

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026																																																	
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1 FY26 Visit Santa Fe																																																													
2 Targets: Gray Power, Networked Neighbors, Upper Crust, Winner's Circle, Young Digerati, Cruisin' to Retirement Executive Suites, The Cosmopolitans, Money & Brains, Country Squires, Movers & Shakers																																																													
3 Markets: Protect & Insulate DEN/COS/AUS Brand Development LA/CHI/PHO Share Grab HOU/DAL																																																													
4																																																													
5 Protect & Insulate																																																													
6																																																													
7 Awareness																																																													
8																																																													
9 <u>Print</u>																																																													
10																																																													
11 5280 Magazine: FP4C																																																													
12 5280 Magazine: 1/3P4C Added Value																																																													
13 Austin Monthly: FP4C																																																													
14 Colo Spgs: FP4C																																																													
15																																																													
16 New Mexico Magazine: FP4C																																																													
17																																																													
18 New Mexico True Adventure Guide: 2-Page Spread																																																													
19 New Mexico True: Co-Op Payments																																																													
20																																																													
21																																																													
22 Print Subtotal																																																													
23																																																													
24 <u>Interactive</u>																																																													
25																																																													
26 MIQ Audio AWARENESS (:15, :30)																																																													
27																																																													
28 Meta AWARENESS (1080x1080)																																																													
29 YouTube TrueView AWARENESS (:15, :30, 1920x1080)																																																													
30																																																													
31 Pinterest AWARENESS (1000x1500)																																																													
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34 Awareness Interactive Subtotal																																																													
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36 AWARENESS Monthly Subtotal																																																													
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39 Engagement																																																													
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41 <u>Interactive</u>																																																													
42																																																													
43 5280 Magazine: Getaway E-Blast																																																													
44 5280 Magazine: 200K ROC Impressions																																																													
45 5280 Magazine: Sponsored Content Added Value																																																													

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46	5280 Magazine: Static Digital Ad							Co-Op	Co-Op	Co-Op			
47													
48													
49	Austin Monthly: Sponsored Web Editorial												Co-Op
50	Austin Monthly: Great Destination Newsletter												Co-Op
51													
52	Colo Spgs Magazine: Native Advertorial												Co-Op
53	Colo Spgs Magazine: AV Social Post												Co-Op
54													
55	New Mexico Magazine: Instagram Post												Co-Op
56	New Mexico Magazine: Facebook Post												Co-Op
57	New Mexico Magazine: Co-Op Static Digital (1000x250)												Co-Op
58													
59	New Mexico True Adventure Guide: Co-Op Static Digital Ad (300x250)												Co-Op
60	New Mexico True Adventure Guide: Co-Op Advertorial												Co-Op
61													
62	Outside Magazine: Custom Podcast												Co-Op
63	Outside Magazine: Travel ROS - Digital Campaign (970x250, 728x90, 300x600, 300x250, 320x50, 300x50, 320x50)												Co-Op
64	Outside Magazine: Instagram + Facebook Social Bundle (1080x1080, 1080x1920)												Co-Op
65	Outside Magazine: Online Custom Email Blast												Co-Op
66													
67	MIQ: OLV (:15, :30)												
68	MIQ: CTV (:15, :30)												
69													
70	Steller: 1 Travel Influencer + Deliverables												Co-Op
71	<i>1 Colorado Influencer</i>												
72													
73	Reddit: ENGAGEMENT (1080x1080)												Co-Op
74													
75	Meta ENGAGEMENT (PRSP) (1080x1080)												Co-Op
76													
77	Pinterest ENGAGEMENT (1000x1500)												Co-Op
78													
79	Travel+Leisure: Custom Native Content Package												Co-Op
80	Travel+Leisure: Display High Impact Titan, 3D Cube on Desktop & Mobile (1200x450, 340x450)												Co-Op
81	Travel+Leisure: Display High Impact (728x90, 300x600, 300x250, 320x50)												Co-Op
82	Travel+Leisure: Custom Native Social Content Package												Co-Op
83	Travel+Leisure: Native content Package + Companion Banners ADDED VALUE (728x90, 300x600, 300x250, 320x50)												Co-Op
84	Travel+Leisure: DDM Run of Network Package ADDED VALUE (728x90, 300x250, 320x50)												Co-Op
85													
86	Atlas Obscura: Custom Content (1 Itinerary, 2 Custom Podcast, 2 Atlas Places, Newsletter, Social, and Display)												Co-Op
87													
88	Conde Nast Traveler: Branded Custom Article												Co-Op
89	Conde Nast Traveler: Standard Display ADDED VALUE												Co-Op
90	Conde Nast Social Amplify Placement												Co-Op

