

TRAVEL OREGON

2016 Ad Network



Reach consumers with your marketing message every step of the way!

Consumers acquire information through a multitude of channels these days spanning print, online, email newsletters and social media. Capture the attention of these actively engaged prospects at the right time and place through a multi-channel approach.



The Curious Traveler ... TravelOregon.com

Cast a wide net to attract the attention of these pre-qualified consumers curious about Oregon.

- The key consumer portal for travel information promoted by Travel Oregon's 5.2 million dollar marketing campaign
- More than 9.3 million pages viewed annually with 2.6 million unique visitors
- Awarded the 2013 Best State Travel Website in the Country Mercury award by the National Council of State Tourism Directors

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



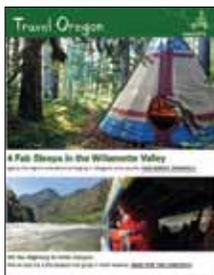
The Serious Traveler ... Official Visitor Guide

Target the visitor as they seek more in-depth information about what to do, where to go and where to stay.

- Two-time recipient of the Mercury award for best print visitor guide in the country by the National Council of State Tourism Directors
- Distribution of 300,000
- Free to consumers via TravelOregon.com and our 800 customer service number
- The key information piece used by visitors and welcome center staff

WHAT'S AVAILABLE

- Display Ads
- Free Leads through the Travel Oregon Online Leads (TOOL) system
- Expanded Lodging Listings



Oregon Fans ... Four email newsletters

Build your brand relationship with these exclusive, engaged Oregon fans. They love Oregon!

- Travel Oregon's general email newsletter is sent to more than 175,000 opt-in subscribers every month and four special seasonal editions are distributed quarterly
- Two niche email newsletters, outdoor recreation and culinary, are delivered six times per year each

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



On the Ground ... Oregon Welcome Center Brochure Program

Display your brochures or magazines at one or more of the eight Oregon Welcome Centers at gateways into the state!

- Add online & mobile exposure. A link to your digital edition will be posted on a dedicated page at TravelOregon.com.

WHAT'S AVAILABLE

- Distribution at Welcome Centers
- Digital Edition



Get Connected ... Oregon Governor's Conference on Tourism

Participate in the state's premier travel and tourism annual industry event.

- Build and strengthen partnerships amongst 450+ tourism industry professional attendees
- Showcase your business with a sponsorship that fits your needs
- Get your information directly to decision makers face-to-face from your booth

WHAT'S AVAILABLE

- Sponsorships
- Exhibit booths

For your customized consultation to select the best type of ad and placement for your marketing program, contact:



MEDIAmerica

Terra Moreland

terram@mediamerica.net, 503-445-8830

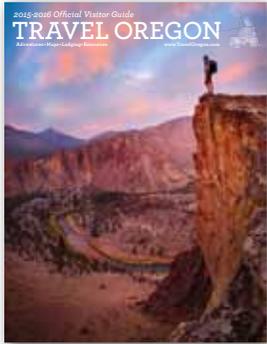
Monica George

monicag@mediamerica.net, 503-445-8809



The Official Travel Oregon Visitor Guide

The award-winning definitive Oregon vacation planning tool



Travelers are looking for ideas and inspiration when thinking about a vacation. Travel Oregon's Official Visitor Guide provides consumers with details on outdoor recreation, food and drink, culture and heritage, family experiences, regional travel suggestions and local picks. Make sure your marketing message is seen by travelers while they are making these decisions. Your ad will be aligned with relevant content and photography leading readers to take action to plan their trip.

Distribution

300,000 copies printed annually for year-round distribution and inquiry fulfillment supporting Travel Oregon's 5.2 million integrated marketing campaign.

Oregon – Key visitor and high-traffic locations (62%)

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Pioneer Square and all official Travel Oregon State Welcome Centers
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Les Schwab Tire Centers
- Made in Oregon stores
- Select attractions throughout Oregon

Outside of Oregon – Target market locations (23%)

Washington

- Vancouver, WA visitor locations
- NW/W Washington – Tourist Systems
- Seattle Airport Program
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

California

- California state Welcome Centers
- San Francisco Union Square
- San Jose/Santa Clara visitor centers

