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

Consumers acquire information through a multitude of channels these days spanning print, online, eNewsletters, blogs 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
- Nearly 6 million pages viewed annually with 1.4 million unique visitors.
- Consumers spend an average of approximately four minutes exploring the site

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.
- The award-winning official print state visitor guide
- 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
- Distributed at high traffic locations such as Portland International Airport
- Year-round exposure

WHAT'S AVAILABLE
- Display Ads
- Free Leads through the TOOL system
- Expanded Lodging Listings

Oregon Fans ... Three eNewsletters
Build your brand relationship with these exclusive, engaged Oregon fans. They love Oregon!
- Travel Oregon's general eNewsletter is sent to more than 160,000 opt-in subscribers every month
- Two niche eNewsletters, 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 nine Oregon Welcome Centers at gateways into the state!
- MEDIAmerica will help you create your own digital edition to expand your exposure on a dedicated page on TravelOregon.com.
- Your brochure/visitor guide will be designated as “mobile-friendly” in the Welcome Centers. (A QR code will allow visitors access by their smart phone.)
- Use your new mobile-friendly edition on your website and promote it in all of your marketing materials!

WHAT'S AVAILABLE
- Distribution at Welcome Centers
- Digital Edition

E-mail TOAdNetwork@mediamerica.net for more information about advertising opportunities, frequency discounts and custom packages. We can design a plan that works for you in one or all of Travel Oregon's marketing channels. Fax: 503.221.6544
The Official Travel Oregon Visitor Guide

The award winning official state fulfillment piece for Oregon travel planning.

Named the “Best Print Visitor Guide in the Country” by the U.S. Travel Association in 2011 and 2012, this indispensable guide is a trusted travel planning resource for discovering Oregon for the first time, over and over again. Covering the state’s seven regions, the official state publication is the leading planning tool for lodging, dining, attractions, shopping and adventure. And through a strategic alliance with the Oregon Restaurant and Lodging Association, the guide offers the most comprehensive lodging listings of any publication.

Distribution: 300,000

- 300,000 copies printed annually for year-round distribution and inquiry fulfillment, supporting Travel Oregon’s $5.2 million dollar integrated marketing campaign
- Mailed to visitors by request via TravelOregon.com and the consumer 800#
- Available to visitors and business travelers at Portland International and regional airports
- Distributed at all nine official Oregon state welcome centers and more than 100 visitor centers statewide
- In-room distribution at select lodging properties throughout Oregon, including hotels, resorts, bed & breakfasts and vacation rentals
- Distributed at AAA Travel Offices in Oregon and Idaho
- Free distribution at point-of-purchase at Made in Oregon stores
- Given to customers at the Les Schwab Tire Centers in Oregon, Washington, Idaho and California
- Distributed at select attractions throughout Oregon
- Available to passengers on the Amtrak Cascades route (Eugene to Vancouver B.C.)
- Handed out at tourism trade shows and travel industry association events spanning domestic and international markets
- Promoted to Travel Oregon’s domestic and international press lists

Rates (net)

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Rates (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded lodging listing $700</td>
<td>One-half page $5,600</td>
</tr>
<tr>
<td>One-twelfth $1,090</td>
<td>Two-thirds page $7,900</td>
</tr>
<tr>
<td>One-sixth page $2,200</td>
<td>Full page $9,400</td>
</tr>
<tr>
<td>One-third page $4,200</td>
<td>Two page spread $14,700</td>
</tr>
</tbody>
</table>

“Everything about the Visitor Guide is great! I love the local picks—that really helps when traveling somewhere for the first time! It’s like a real review not a paid one!”

“I like that the Visitor Guide is free, that it arrived in the mail so promptly, that it has a lighthearted, fun tone, and that it’s succinct but gives a good taste of each area.”

Source: Comment Cards

Important Dates

PUBLICATION DATE March 2013   SPACE CLOSING January 25, 2013   MATERIALS DUE February 1, 2013

E-mail TOAdNetwork@mediamerica.net to reserve your space.
TravelOregon.com Advertising

ALL NEW ... CPM Pricing ... Intuitive Ad Serving ... Run of Site Rates

Newly Designed Site ... Now with richer content and expansive info. Powerful inspirational sections include Seasonal Features, the new home for the popular DigiMagazine, and Trip Ideas, packed full of fresh videos and itineraries. 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 dollar marketing campaign which delivers nearly 6 million pages viewed annually with 1.4 million unique visitors.

