

# TRAVEL OREGON MARKETING CHANNELS

Today's consumers acquire information through a multitude of channels spanning print, online, e-newsletters, blogs and social media portals. In order to capture the attention of these active, engaged prospects, Travel Oregon has aligned its marketing products to adapt to consumers' shifting media habits.

**REACH THE CONSUMER WITH YOUR MARKETING MESSAGE EVERY STEP OF THE WAY!**



## The Serious Traveler ... Oregon Trip Planner

- Now the only official state visitor guide in print
- EXPANDED distribution of 300,000
- The key information piece used by visitors and welcome center staff
- Distributed at high traffic locations such as Portland International Airport
- Exposure all year

### WHAT'S AVAILABLE

- Display Ads
- Free Leads through the TOOL system
- Expanded Lodging Listings



## The Curious Traveler ... www.TravelOregon.com

- The key portal for travel information promoted by Travel Oregon's 4.8 million dollar marketing campaign
- 1.6 million unique visits and more than eight million pages viewed annually
- 25% traffic growth year over year
- Consumers spend an average seven minutes on the site, planning

### WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads
- Customized Trips We Love
- Closer Look Attractions
- Niche Sites – Kids, RideOregonRide & Bounty



## Oregon Fans ....

### Three E-Newsletters

- They love Oregon! – 130,000 subscribers opt-in to receive Travel Oregon's core E-newsletter every month
- New! Niche newsletters – geared to the outdoor recreation and culinary frequent traveler who takes longer trips – each six times per year.

### WHAT'S AVAILABLE

- Banner Ad
- Sponsored Link
- Formatted Text Ads



## Interactive magazine – Quarterly

- Five features in each issue
- A unique, innovative format, content is immediately accessible to engage consumers.
- Keeps the dialogue with the consumer going by tapping into social networks

### WHAT'S AVAILABLE

- Banner ad
- Sponsored Feature
- Map Sponsor
- Sponsored Ads
- Formatted Text Ads

*\*Frequency discounts are available across multiple channels as well as custom content packages.*