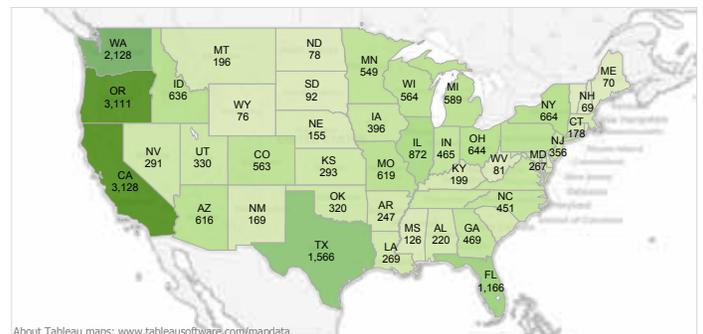
British Columbia

- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

Available at newsstands and checkout counters at Barnes & Noble and other retail locations in Washington, California, Idaho and Vancouver, B.C.

Mailed by direct request (15%)

Sent to visitors throughout the country via TravelOregon.com or the 800 customer service number. (See map below for the number requested by each state.)



Online

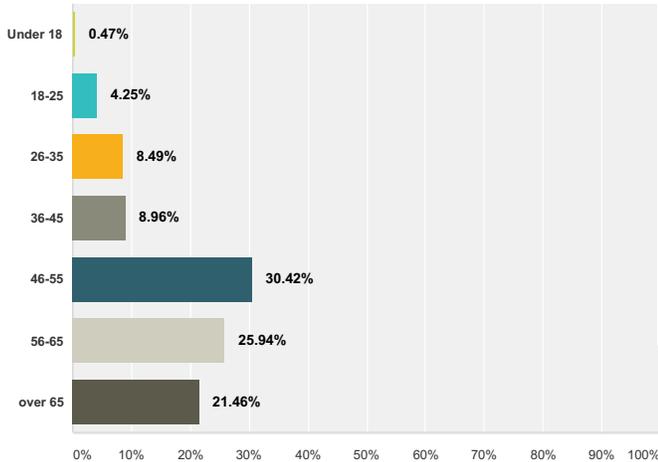
- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.
 - 14,000 + users
 - More than 1 million pageviews
 - 63 average pages per session
 - 78% new sessions
- Download at the Apple Newsstand and Google Play.

Audience

Who is our reader? When will they travel? What do they think? *

1. Gender: Female: 58% Male: 42%

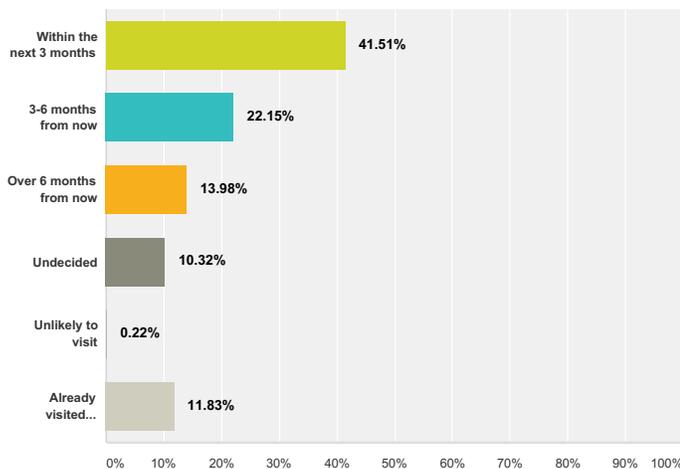
2. What age are you?



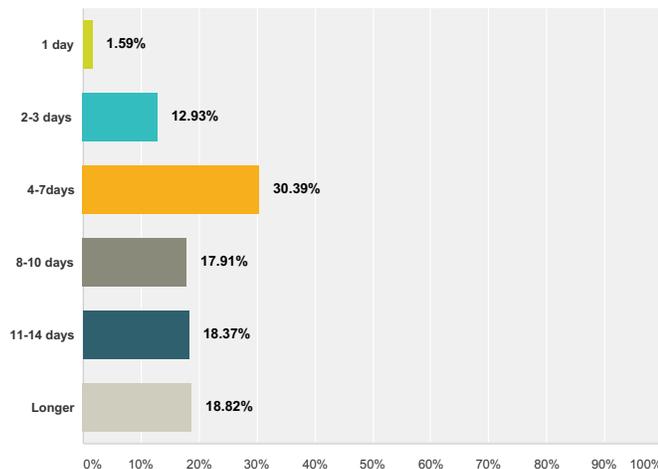
3. How many times have you visited Oregon?

