2017 Ad Network

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
Inspiration and planning site that’s promoted by Travel Oregon’s $7.2 million biannual marketing campaign.

AUDIENCE More than 9.4 million pages viewed annually with 2.7 million unique visitors

AVAILABLE Banner and formatted text ads

The serious traveler: 
TRAVEL OREGON VISITOR GUIDE
The official state guide is used by visitors and welcome center staff.

AUDIENCE 300,000 copies distributed via TravelOregon.com, 800 customer service number and at welcome centers

AVAILABLE Display ads and expanded lodging listings. Also, free leads via the Travel Oregon Online Leads system.

Oregon fans: 
EMAIL NEWSLETTERS
Four targeted enewletters (monthly core, bimonthly culinary, bimonthly outdoors and a quarterly seasonal) to devoted followers.

AUDIENCE 180,000 monthly and seasonal subscribers,
24,000 outdoor subscribers, 23,000 culinary subscribers

AVAILABLE Banner and formatted text ads

Get connected:
OREGON GOVERNOR’S CONFERENCE ON TOURISM
Each spring, 450+ of Oregon’s key travel and tourism industry players come together at this conference.

AVAILABLE Sponsorships and exhibit booths

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

Terra Moreland
terram@mediamerica.net, 503.445.8830

Nancy Burke
nancyb@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 $7.2 million biannual integrated marketing campaign.

62% OREGON

- 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

23% ELSEWHERE

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.

15% DIRECT REQUEST

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

ONLINE VIEWING

- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.
  - 13,000 + users
  - More than 1.1 million pageviews
  - 66 average pages per session
  - 78% new sessions
  - 6:38 average minutes per session
- Downloaded 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?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20</td>
<td>2.31%</td>
</tr>
<tr>
<td>21-25</td>
<td>7.49%</td>
</tr>
<tr>
<td>26-30</td>
<td>11.52%</td>
</tr>
<tr>
<td>31-35</td>
<td>19.63%</td>
</tr>
<tr>
<td>36-40</td>
<td>32.66%</td>
</tr>
<tr>
<td>41-45</td>
<td>28.01%</td>
</tr>
</tbody>
</table>

3. Have you read/reviewed any of the visitor guide?

Yes: 94.14%  Not yet but plan to: 4.64%  No: 1.22%

4. When are you likely to travel to or within Oregon?

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the next 2 months</td>
<td>45.97%</td>
</tr>
<tr>
<td>3-6 months from now</td>
<td>32.73%</td>
</tr>
<tr>
<td>6+ months from now</td>
<td>20.34%</td>
</tr>
<tr>
<td>Undecided</td>
<td>3%</td>
</tr>
</tbody>
</table>

5. Please indicate the number of nights you stayed in Oregon.

<table>
<thead>
<tr>
<th>Night Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day</td>
<td>2.31%</td>
</tr>
<tr>
<td>2-3 days</td>
<td>20.19%</td>
</tr>
<tr>
<td>4-7 days</td>
<td>39.18%</td>
</tr>
<tr>
<td>8-10 days</td>
<td>15.62%</td>
</tr>
<tr>
<td>11-14 days</td>
<td>6.42%</td>
</tr>
<tr>
<td>Over 14 days</td>
<td>1.54%</td>
</tr>
</tbody>
</table>

6. How did the Travel Oregon Visitor Guide influence your trip?

- Helped me decide what to do while in Oregon: 97.76%
- Used it while on the trip: 96.52%
- Helped me plan a destination in Oregon: 90.79%
- Inspired me to travel to Oregon: 70.09%
- Helped me choose where to stay in Oregon: 58.26%
- Helped me decide what food to eat on my trip: 16.43%
- The guide had no influence on the trip at all: 4.17%

7. Did the Travel Oregon Visitor Guide prompt you to take any of the following actions?

- Ordered one of the guides: 43.36%
- Signed up for TravelOregon: 70.33%
- Contacted someone at Oregon Trail: 32.21%
- Signed up for Travel Oregon e-newsletter: 19%
- Followed Travel Oregon on social media: 17.46%
- Followed Travel Oregon on Instagram: 2.38%

8. Reader comments

- I have never been to Oregon, but because of all the beautiful information that was sent, I booked a flight, hotels and a rental car to check out the beauty of Oregon. I wouldn’t have been as inspired if it weren’t for the information sent. We will be there October 14-17. So excited!!!

