM 2016-2017

NEVADA DEPARTMENT OF TOURISM			#	JULY	#	AUG	#	SEPT	#	OCT	#	NOV	#	DEC	#	JAN	#	FEB	#	MAR	#	APR	#	MAY	#	JUN	COST	FREQ	TOTAL
NATIONAL	**DESCRIPTION**	**VENDOR**																											
PRINT																													
SOUTHWEST SPIRIT	FP4C		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	8	$120,000
DELTA SKY	FP4C		1	$17,000	1	$17,000		$0		$0	1	$17,000	1	$17,000	1	$17,000		$0		$0	1	$17,000	1	$17,000	1	$17,000	$17,000	8	$136,000
ALLEGIANT SUNSEEKER	FP4C		1	$3,600	1	$3,600		$0		$0	1	$3,600	1	$3,600	1	$3,600		$0		$0	1	$3,600	1	$3,600	1	$3,600	$3,600	8	$28,800
SUBTOTAL			$3	$35,600	$3	$35,600	$0	$0	$0	$0	$3	$35,600	$3	$35,600	$3	$35,600	$0	$0	$0	$0	$3	$35,600	$3	$35,600	$3	$35,600	$35,600	$24	$284,800
LOS ANGELES	**DESCRIPTION**	**VENDOR**																											
PRINT																													
LA WEEKLY	FP4C		1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000		$0	$4,000	7	$28,000
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
TV																													
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
OUTDOOR																													
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	8	$160,000
DIGITAL BILLBOARDS	VARIOUS		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	8	$120,000
AIRPORT BOARDS	LAX, BURBANK, ONTARIO		1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000		$0		$0	1	$20,000	1	$20,000	1	$20,000	$20,000	8	$160,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$7,000		$0		$0	$7,000	1	$7,000
EXPERIENTIAL																													
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
BARS AND GYMS	VARIOUS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
SUBTOTAL			$9	$116,000	$9	$116,000	$0	$0	$0	$0	$9	$116,000	$9	$116,000	$9	$116,000	$0	$0	$0	$0	$10	$123,000	$9	$116,000	$5	$75,000	$123,000	$69	$894,000
SAN FRANSISCO	**DESCRIPTION**	**VENDOR**																											
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000	1	$7,000		$0		$0	1	$7,000	1	$7,000		$0	$7,000	7	$49,000
TV																													
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
OUTDOOR																													
SPECTACULARS	VARIOUS		1	$30,000	1	$30,000		$0		$0	1	$30,000	1	$30,000	1	$30,000		$0		$0	1	$30,000	1	$30,000	1	$30,000	$30,000	8	$240,000
POSTERS	VARIOUS		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000	$15,000	8	$120,000
AIRPORT BOARDS	SAN FRANSISCO		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$15,000		$0		$0	$15,000	1	$15,000
EXPERIENTIAL																													
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
BARS AND GYMS	VARIOUS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
SUBTOTAL			$8	$112,000	$8	$112,000	$0	$0	$0	$0	$8	$112,000	$8	$112,000	$8	$112,000	$0	$0	$0	$0	$9	$127,000	$8	$112,000	$5	$75,000	$127,000	$62	$874,000
PHOENIX	**DESCRIPTION**	**VENDOR**																											
PRINT																													
PHOENIX NEW TIMES	FP4C		1	$3,200	1	$3,200		$0		$0	1	$3,200	1	$3,200	1	$3,200		$0		$0	1	$3,200	1	$3,200		$0	$3,200	7	$22,400
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000		$0	$4,000	7	$28,000
TV																													
CABLE- NCC	:30 SPOT, ON SCREEN REGIONAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000	1	$15,000		$0		$0	1	$15,000	1	$15,000		$0	$15,000	7	$105,000
HULU	0		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000		$0	$10,000	7	$70,000
OUTDOOR																													
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
DIGITAL BILLBOARDS	VARIOUS		1	$12,000	1	$12,000		$0		$0	1	$12,000	1	$12,000	1	$12,000		$0		$0	1	$12,000	1	$12,000	1	$12,000	$12,000	8	$96,000
AIRPORT BOARDS	PHOENIX		1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000		$0		$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																													
LIFESTYLE CENTERS	VARIOUS		1	$6,000	1	$6,000		$0		$0	1	$6,000	1	$6,000	1	$6,000		$0		$0	1	$6,000	1	$6,000	1	$6,000	$6,000	8	$48,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000		$0		$0	1	$4,000	1	$4,000	1	$4,000	$4,000	8	$32,000
BARS AND GYMS	VARIOUS		1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000		$0		$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
SUBTOTAL			$11	$94,200	$11	$94,200	$0	$0	$0	$0	$11	$94,200	$11	$94,200	$11	$94,200	$0	$0	$0	$0	$12	$102,200	$11	$94,200	$6	$47,000	$102,200	$84	$714,400

