



2017 Marketing Menu- Cody Country Chamber of Commerce and Visitor Center

Marketing Opportunities	Marketing Timeline	Spots Available	Estimated Reach	Cost Per Spot* <small>*Discounts available for multiple placements.</small>
On-Hold Phone Ad 30 second MP3 recording that Chamber/Visitor Center callers hear while they are on hold.	1 year duration Renews May 1	3	25,000	\$250
Captive Advertising Use of the public restroom is the number one reason travelers stop at a Visitor Center. Use of these ads is affordable, a great way to market directly to visitors, offer strong message retention, and be viewed as creative and innovative.	1 year duration Renews May 1	5	100,000	\$250
Visitor Center Photo Murals 24" x 30" sized, color large format photo mural, displayed above secondary register across from Visitor Center main entrance. Photo murals can feature business or logo, but should emphasize Cody activities/attractions, sceneries or	1 year duration Renews May 1	6	100,000	\$300
Yellowstone National Park Map Sponsor Second most popular handout. 2" x 8.5" ad printed on black and white below our map of Yellowstone National Park (please submit as JPEG).	1 year duration Renews May 1	1	50,000	\$500
External Counter Ad High visibility ad. 30" x 30" space on external counter that allows for weather-proof styrofoam ad. External Counter is protected by overhanging roof and adjacent to Visitor Center main entrance and mini self-help information station.	1 year duration Renews May 1	3	100,000	\$700

Marketing Opportunities The Cody Country Chamber of Commerce internal and external facilitated marketing options are as follows:	Marketing Timeline	Spots Available	Estimated Reach	Cost Per Spot* <small>*Discounts available for multiple placements.</small>
Cody Map and Dining Guide Premier Sponsor Most popular handout. 2" x 11" ad printed on black and white legal-sized sheet depicting map of Cody with marked attractions and restaurants (please submit as JPEG). Cody Dining Guide printed on reverse side.	1 year duration Renews May 1	1	75,000	\$750
Cody Dining Guide Business Card AD On reverse side of Cody Map (see above); our most popular handout. Business card size ad (2" x 3.5") ad printed on black and white letter-sized sheet depicting map of Cody with marked attractions and restaurants (please submit as JPEG).	1 year duration Renews May 1	4	75,000	\$250
Chamber Digital Marketing Co-Op Professional quality media kit produced by Fire Tribe Productions. Members receive full access materials that are the property of the member and can be used at their discretion. Materials are formatted for web, TV, and radio use. Promotional opportunities at the Chamber of Commerce are detailed below.				
Cine' Ad Package Creative guidance from industry professionals in script writing and shoot planning; a half day (up to 5 hours) with a television-experienced crew; :30 sec TV spot featuring top end cinematography professionally narrated; :30 sec. Audio Recording for Radio Advertising; Minimum annual re-	Purchased	Varies due to production	Unlimited	\$1250
Fusion Ad Package Creative guidance from industry professionals in script writing and ad layout planning; :30 sec TV spot featuring footage of Cody, WY supplied by Fire Tribe, Inc. that relates to the client's messaging blended with client-provided photography; :30 sec Audio Recording for Radio Advertising; Minimum of annual release on Chamber facebook page.	Purchased	Varies due to production	Unlimited	\$850
Visitor Center Lobby Reel Your Fire Tribe produced ad will run with up to 11 other ads in a continuous loop on our lobby television. Video will run from point of production through the gate closure in November.	Purchased	12	100,000	\$500