Never: 33% Multiple times: 67%

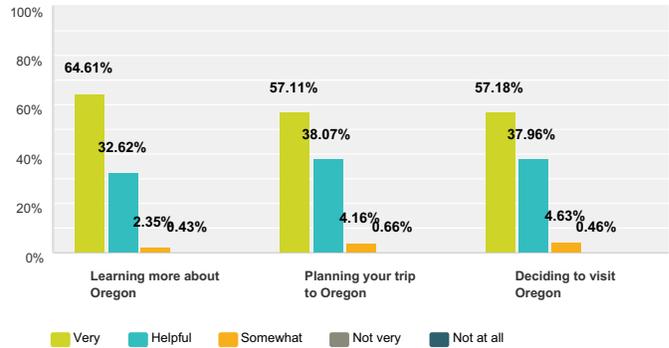
4. When are you likely to visit Oregon?



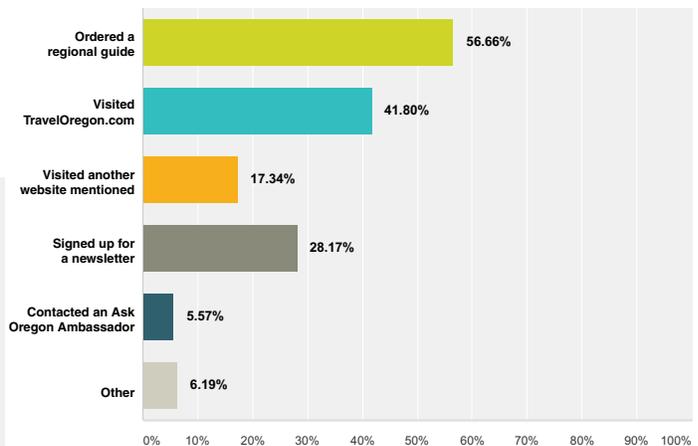
5. What is the estimated length of your stay?



6. How helpful was the information in the guide in terms of the following?



7. Did you use or order any additional travel information from the guide?



8. Reader comments

- So much great info. I like how it's divided into regions. Great articles and photos – almost makes me feel like I'm there!
- It had a ton of great ideas for places to visit – we went to so many of them! Love the layout!
- I loved all the information on the specific cities and the pictures make you want to be there.
- Local Picks columns were great. Made it seem less commercial/travel office propaganda. Liked the type-face, the variety of offerings and the range of writers in the Local Picks columns.
- The guide had very useful information on lodging and it really helped our trip planning.
- Inspiration about places and great ideas.
- Gave me new ideas on places to go and things to do.

*Data from the 2015-16 Travel Oregon Visitor Guide survey

Advertising Rates

Rates (net)

Expanded lodging listing	\$735
One-twelfth	\$1,250
One-sixth page	\$2,400
One-third page	\$3,900
One-half page	\$5,800
Two-thirds page	\$8,300
Full page	\$9,800
Two page spread	\$15,500

Premium Positions

Back cover	\$11,300
Inside front cover	\$10,800
Table of contents	\$10,800
Inside back cover	\$10,800

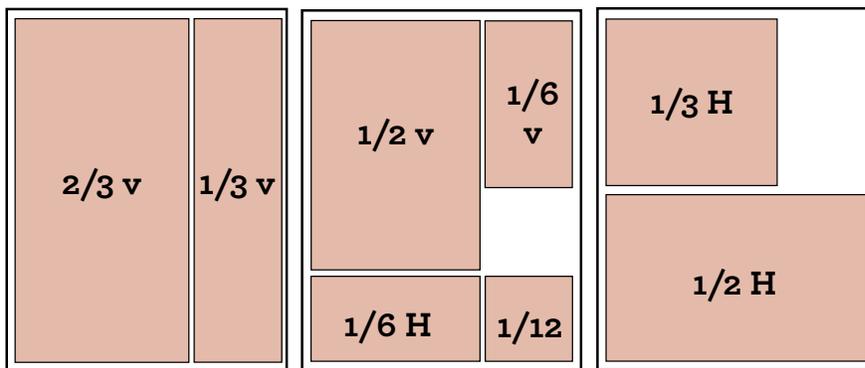
Added Value

Visitor Guide advertisers receive **FREE** leads through the Travel Oregon Online Leads Program (TOOL).

Travel Oregon maintains a database of potential Oregon visitors who have shown interest in receiving information about Oregon. Each month, more than 1,500 new consumers opt in to receive more information from Travel Oregon and our partners.