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182	Matador Network: Custom Content (Hero Video, Social Video :30 & :15, B-Roll, & Still Image)																																																												
183	Travel+Leisure: Custom Native Content Package																																																												
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186	Travel+Leisure: Custom Native Social Content Package																																																												
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188	Travel+Leisure: DDM Run of Network Package ADDED VALUE (728x90, 300x250, 320x50)																																																												
189	Atlas Obscura: Custom Content (1 Itinerary, 2 Custom Podcast, 2 Atlas Places, Newsletter, Social, and Display)																																																												
190	Atlas Obscura: Added Value Display Amplification																																																												
191	Smithsonian: Native Photo Series (Custom)																																																												
192	Smithsonian: Slideshow Display Package (Custom)																																																												
193	Smithsonian: Video Package (Custom)																																																												
194	Smithsonian: Standard Display Banners																																																												
195	Smithsonian: E-Newsletter (600x340, 600x155)																																																												
196	Smithsonian: Standard Display Banners ADDED VALUE (300x250, 728x90, 300x600)																																																												
197	Nativo: Native Article Package (1x1, 300x600, 728x90, 320x50)																																																												
198	Nativo: Vertical Video Package (1x1)																																																												
199	Nativo: Proprietary Targeting Package + Impression Package ADDED VALUE																																																												
200	Conde Nast Traveler: Branded Custom Article																																																												
201	Conde Nast Social Amplify Placement																																																												
202	Conde Nast Traveler: Standard Display ADDED VALUE																																																												
203	Food & Wine: Native Content Package																																																												
204	Food & Wine: Added Value Display Banner Impressions																																																												
205	Engagement Interactive Subtotal																																																												
206	ENGAGEMENT Monthly Subtotal																																																												
207	ENGAGEMENT Subtotal																																																												
208	Conversion																																																												
209	<u>Interactive</u>																																																												
210	MIQ: High Impact Display Mobile Quiz Package (320x50,300x50,320x480,300x600,300x250)																																																												
211	MIQ: Dynamic Display (320x50,300x50,320x480,300x600,300x250)																																																												
212	Meta CONVERSION (1080x1080)																																																												
213	Datafy: CONVERSION																																																												
214	Conversion Interactive Subtotal																																																												
215	BRAND DEVELOPMENT MONTHLY SUBTOTAL																																																												

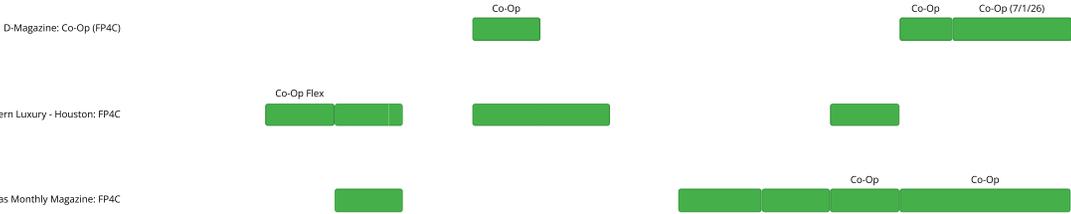
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BRAND DEVELOPMENT SUBTOTAL

Share Grab

Awareness

Print



Awareness Print Subtotal

Interactive



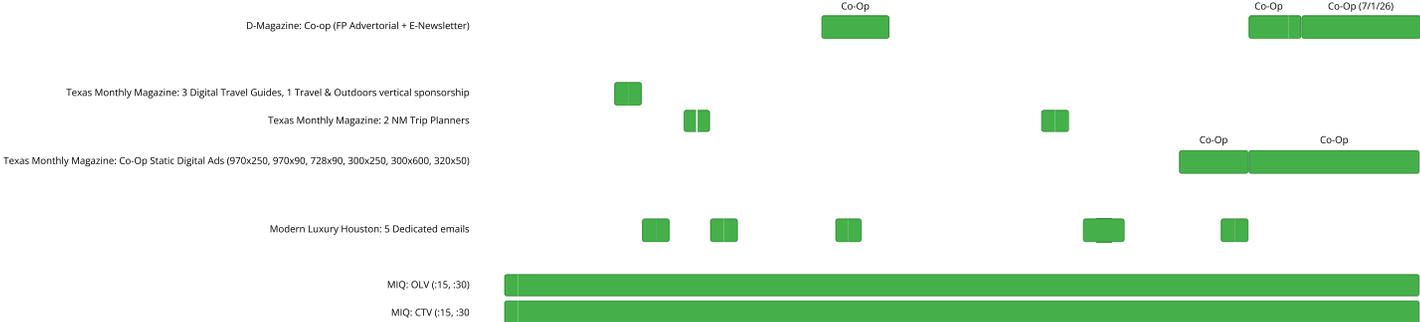
Awareness Interactive Subtotal

AWARENESS Monthly Subtotal

AWARENESS Subtotal

Engagement

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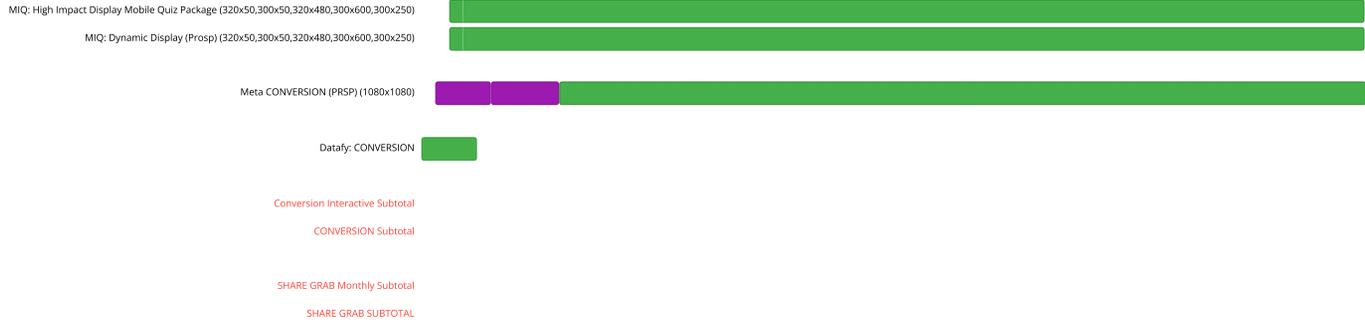
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320	Uber: Journey Ads (Dispatch, En-Route, On-Trip)																																																												
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Conversion

Interactive



National

Conversion

Interactive - National

