

Your Questions Answered – CoOp Marketing FY21 FAQs

Q: Where can I find more information about the Recovery Stimulus options mentioned during the April 2nd Master Series webinar?

A: These exciting new options, developed specifically to bolster New Mexico's tourism economy once people resume travel, can be found in the ["March 3, 2020 webinar presentation slides – UPDATED April 2, 2020"](#) on the Resources page at NMTrueCoop.org.

Q: How do I access the Application?

A: Go to NMTrueCoop.org and click on the Application box at the bottom of the page or access the online platform at Survey Monkey Apply directly, nmtourism.smapply.io. New users will have to click on the "Register" button in the upper right corner. Returning users may "Log In." If the application is not immediately visible, (1) click on "Programs" in the black horizontal navigation bar at the top, (2) click on the blue "More" in the Cooperative Marketing & Advertising box, (3) then again on the blue "Apply" button on the right side of your screen. Click [here](#) to see visual instructions and access a direct link to the application platform. (NMTrueCoop.org > Application)

Q: Where can I re-watch the webinar and/or find the content in a PowerPoint format?

A: Both the webinar recording and static presentation slides can be found at NMTrueCoop.org within the [Resources](#) box. (NMTrueCoop.org > Resources)

Q: Can you confirm that my attendance was recorded by GoToWebinar?

A: GoToWebinar supplies a downloadable list of all attendees and the length of time they viewed the content. Note that the requirement to attend in real-time has been waived.

Q: Where do I schedule a time for a media consultation and/or concierge appointment?

A: Schedule at NMTrueCoop.org.

Q: Where do I see which media vendors are being used to provide the services listed?

A: All providers are noted in the upper right corner of the media slides downloadable from the [Resources](#) page at NMTrueCoop.org. Scroll down to "Access additional resources here: Media Menu Plan (MMP) Details Options" (NMTrueCoop.org > Resources)

Q: If a private business is interested in supporting our efforts does their advertising have to be New Mexico True?

A: All advertising placed by (Flex) or on behalf of (MMP) CoOp awardees will adhere to New Mexico True [brand standards](#) and must be submitted to media.nmtourism.org for review and approval by the Tourism Department's CoOp Team.

Q: Can the Tourism Department help with the design, printing, and distribution of brochures?

A: Neither the Tourism Department nor its Cooperative Marketing Program has funded printed projects collateral projects (brochure or other collateral design, print, or distribution) for a number of years. Applicants can review the CoOp program's [Architecture/Eligible Expenses](#) document for alternatives and are welcome to submit a Flex request for an ad in a niche publication or something similar.