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San Juan County Visitor Services

Campaign:2026

PRODUCT / MEDIA		Contract Submitted	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	ANNUAL TOTAL	In-State	
Digital			$ 3,000	$ 9,500	$ 27,500	$ 9,500	$ 9,500	$ 9,500	$ 9,500	$ 22,500	$ 14,500	$ 8,500	$ 1,500	$ 1,500	$ 126,500		
Paid Social						$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 1,000			$ 13,000	$ 13,000	
Paid Social			$ 1,500	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000			$ 28,500		
E-mail marketing (Data, Hosting, MGMT)			$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 18,000		
Google Ads (Paid Search, Display, Youtube)					$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000			$ 24,000		
Go Travel Sites, SJC CRM Leads Program in place of simpleview				$ 5,000						$ 8,000					$ 13,000		
Go Travel Sites Website updates Trail pages and upgrades					$ 20,000					$ 5,000	$ 5,000				$ 30,000		
Print			$ 18,250	$ -	$ -	$ 9,750	$ 12,075	$ 7,000	$ -	$ -	$ -	$ 9,000	$ 12,075	$ -	$ 68,150		
Hudson Printing	Travel Guide 2x/year						$ 12,075						$ 12,075		$ 24,150		
Hudson Printing	See & Do Guide w/Moab					$ 4,750									$ 4,750		
Global Inspiration Guide- BrandUSA								$ 7,000							$ 7,000		
2025 International Guide Ad Phoenix Int.	with UOT											$ 9,000			$ 9,000		
Guest Guide Ad						$ 5,000									$ 5,000		
Guest Guide- Maps	Community Guide Maps		$ 13,000												$ 13,000		
Grand Circle Travel Planner (Full page)			5250												$ 5,250		
Traditional			$ -	$ -	$ -	$ 12,000	$ 21,800	$ 10,000	$ 10,000	$ 10,000	$ -	$ -	$ -	$ -	$ 63,800		
Outdoor (in-state)						$ 12,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000					$ 52,000	$ 52,000	
Broadcast TV							$ 11,800								$ 11,800		
Content & PR			$ 5,225	$ 5,225	$ 5,225	$ 5,225	$ 5,225	$ 3,725	$ 3,725	$ 3,725	$ 3,725	$ 3,725	$ 3,725	$ 3,725	$ 52,200		
Newsletters			$ 850	$ 850	$ 850	$ 850	$ 850	$ 850	$ 850	$ 850	$ 850	$ 850	$ 850	$ 850	$ 10,200		
Public Relations			$ 875	$ 875	$ 875	$ 875	$ 875	$ 875	$ 875	$ 875	$ 875	$ 875	$ 875	$ 875	$ 10,500		
Longform Content (Itineraries, SEO, Blogs, etc)			$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 24,000		
Social Media Reel & Content Capture			$ 1,500	$ 1,500	$ 1,500	$ 1,500	$ 1,500								$ 7,500		
Other			$ 77,100	$ 5,500	$ 12,500	$ 5,500	$ 5,500	$ 5,500	$ 5,500	$ 5,500	$ 5,500	$ 4,250	$ 4,000	$ 4,000	$ 140,350		
Creative Retainer			$ 1,750	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 3,000	$ 1,750	$ 1,500	$ 1,500	$ 30,500		
Integrated Strategy/AM Retainer			$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 30,000		
Promotional Video			$ 30,000												$ 30,000		
Datafy			$ 16,000												$ 16,000		
IPW Registration					$ 7,000										$ 7,000		
UK	with UOT		$ 3,000												$ 3,000		
France	with UOT		$ 3,500												$ 3,500		
Australia	with UOT		$ 4,000												$ 4,000		
India	with UOT		$ 2,250												$ 2,250		
Germany	with UOT		$ 2,500												$ 2,500		
Canada	with UOT		$ 3,600												$ 3,600		
China	with UOT		$ 1,500												$ 1,500		
Benelux	with UOT		$ 4,500												$ 4,500		
Benelux & DACH	with UOT		$ 2,000												$ 2,000		
GRAND TOTAL			$ 103,575	$ 20,225	$ 45,225	$ 41,975	$ 54,100	$ 35,725	$ 28,725	$ 41,725	$ 23,725	$ 25,475	$ 21,300	$ 9,225	$ 451,000		
														CO-OP	$225,000.00		
														SJC Portion	$226,000.00		
															$ 451,000		
														Difference	$ -	$ 77,000	$ 38,500