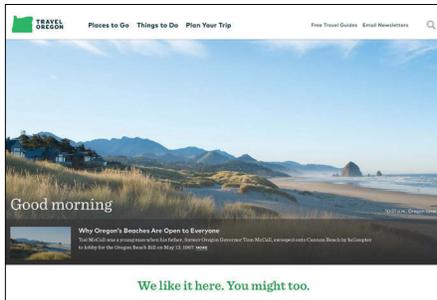




## 2018 AD NETWORK

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 \$10 million biannual marketing campaign.

**AUDIENCE** More than 9.2 million pages viewed annually with 2.9 million unique visitors

**AVAILABLE** Banner and formatted text ads



### Oregon fans: EMAIL NEWSLETTERS

Four targeted enewsletters (monthly core, bimonthly culinary, bimonthly outdoors and a quarterly seasonal) to devoted followers.

**AUDIENCE** 170,000 monthly and seasonal subscribers, 32,000 outdoor subscribers, 25,000 culinary subscribers

**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.



### Get connected: OREGON GOVERNOR'S CONFERENCE ON TOURISM

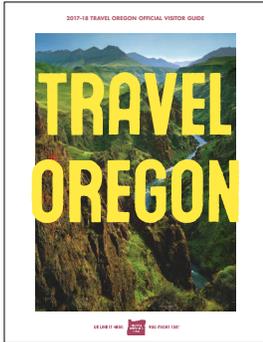
Each spring, 450+ of Oregon's key travel and tourism industry players come together at this conference.

**AVAILABLE** Sponsorships and exhibit booths

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

# 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 \$10 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

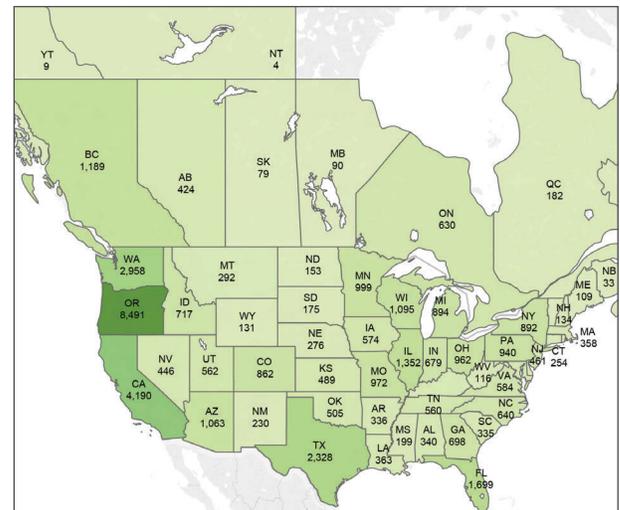
- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

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

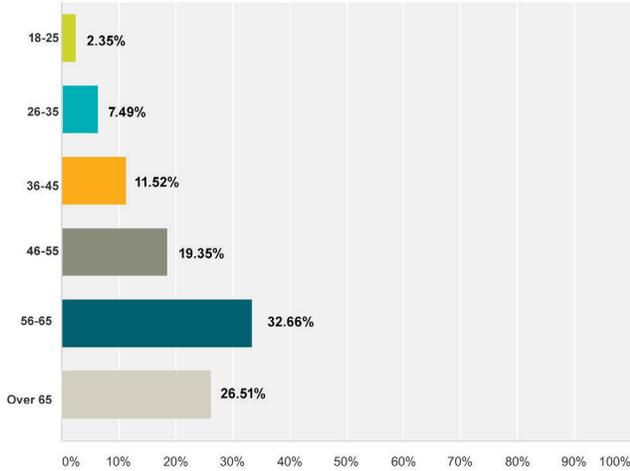
- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.
  - 13,000 + users
  - More than 1.1 million pageviews
  - 66 average pages per session
  - 78% new sessions
  - 6:38 average minutes per session
- Downloaded at the Apple Newsstand and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

## AUDIENCE

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

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

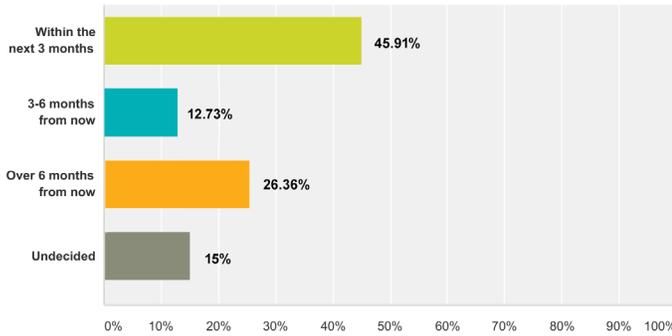
### 2. What age are you?



