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

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 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

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
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

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Space unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>2/3 V</td>
<td>1/3 V</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>1/2 V</td>
<td>1/6 V</td>
</tr>
<tr>
<td>One-half page</td>
<td>1/6 H</td>
<td>1/12</td>
</tr>
<tr>
<td>One-sixth page</td>
<td>1/3 H</td>
<td></td>
</tr>
<tr>
<td>One-twelfth page</td>
<td>1/2 H</td>
<td></td>
</tr>
</tbody>
</table>

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.

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.

IMPORTANT DATES

Publication Date
March 2018

Space Closing
January 8, 2018

Materials Due
January 26, 2018
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 you 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:

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>89%</td>
</tr>
<tr>
<td>Oregon</td>
<td>44%</td>
</tr>
<tr>
<td>Washington</td>
<td>14%</td>
</tr>
<tr>
<td>California</td>
<td>14%</td>
</tr>
<tr>
<td>Midwest</td>
<td>6%</td>
</tr>
<tr>
<td>Other Western States</td>
<td>7%</td>
</tr>
<tr>
<td>Southeast</td>
<td>6%</td>
</tr>
<tr>
<td>Southwest</td>
<td>5%</td>
</tr>
<tr>
<td>Northeast</td>
<td>4%</td>
</tr>
<tr>
<td>Canada</td>
<td>6%</td>
</tr>
<tr>
<td>Other International</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Data from 2016

WEB PACKAGE RATES
Travel Oregon offers flexible advertising options to ensure your message is delivered to the interested visitor in a way that best meets your marketing needs to achieve your goals. There are two distribution routes and two ad sizes available.

TARGETED OPTION
Designed to target your advertising to the visitor at the beginning of their planning process, and stay with them through to their final decisions. Distribute your ads on relevant content pages that best align with your message such as outdoor recreation, food and drink, attractions, events, culture/history, type of lodging, regions, etc. Never worry about running out of impressions because your ad will remain live on those pages for the entire quarter. Your account executive will help you select the categories that are the best fit for you.

**Medium Rectangle** (300 X 250)
- Large Bundle (32 Categories): $1,480/quarter
- Medium Bundle (26 Categories): $1,200/quarter
- Basic Bundle (18 Categories): $800/quarter

**3:1 Rectangle** (300 X 100)
- Large Bundle (32 Categories): $740/quarter
- Medium Bundle (26 Categories): $600/quarter
- Basic Bundle (18 Categories): $400/quarter

RUN-OF-SITE OPTION
Clients may opt to choose run-of-site only, or add run-of-site to their package.

**Medium Rectangle** (300 X 250)
- ROS: $20 CPM

**3:1 Rectangle** (300 X 100)
- ROS: $5 CPM

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
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 Things to Do and the Trip Ideas landing pages for one week.**
   - You’ll reach consumers looking for ideas on what to see & do in Oregon.

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 3-4 photos
- It will launch on the Things to Do and Trip Ideas landing pages 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.

**Terra Moreland**
terram@mediamerica.net, 503.445.8830

**Nancy Burke**
nancyb@mediamerica.net, 503.445.8809
TRAVELOREGON.COM
YOUR STORY, EVERYWHERE

DETAILS

Content components:
• The story will be 500-600 words
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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.

Following are the creative guidelines you are agreeing to for your story:

Trust the writer.
Tell your story but also know that our professional writers need some discretion to emphasize the aspects of your story our readers will love.

Keep it simple.
Your story will have more impact if you have a strong focus and limit multiple concepts, topics and examples.

Less is more.
To look beautiful and for consumers to absorb the information, the number of words and photos are limited on story pages.

Yes you can proof it.
You will have two rounds of proofing to fact-check and make other copy changes. Travel Oregon will also proof and approve the story to make sure it fits into the editorial guidelines of the website.

Rights and usage.
Just like our regular stories, the words and pictures related to the story may only be used as seen in the context of the Travel Oregon website. You are free to promote your story in any of your media channels as long as it links back to the article as it lives on the Travel Oregon site. You will receive a thumbnail photo and a link to the story. Use of any words or photos from the story in other ways such as in an ad or another website would incur an additional charge subject to photography rights. If you’d like to own the photos we are happy to look into additional rights and cost if you have something in mind.

Disclosure.
Because of these guidelines, your story will credit your organization as the sponsor of the story.

Stick to the plan.
Changing direction while work is in-progress may incur additional cost.

If all this sounds good to you, let’s get started building and telling your story...everywhere.

Client company ______________________________ Client signature ______________________________ Date____________

MEDIAmerica
Terra Moreland terram@mediamerica.net, 503.445.8830
Nancy Burke nancyb@mediamerica.net, 503.445.8809
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**

<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>
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**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, 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.