By using the recently upgraded TOOL platform, tourism partners can search leads based on travel interests (such as adventure travel, Oregon wine or casinos), region (such as Central Oregon or Greater Portland), zip code, country and more. New leads coming from the Travel Oregon website, 1-800 number and business reply cards become available in TOOL daily.

We will help you set up your account to get started.



Specifications

Space unit Width Depth

Two page spread

Trim16 3/4"10 7/8"
Bleed1711 1/8
Non-bleed1610

Full page

Trim8 3/8"10 7/8"
Bleed8 5/811 1/8
Non-bleed7 1/210

Two-thirds page.....4 5/8.....10

Space unit Width Depth

One-half page

Vertical4 5/87 1/2
Horizontal7 1/24 7/8

One-third page

Vertical2 1/410
Horizontal4 5/84 7/8

One-sixth page

Vertical2 1/44 7/8
Horizontal4 5/82 1/4

One-twelfth page.....2 1/4.....2 1/4

File Format

Please supply your ad to MEDIAmerica as a high resolution PDF (PDFX-1a format preferred). All color images should be CMYK and 300 dpi or better. We can also accept files created in InDesign, Illustrator and Photoshop as well as TIFF, EPS and JPEG formats. Please include a professional color match proof. Laser and inkjet proofs will be used for proofing content only. Ads may be submitted on CD, DVD, by email (production@mediamerica.net) or by FTP (call your rep for login info). Please contact your rep or the production manager if you have any questions.

Note About Two Page Spread

Please keep important text & graphics at least .25" away from the spine on both pages.

Return Of Materials

Artwork, photos and negatives will be returned upon written request only. Publisher assumes no responsibility for artwork and photographs uncalled for three months after date of publication.

Materials and questions regarding materials should be sent or emailed to:

Carolyn Sabin, MEDIAmerica
715 S.W. Morrison, Suite 800
Portland, OR 97205
carolyns@mediamerica.net
503.445.8825

Important Dates

Publication Date

March 2016

Space Closing

January 8, 2016

Materials Due

January 29, 2016

TravelOregon.com

Cast a wide net and reach visitors online

Award-winning Site

TravelOregon.com received the 2013 Mercury Award for *Best State Travel Website* in the country awarded by the National Council of State Tourism Directors. This site features rich content including **Seasonal Features** and **Trip Ideas** packed full of entertaining videos, itineraries and Oregon stories. Additional informational sections include **See & Do** where visitors can explore a wide range of recreation, food & drink, events, attractions and more; **Cities & Regions** where visitors can now dig deeper into dedicated city pages; **Deals**; **Places to Stay** and **Getting Around**.

Proven Traffic

The first point of contact for the state's \$5.2 million marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

2.6 million unique users = 9.3 million pageviews*.

Traffic by region:

- 89% USA
 - 43% Oregon
 - 15% Washington
 - 15% California
 - 6% Midwest
 - 6% Other Western States
 - 6% Southeast
 - 5% Southwest
 - 4% Northeast
- 6% Canada
- 5% Other International

*Data from July 1, 2014 - June 30, 2015

Impression Package Rates

Designed to target your advertising to the visitor at the beginning of their planning process through their final decisions.

Vertical Rectangle (240 x 400)

Intuitive* (selected pages of site) Cost: \$40 CPM

Run-of-site (ROS)** Cost: \$20 CPM

Sidekick Ads (300 x 100)

Small Bundle Cost: \$475/quarter

65,000 impressions:
15,000 intuitive + 50,000 ROS

Medium Bundle Cost: \$675/quarter

95,000 impressions:
20,000 intuitive + 75,000 ROS

Large Bundle Cost: \$950/quarter

130,000 impressions:
30,000 intuitive + 100,000 ROS

*Intuitive: You select the pages that best align with your marketing campaign.

**Run-of-site: Your ad rotates throughout the entire site.



Event Package Rates*

20,000 impressions Cost: \$200

- Flexibility to select the exact month and day you want your ad to begin, leading up to your event.
- Get specific by selecting topic areas that best align with your event for the most targeted distribution; such as your region, city or related activity.

*Open to events, festivals and exhibits

Email Newsletters

Reach the active traveler and Oregon fan in Travel Oregon's e-newsletters.

Delivered to opt-in subscribers, Travel Oregon email newsletters send your message to consumers in a timely, targeted way. The e-newsletters feature road trips, events, profiles and special deals.