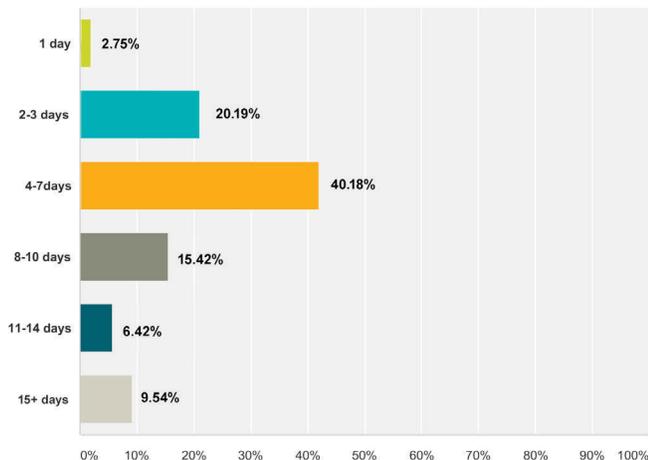
### 3. Have you read/reviewed any of the visitor guide?

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

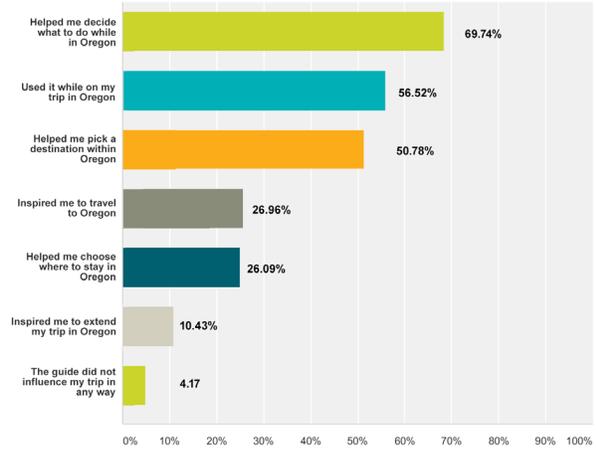
### 4. When are you likely to travel to or within Oregon?



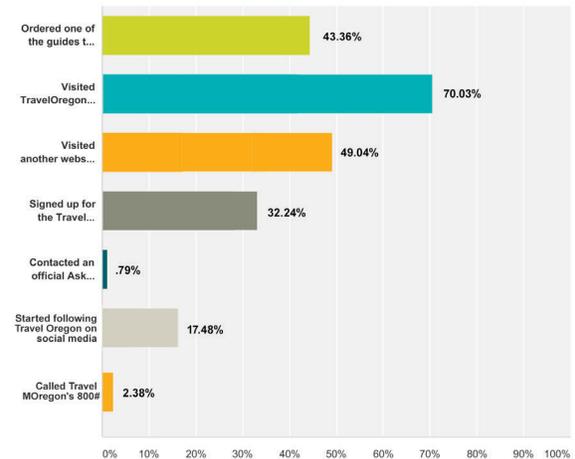
### 5. Please indicate the number of nights you stayed in Oregon.



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



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



### 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)

Expanded lodging listing	\$750
One-twelfth	\$1,275
One-sixth page	\$2,450
One-third page	\$3,980
One-half page	\$5,900
Two-thirds page	\$8,450
Full page	\$9,995
Two page spread	\$15,900

### Premium Positions

Back cover	\$11,525
Inside front cover	\$11,020
Table of contents	\$11,020
Inside back cover	\$11,020

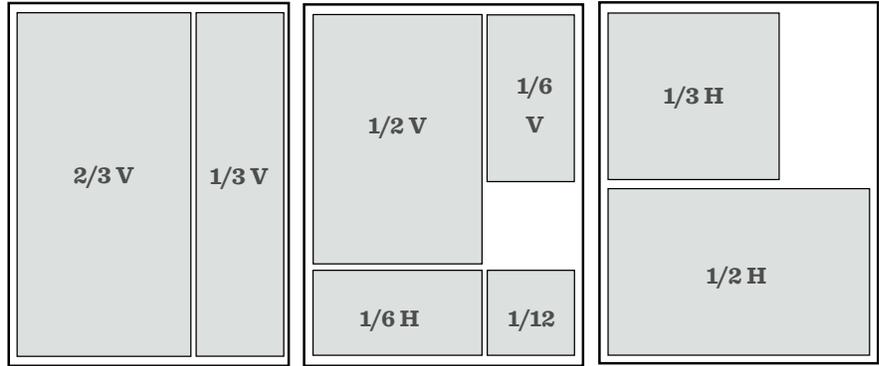
## ADDED VALUE

**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

Trim	16 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "
Bleed	17	11 <sup>1</sup> / <sub>8</sub>
Non-bleed	16	10

#### Full page

Trim	8 <sup>3</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "
Bleed	8 <sup>5</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>
Non-bleed	7 <sup>1</sup> / <sub>2</sub>	10

#### Two-thirds page

Width	4 <sup>5</sup> / <sub>8</sub>	10
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### Space unit      Width      Depth