NEVADA DEPARTMENT OF TOURISM 2016-2017

SALT LAKE CITY	DESCRIPTION	VENDOR																										
PRINT																												
SALT LAKE CITY WEEKLY	FP4C		1	$3,500	1	$3,500	$0	$0	1	$3,500	1	$3,500	1	$3,500	$0	$0	1	$3,500	1	$3,500	$0	$3,500	7	$24,500
RADIO																												
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	$0	$5,000	7	$35,000
TV																												
CABLE- NCC	:30 SPOT		1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	$0	$15,000	7	$105,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	$0	$10,000	7	$70,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	$0	$10,000	7	$70,000
OUTDOOR																												
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
DIGITAL BILLBOARDS	VARIOUS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	$0	$0		$0		$0		$0	$0	$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																												
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
BARS AND GYMS	VARIOUS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
	SUBTOTAL		$10	$77,500	$10	$77,500	$0	$0	$0	$0	$10	$77,500	$10	$77,500	$10	$77,500	$0	$0	$0	$0	$11	$85,500	$10	$77,500	$5	$34,000	$85,500	$76	$584,500
SACRAMENTO	DESCRIPTION	VENDOR																										
PRINT																												
SACRAMENTO NEWS AND REVIEW	FP4C		1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	$0	$3,200	7	$22,400
RADIO																												
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	$0	$5,000	7	$35,000
TV																												
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$12,000	1	$12,000	$0	$0	1	$12,000	1	$12,000	1	$12,000	$0	$0	1	$12,000	1	$12,000	$0	$12,000	7	$84,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	1	$15,000	$0	$0	1	$15,000	1	$15,000	$0	$15,000	7	$105,000
OUTDOOR																												
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$20,000	1	$20,000	$0	$0	1	$20,000	1	$20,000	1	$20,000	$0	$0	1	$20,000	1	$20,000	1	$20,000	$20,000	8	$160,000
AIRPORT BOARDS	SACRAMENTO		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	$0	$0		$0		$0		$0	$0	$0	1	$7,000		$0		$0	$7,000	1	$7,000
EXPERIENTIAL																												
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
BARS AND GYMS	VARIOUS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
	SUBTOTAL		$8	$79,200	$8	$79,200	$0	$0	$0	$0	$8	$79,200	$8	$79,200	$8	$79,200	$0	$0	$0	$0	$9	$86,200	$8	$79,200	$4	$44,000	$86,200	$61	$605,400
BOISE	DESCRIPTION	VENDOR																										
PRINT																												
BOISE WEEKLY	FP4C		1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	$0	$3,200	7	$22,400
RADIO																												
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	$0	$5,000	7	$35,000
TV																												
CABLE- NCC	:30 SPOT		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
OUTDOOR																												
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
DIGITAL BILLBOARDS	VARIOUS		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
AIRPORT BOARDS	SALT LAKE CITY		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
PRODUCTION AND INSTALL	VARIOUS			$0		$0	$0	$0		$0		$0		$0	$0	$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																												
COFFEE SLEEVES	TARGETED COFFEE SHOPS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
BARS AND GYMS	VARIOUS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
	SUBTOTAL		$9	$56,200	$9	$56,200	$0	$0	$0	$0	$9	$56,200	$9	$56,200	$9	$56,200	$0	$0	$0	$0	$10	$64,200	$9	$56,200	$5	$34,000	$64,200	$69	$435,400

NEVADA DEPARTMENT OF TOURISM 2016-2017

LAS VEGAS	DESCRIPTION	VENDOR																											
PRINT																													
LV WEEKLY	FP4C		1	$3,500	1	$3,500	$0	$0	1	$3,500	1	$3,500	1	$3,500	$0	$0	1	$3,500	1	$3,500	$0	$3,500	7	$24,500
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$8,000	1	$8,000	$0	$0	1	$8,000	1	$8,000	1	$8,000	$0	$0	1	$8,000	1	$8,000	$0	$8,000	7	$56,000
TV																													
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
OUTDOOR																													
DIGITAL BILLBOARDS	VARIOUS		1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$0	$0	1	$10,000	1	$10,000	1	$10,000	$10,000	8	$80,000
EXPERIENTIAL																													
LIFESTYLE CENTERS	TOWN SQUARE, DOWNTOWN SUMMERLIN		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$7,000	8	$56,000
	SUBTOTAL		$6	$42,500	$6	$42,500	$0	$0	$0	$0	$6	$42,500	$6	$42,500	$6	$42,500	$0	$0	$0	$0	$6	$42,500	$6	$42,500	$2	$17,000	$42,500	$44	$314,500
RENO	DESCRIPTION	VENDOR																											
PRINT																													
RENO NEWS AND REVIEW	FP4C		1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	1	$3,200	$0	$0	1	$3,200	1	$3,200	$0	$3,200	7	$22,400
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
TV																													
CABLE- NCC	:30 SPOT		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	$0	$5,000	7	$35,000
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL		1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	1	$7,000	$0	$0	1	$7,000	1	$7,000	$0	$7,000	7	$49,000
OUTDOOR																													
DIGITAL BILLBOARDS	VARIOUS		1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	8	$40,000
EXPERIENTIAL																													
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	6	$30,000
BARS AND GYMS	VARIOUS			$0		$0	$0	$0	1	$5,000	1	$5,000	1	$5,000	$0	$0	1	$5,000	1	$5,000	1	$5,000	$5,000	6	$30,000
	SUBTOTAL		$6	$34,200	$6	$34,200	$0	$0	$0	$0	$8	$44,200	$8	$44,200	$8	$44,200	$0	$0	$0	$0	$8	$44,200	$8	$44,200	$3	$15,000	$44,200	$55	$304,400
CHICAGO	DESCRIPTION	VENDOR																											
RADIO																													
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	$0	$0		$0	1	$1,000	5	$5,000	$0	$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																													
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0	$0	$0		$0	1	$1,000	5	$5,000	$0	$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0	$0	$0		$0	1	$1,000	5	$5,000	$0	$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																													
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0	$0	$0		$0	1	$2,000	5	$10,000	$0	$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0	$0	$0		$0	1	$1,500	5	$7,500	$0	$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																													
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0	$0	$0		$0	1	$1,000	5	$5,000	$0	$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0	$0	$0		$0	1	$1,000	5	$5,000	$0	$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$8,500	$35	$42,500	$0	$0	$0	$0	$0	$0	$14	$17,000	$28	$34,000	$8,500	$84	$102,000

