

Train Fan		Nebraska		Tour Groups	
Trains Magazine Directory	\$ 3,900.00	10/11 News		Direct Marketing	\$ 1,500.00
RailFan Directory	\$ 3,840.00	Nebraska Life	\$ 2,500.00	ABA Book	\$ 640.00
Trains Tourist Guidebook	\$ 750.00			Monthly Newsletters	\$ -
Trains Online	\$ 4,080.00				

Vacationer		North Platte		Fundamentals	
Billboards	\$ 13,980.00	Press Releases	\$ -	In Town Signage (20 Signs)	\$ 10,000.00
Billboard Re-Surface (May)	\$ 2,000.00	Facebook	\$ 1,200.00	Webcam	\$ 5,600.00
AAA Guidebook	\$ 950.00	Newspaper	\$ 6,000.00	Photo Shoot	\$ 1,500.00
NE Traveler	\$ 1,350.00	Radio	\$ 3,000.00	Rack Cards	\$ 13,000.00
VisitNorthPlatte.com	\$ 600.00	TV	\$ 3,000.00	Email-Content	
Local Hotels/RV Parks/Campgrounds	\$ 1,200.00			SEO	\$ 5,000.00
Vistor Center/Rest Areas	\$ 1,000.00			Business Cards	\$ 300.00
Nebraska Tourism Co-op Match	\$ 3,455.00	25% based on approved grant		Lil Spike Mascot	\$ 500.00
Journey	\$ 1,360.00			Website	\$1,050
WNTC Online	\$ 990.00				
Facebook	\$ 1,000.00			Contingency	\$ 5,000.00

If approved by NE Tourism Grant Application

Through My Eyes Video	\$ 2,000.00
AAA Living	\$ 1,495.00
AAA Midwest Traveler	\$ 875.00
Trains	\$ 600.00
Trip Advisor	\$ 850.00
NE Travel Guide	\$ 3,000.00
Visit NE (Premium Profile)	\$ 2,500.00
Video Production	\$ 2,500.00
	\$ 13,820.00

Paid Marketing	\$ 100,245.00
NE Grant Marketing	\$ 13,820.00