

2016-17 MARKETING BUDGET UPDATE

	Total Committed	\$ 250,893.50	
Comcast	Broadcast	\$ 22,733.50	
CC Media	Digital	\$ 100,000.00	<i>Includes Google Ad Words, SEM, The Enthusiast Network, Gaycities, Geofencing Program, Remarketing</i>
HomeAway	Digital	\$ 12,000.00	
Madden Media	Digital	\$ 6,500.00	
Mother Jones Magazine	Digital	\$ 4,680.00	
Small Market Meetings	Digital	\$ 1,700.00	
DogTrekker.com	Online	\$ 8,050.00	
Gay Travel	Online	\$ 5,000.00	
TravelGuidesFree	Online	\$ 1,500.00	
TripAdvisor	Online	\$ 15,000.00	
Alaska Airlines Magazine	Print	\$ 14,905.00	
Every Door Direct Mail	Print	\$ 11,000.00	
Visit California Travel Guide	Print	\$ 20,000.00	
Bay Area News Group	Print/Online	\$ 21,000.00	
Today's Bride	Print/Online	\$ 6,825.00	
	Budgeted	\$ 270,593.00	
	<i>Balance Available</i>	<i>\$ 19,699.50</i>	
	<i>Surplus</i>	<i>\$ 50,957.00</i>	<i>Opportunistic for all budget categories</i>