#### One-half page

Vertical	4 <sup>5</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>2</sub>
Horizontal	7 <sup>1</sup> / <sub>2</sub>	4 <sup>7</sup> / <sub>8</sub>

#### One-third page

Vertical	2 <sup>1</sup> / <sub>4</sub>	10
Horizontal	4 <sup>5</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>

#### One-sixth page

Vertical	2 <sup>1</sup> / <sub>4</sub>	4 <sup>7</sup> / <sub>8</sub>
Horizontal	4 <sup>5</sup> / <sub>8</sub>	2 <sup>1</sup> / <sub>4</sub>

#### One-twelfth page

Width	2 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>4</sub>
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## IMPORTANT DATES

### Publication Date

March 2018

### Space Closing

January 8, 2018

### Materials Due

January 26, 2018

### 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  
 savannahg@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.



MEDIAmerica

Contact:

**Terra Moreland**

terram@mediamerica.net, 503.445.8830

**Nancy Burke**

nancyb@mediamerica.net, 503.445.8809



# TRAVEL OREGON.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 **Things to Do** where visitors can explore a wide range of recreation, food & drink, events, attractions and more; **Places to Go** where visitors can now dig deeper into dedicated regional and city pages; **Plan your Trip** for lodging and other helpful information.

## PROVEN TRAFFIC

The first point of contact for the state's \$10 million biannual marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

**2.9 million unique users = 9.2 million pageviews\***.

### Traffic by region:

89% USA	7% Other Western States
44% Oregon	6% Southeast
14% Washington	5% Southwest
14% California	4% Northeast
6% Midwest	
6% Canada	
5% Other International	

\*Data from 2016

## IMPRESSION PACKAGE RATES

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

### Medium Rectangle (300 X 250)

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

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

### Horizontal Rectangle (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

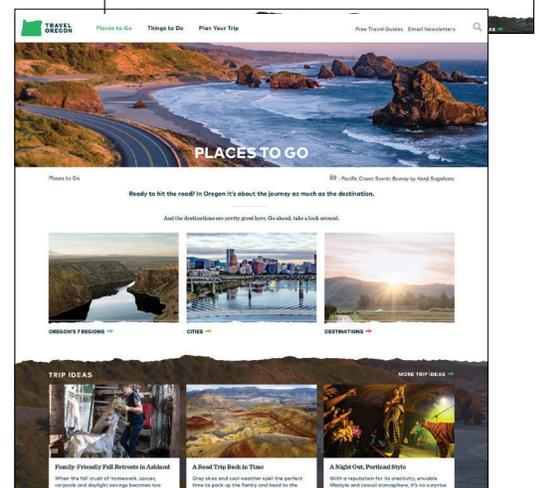
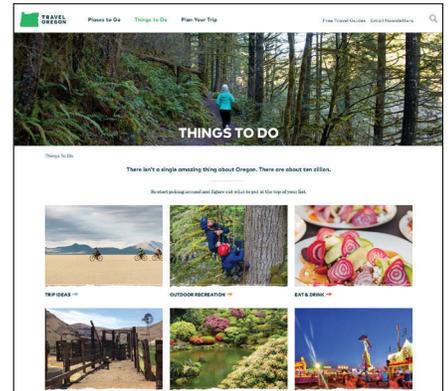
**Large Bundle** Cost: \$950/quarter

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

## 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.

# TRAVELOREGON.COM

YOUR STORY, EVERYWHERE

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.

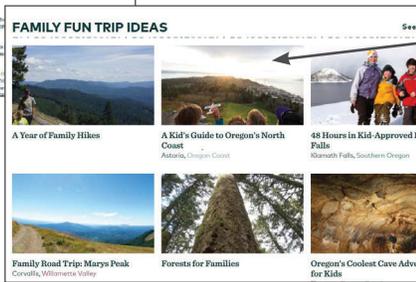


## AN EXAMPLE OF HOW YOUR STORY IS PUBLISHED:

**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 9.2 million pageviews and 2.9 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 Facebook promotion.**

Your story will be promoted through a media buy on Travel Oregon's Facebook. Select your target markets and your story will reach thousands of consumers. You will receive a report on exposure and engagement.

**5 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: \$3,200

Includes writing, editing, photos, layout, one-year exposure on TravelOregon.com and a targeted media buy on Travel Oregon's Facebook.

# 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 170,000 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 170,000 subscribers four times per year (March, June, September and December).

#### Outdoor Recreation

Align your message to reach 32,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

#### Culinary

With a following of 25,000 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%	25%	27%
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	\$693	\$850

### RATES

Ad Format	Seasonal	Monthly		
	Features	General	Outdoor	Culinary
Formatted Text Ad	\$350	\$350	\$250	\$250
Banner (580 X 75)	\$950	\$950	\$750	\$650

### DEADLINES

**Space Closing:** Q1 & Q2: December 1, 2017; Q3 & Q4: June 1, 2018

**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.