NEVADA DEPARTMENT OF TOURISM 2016-2017

SAN DIEGO	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,750	5	$13,750		$0		$0		$0	2	$5,500	4	$11,000	$2,750	12	$33,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$1,500	5	$7,500		$0		$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																														
LIFESTYLE CENTERS	VARIOUS			$0		$0		$0		$0		$0	1	$2,000	5	$10,000		$0		$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$2,000	5	$10,000		$0		$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$2,000	5	$10,000		$0		$0		$0	2	$4,000	4	$8,000	$2,000	12	$24,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$8	$13,250	$40	$66,250	$0	$0	$0	$0	$0	$0	$16	$26,500	$32	$53,000	$13,250	$96	$159,000
DALLAS	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$1,500	5	$7,500		$0		$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$9,000	$35	$45,000	$0	$0	$0	$0	$0	$0	$14	$18,000	$28	$36,000	$9,000	$84	$108,000
HOUSTON	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$1,500	5	$7,500		$0		$0		$0	2	$3,000	4	$6,000	$1,500	12	$18,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
	SUBTOTAL		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$9,000	$35	$45,000	$0	$0	$0	$0	$0	$0	$14	$18,000	$28	$36,000	$9,000	$84	$108,000

NEVADA DEPARTMENT OF TOURISM 2016-2017

FRESNO	DESCRIPTION	VENDOR																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
DIGITAL BILLBOARDS	VARIOUS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
SUBTOTAL			$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$10,000	$35	$50,000	$0	$0	$0	$0	$0	$0	$14	$20,000	$28	$40,000	$10,000	$84	$120,000
NEW YORK CITY	**DESCRIPTION**	**VENDOR**																												
RADIO																														
PANDORA	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
TV																														
NATIONAL CINEMA MEDIA	:30 SPOT, ON SCREEN REGIONAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
HULU	:30 SPOT, BEHAVORIAL, CONTEXTUAL			$0		$0		$0		$0		$0	1	$1,000	5	$5,000		$0		$0		$0	2	$2,000	4	$4,000	$1,000	12	$12,000
OUTDOOR																														
ROTATING BILLBOARD/POSTERS	MAIN FREEWAYS			$0		$0		$0		$0		$0	1	$2,500	5	$12,500		$0		$0		$0	2	$5,000	4	$10,000	$2,500	12	$30,000
AIRPORT BOARDS	SALT LAKE CITY			$0		$0		$0		$0		$0	1	$3,800	5	$19,000		$0		$0		$0	2	$7,600	4	$15,200	$3,800	12	$45,600
PRODUCTION AND INSTALL	VARIOUS			$0		$0		$0		$0		$0		$0		$0		$0		$0	1	$8,000		$0		$0	$8,000	1	$8,000
EXPERIENTIAL																														
COFFEE SLEEVES	TARGETED COFFEE SHOPS			$0		$0		$0		$0		$0	1	$3,000	5	$15,000		$0		$0		$0	2	$6,000	4	$12,000	$3,000	12	$36,000
BARS AND GYMS	VARIOUS			$0		$0		$0		$0		$0	1	$3,000	5	$15,000		$0		$0		$0	2	$6,000	4	$12,000	$3,000	12	$36,000
SUBTOTAL			$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7	$15,300	$35	$76,500	$0	$0	$0	$0	$1	$8,000	$14	$30,600	$28	$61,200	$23,300	$85	$191,600
MEDIA TOTALS			**$70**	**$647,400**	**$70**	**$647,400**	**$0**	**$0**	**$0**	**$0**	**$72**	**$657,400**	**$115**	**$722,450**	**$287**	**$982,650**	**$0**	**$0**	**$0**	**$0**	**$79**	**$718,400**	**$158**	**$787,500**	**$210**	**$636,800**	**$783,450**	**$1,061**	**$5,800,000**