Choose from four e-newsletters:

Monthly General

With a following of more than 175,000 opt-in subscribers, Travel Oregon's monthly e-newsletter gets your message out to this engaged audience.

Seasonal Features Special Edition

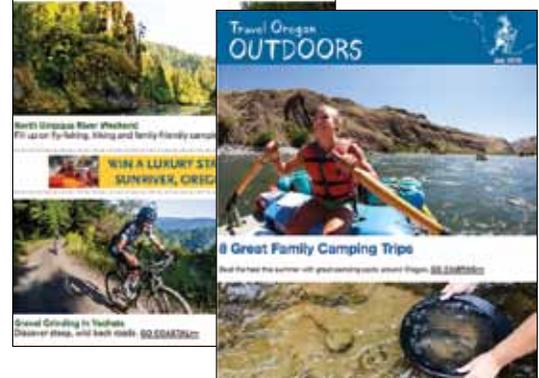
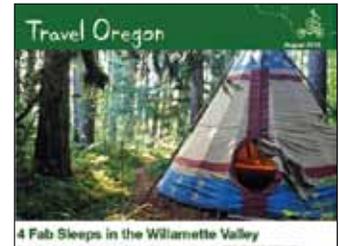
Inspirational stories showcasing Oregon's destinations, natural wonders and Oregon Dreamers. Delivered to 175,000 subscribers four times per year (February, May, August and November).

Outdoor Recreation

Align your message to reach 17,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

Culinary

With a following of 18,000 opt-in subscribers, this niche e-newsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, August, October and December.



About our readers	General	Culinary	Outdoor
Average open rate	20%	24%	25%
Helpful to learn more about Oregon	82%	83%	88%
Helpful to plan their trip to Oregon	66%	69%	76%
Helpful deciding to come to Oregon	59%	59%	66%
Female	60%	60%	58%
Male	40%	40%	42%
2-4 night average stay	45%	49%	37%
Amount spent on their recent trip	\$934.00	\$693.00	\$850.00

Rates

Ad Format	Seasonal Features	Monthly General	Outdoor	Culinary
Formatted Text Ad	\$350	\$350	\$250	\$250
Rectangle Banner	\$950	\$950	\$750	\$650

Deadlines

Space Closing: Q1 & Q2: December 1, 2015; Q3 & Q4: June 1, 2016

Materials Deadline: Two weeks prior to e-newsletter distribution

Distribution Schedule: Monthly General: first Wednesday of every month; Outdoor/Culinary: third Wednesday of each month; Seasonal Features: last Thursday of the issue month.



MEDIAmerica

Contact:

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terram@mediamerica.net, 503-445-8830

Monica George

monicag@mediamerica.net, 503-445-8809



Oregon Welcome Center Brochure Program

Display your brochures or visitor guides at one or more of the eight Oregon Welcome Centers at high-traffic gateways to the state!

Program Rates

Fees are based on the class of service, size of brochure/visitor guide, and number of locations chosen. Contact your Account Manager for more information and an application.

Distribution Schedule

This is an annual program, with distribution beginning May 2016 and continuing through May 2017. Deadline for participation: April 15, 2016 for guaranteed placement.

Go Mobile

Expand your exposure through digital distribution.

- A link to your digital edition will be posted on a dedicated page at TravelOregon.com.



Oregon Welcome Center locations and visitor counts*

- 1 Seaside Welcome Center** (Open all year)
Located at the City of Seaside Visitors Bureau, corner of Hwy. 101 and Broadway
Visitors: 15,200
- 2 Portland International Airport Welcome Center** (Open all year)
Located on the lower level near baggage claim
Visitors: 55,000
- 3 Oregon City Welcome Center** (Open all year)
Located at the End of the Oregon Trail Interpretive Center
Visitors: 17,800
- 4 Brookings Welcome Center** (Open all year)
Located at Crissey Field State Recreation Site on Highway 101
Visitors: 23,600
- 5 Klamath Falls Welcome Center** (Open May-September)
Located at the Midland Rest Area on Highway 97
Visitors: 8,400
- 6 Lakeview Welcome Center** (Open all year)
Located at the Lake County Chamber of Commerce
Visitors: 5,000
- 7 Umatilla Welcome Center** (Open all year)
Located at the Umatilla Chamber of Commerce
Visitors: 9,200
- 8 Ontario Welcome Center** (Open May-September)
Located at the Ontario Rest Area on Interstate 84
Visitors: 25,500



*Numbers based on an annual average visitor count