- It’s a colorful, easy to access — no wi-fi required, chock full of info yet not too bulky, travel Oregon companion! I’m a native Portland Oregonian but haven’t been out & about in our fabulous state enough, the excellent Travel Oregon guide is helping me fulfill my tourist aspirations!

- Loved all of the pictures and the layout. Not only was it a great resource but I keep it on my coffee table and it has become a huge conversational piece!

*Data from the 2016 Travel Oregon Visitor Guide survey*
ADVERTISING RATES

Rates (net)

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded lodging listing</td>
<td>83/8&quot;</td>
<td>107/8&quot;</td>
</tr>
<tr>
<td>One-twelfth</td>
<td>7 1/2&quot;</td>
<td>4 7/8&quot;</td>
</tr>
<tr>
<td>One-sixth page</td>
<td>4 7/8&quot;</td>
<td>7 1/2&quot;</td>
</tr>
<tr>
<td>One-third page</td>
<td>4 7/8&quot;</td>
<td>2 1/4&quot;</td>
</tr>
<tr>
<td>One-half page</td>
<td>2 1/4&quot;</td>
<td>2 1/4&quot;</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>2 1/4&quot;</td>
<td>2 1/4&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>16 7/8&quot;</td>
<td>10 7/8&quot;</td>
</tr>
<tr>
<td>Two page spread</td>
<td>16 7/8&quot;</td>
<td>10 7/8&quot;</td>
</tr>
<tr>
<td>Premium Positions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back cover</td>
<td>$11,300</td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$10,800</td>
<td></td>
</tr>
<tr>
<td>Table of contents</td>
<td>$10,800</td>
<td></td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$10,800</td>
<td></td>
</tr>
</tbody>
</table>

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.

File format

Please supply your ad to MEDIAmerica as a high resolution PDF (PDFX-1a format preferred). All other file types will be sent back for re-submission. Images should be CMYK and 300 dpi or better and have no spot colors. Images submitted in RGB or with spot colors will be converted. You will be notified of any major changes this causes. Ads with images under 300 dpi will be sent back for re-submission. Ads may be submitted by email attachment or through a link to a third-party cloud-based service such as Dropbox.

Marks and bleeds

Please ensure your ad is free of crop marks. Bleeds are required on full page ads and spreads, and should be .125 inches on all sides. All other ad sizes should be submitted without bleed.

Note about two page spread: Please make sure spreads are submitted as one large page. Also, be sure to keep important text and graphics at least .25" away from the spine on both pages.

Note about QR codes: MEDIAmerica is not responsible for the functionality of any supplied QR codes.

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

Savannah Galindo, MEDIAmerica
715 S.W. Morrison, Suite 800
Portland, OR 97205
savannah@mediamerica.net
503.445.8825

Return of materials

Return of physical materials will be returned upon written request only. Publisher assumes no responsibility for materials uncalled for three months after date of publication.

IMPORTANT DATES

Publication Date
March 2017

Space Closing
January 9, 2017

Materials Due
January 31, 2017

Contact:

Terra Moreland
terram@mediamerica.net, 503-445-8830

Nancy Burke
nancyb@mediamerica.net, 503.445.8809
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 $7.2 million biannual marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

2.7 million unique users = 9.4 million pageviews*.

