

# Port Townsend Lodging Tax Advisory Committee

## DRAFT Advertising Detail

Advertising line item total **\$21,000**

Advertising	Ann. Bud	1st Qtr Act	2nd Qtr Bud	2nd Qtr Act	3rd Qtr Bud	3rd Qtr Act	4th Qtr Bud	4th Qtr Act
<u>Co-op with OPTC</u>								
WA State Visitor Guide (annual)	\$1,600							
Coho Magazine (annual)	\$550							
NW Travel Magazine	\$2,000							
Outdoors NW/Cycling magazine(s)	\$500							
<i>Sub-total</i>	<i>\$4,650</i>							
<u>Co-op with Fort Worden (50/50 split)</u>								
NW Meetings + Events (Spring/Fall)	\$3,000							
Visit Seattle Mtg Planners Guide (ann)	\$1,580							
Seattle Bride Resource Guide (Jan)	\$398							
Seattle Bride Magazine (July)	\$1,000							
Seattle Gay News (Spring/Pride wk)	\$500							
Facebook boosts	\$22							
<i>Sub-total</i>	<i>\$6,500</i>							
<u>Co-op with shoulder season partners (50/50 split)</u>								
Seattle Stranger/Portland Mercury for:								
Play Fest, Artisan Food, Steampunk	\$1,900							
Victorian Festival (2 publications):	\$325							
Columbia--NW History								
Victorian Society of America								
Opportunities	\$500							
<i>Sub-total</i>	<i>\$2,725</i>							
<u>Stand-alone PT advertising</u>								
Leader Getaway Guide (1/2 pg ad)	\$950							
Leader/Chamber map (on ferries)	\$425							
Holiday campaign	\$3,000							
Media, Inc. (2x)	\$450							
VisitSeattle.org online	\$1,100							
Facebook boosts	\$200							
Design work	\$1,000							
<i>Sub-total</i>	<i>\$7,125</i>							
<b>Total</b>	<b>\$21,000</b>							