Traffic by region:
- 89% USA
  - 44% Oregon
  - 14% Washington
  - 14% California
  - 6% Midwest
- 6% Canada
- 5% Other International

*Data from 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

**Horizontal Rectangle (300 x 100)**
- Small Bundle
  - 65,000 impressions: Cost: $475/quarter
  - 15,000 intuitive + 50,000 ROS
- Medium Bundle
  - 95,000 impressions:
  - 20,000 intuitive + 75,000 ROS
  - Cost: $675/quarter
- Large Bundle
  - 130,000 impressions:
  - 30,000 intuitive + 100,000 ROS
  - Cost: $950/quarter

*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

YOUR STORY EVERYWHERE
Tell your story to millions of consumers through Travel Oregon’s sponsored content program on TravelOregon.com.
Ask your account executive for the details.

Contact:
- Terra Moreland
terram@mediamerica.net, 503-445-8830
- Nancy Burke
nancyb@mediamerica.net, 503.445.8809
Everyone has a story to tell. But do you have millions of consumers to share it with? Now you can, and we can help. Sponsor your story on TravelOregon.com.

An example of how your story is published:

1. Your custom-produced story will appear on TravelOregon.com.
   You get the benefit of third party credibility and customized content for your channels. [Click here to view the Klamath County example.]
   TravelOregon.com received more than 9.4 million pageviews and 2.7 million unique users this past year.

2. It will be promoted on the Trip Ideas landing page for one week.
   You’ll reach consumers looking for ideas on what to see & do in Oregon.
   The landing page averaged 61,000 pageviews a week over this past year.

3. It will appear in relevant sections for a year.
   Your story will be tagged to appear in appropriate sections of the site.

4. Promote a link to your story on your:
   - Website
   - Email newsletter
   - Facebook
   - Twitter
   - Instagram
   - Pinterest

Content components:
- The story will be 500-600 words
- It will include a slideshow with 4-5 photos and a map
- It will launch on the Trip Ideas landing page for one week
- And will be tagged to appear in appropriate sections of the Travel Oregon website and be live for one year

Tip: the types of stories that work well for this format are itineraries, road trips and profiles — something that is inspirational or experiential.

Price: $3,000
Includes writing, editing, photos, layout, one-year exposure on TravelOregon.com and a targeted media buy on Travel Oregon’s Facebook.

Terra Moreland
terram@mediamerica.net, 503-445-8830

Nancy Burke
nancyb@mediamerica.net, 503.445.8809
EMAIL NEWSLETTERS

Reach the active traveler and Oregon fan with 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 180,000 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 180,000 subscribers four times per year (March, June, September and December).

Outdoor Recreation
Align your message to reach 24,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

Culinary
With a following of 23,000 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

<table>
<thead>
<tr>
<th></th>
<th>General</th>
<th>Culinary</th>
<th>Outdoor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average open rate</td>
<td>20%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Helpful to learn more about Oregon</td>
<td>82%</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>Helpful to plan their trip to Oregon</td>
<td>66%</td>
<td>69%</td>
<td>76%</td>
</tr>
<tr>
<td>Helpful deciding to come to Oregon</td>
<td>59%</td>
<td>59%</td>
<td>66%</td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
<td>60%</td>
<td>58%</td>
</tr>
<tr>
<td>Male</td>
<td>40%</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>2-4 night average stay</td>
<td>45%</td>
<td>49%</td>
<td>37%</td>
</tr>
<tr>
<td>Amount spent on their recent trip</td>
<td>$934</td>
<td>$693</td>
<td>$850</td>
</tr>
</tbody>
</table>

RATES

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Seasonal Features</th>
<th>Monthly General</th>
<th>Outdoor</th>
<th>Culinary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formatted Text Ad</td>
<td>$350</td>
<td>$350</td>
<td>$250</td>
<td>$250</td>
</tr>
<tr>
<td>Banner (580 X 75)</td>
<td>$950</td>
<td>$950</td>
<td>$750</td>
<td>$650</td>
</tr>
</tbody>
</table>

DEADLINES

Space Closing: Q1 & Q2: December 1, 2016; Q3 & Q4: June 1, 2017
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: second Wednesday of the issue month.

Contact:
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