Pricing and Ad Serving ... Is more efficient to match new traffic patterns. CPM-based pricing gives the peace-of-mind of guaranteed impressions and expanded options include:

• High-impact vertical rectangles
• Efficient formatted ads and buttons
• Intuitive ad serving which serves your ad in more sections and pages that match your market
• Run-of-site option for high volume traffic

<table>
<thead>
<tr>
<th>Vertical Rectangle</th>
<th>Text Formatted</th>
</tr>
</thead>
<tbody>
<tr>
<td>(240 x 400)</td>
<td>(300 x 100)</td>
</tr>
</tbody>
</table>

Intuitive Ad Serving
- $40 CPM
- $20 CPM

ROS Ad Serving
- $20 CPM
- $10 CPM

Add-On Option: Highly effective “Finder” search results button (125 x 125), $40 CPM

 Bonus Impressions, Discounts and More...

• Multiple campaign bonus for three or more concurrent campaigns: 20% ROS bonus impressions

• Bundle bonus for print plus one digital channel:
  15% discount off digital ad

• Bundle bonus for print plus two digital channels:
  30% discount off digital ad

Minimum ad buy is $1,200 for vertical rectangle and $600 for text formatted and button sizes, per campaign, per quarter.

Custom or Key Word campaigns are $60 CPM for vertical rectangle and $30 CPM for text formatted ads.

For your customized consultation to select the type of ad and placement for your marketing program E-mail TOAdNetwork@mediamerica.net.
eNewsletters

Reach the active traveler and Oregon fan in Travel Oregon’s eNewsletters.

Delivered to opt-in subscribers, Travel Oregon eNewsletters send your message to consumers in a timely, targeted way. The eNewsletters feature itineraries, events, custom packages and incentives.

Choose from three eNewsletters:

**Monthly General**
With a following of more than 160,000 opt-in subscribers, Travel Oregon’s monthly eNewsletter gets your message out to this engaged audience.

**Outdoor Recreation**
Aligns your message to reach the active traveler. Delivered six times per year: January, March, May, July, September and November

**Culinary**
One of the fastest growing traveler segments. Delivered six times per year: February, April, June, August, October and December

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Monthly General</th>
<th>Outdoor/Culinary</th>
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</thead>
<tbody>
<tr>
<td>Formatted Text Ad</td>
<td>$200</td>
<td>$150</td>
</tr>
<tr>
<td>Rectangle (180 x 150)</td>
<td>$1,350</td>
<td>$950</td>
</tr>
</tbody>
</table>

**Oregon Welcome Center Brochure Program**

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

**Oregon Welcome Centers**
- • Portland International Airport (PDX)
- • Astoria
- • Brookings
- • Klamath Falls
- • Lakeview
- • Ontario
- • Oregon City
- • Ashland
- • Umatilla

**NEW! Go Mobile**
Expand your exposure through digital distribution.
- • MEDIAmerica will create a mobile-friendly edition (digital page-turning version) of your brochure/visitor guide or you can provide your own
- • A link to your brochure/visitor guide will be posted on a dedicated page on TravelOregon.com
- • Your brochure/visitor guide will be designated as “mobile-friendly” in the Welcome Centers. (A QR code will allow visitors to access it through their smart phone.)
- • Use your mobile-friendly edition on your website and promote it in all your marketing materials

**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 2013 and continuing through May 2014. Deadline for participation: April 15, 2013 for guaranteed placement.

E-mail TOAdNetwork@mediamerica.net to create your integrated marketing program.
Oregon Welcome Center Brochure Program

2013 APPLICATION INSTRUCTIONS

This application is for display of brochures or magazines at one or more of the nine Oregon Welcome Centers at gateways into the state.

INSTRUCTIONS - Four Easy Steps

Step 1: Complete the top section of the Application Form
Please fill in your contact and brochure information on the top of the enclosed application form (see page 2).

Step 2: Determine your Class of Service
COMMERCIAL: All for-profit or non-profit organizations that charge a gate fee, or an admission fee, or whose funding comes in part from a permanent staffed facility that sells goods to the public.

SMALL BUSINESS/SERVICE:
- Businesses or associations as above (COMMERCIAL), with 15 or fewer employees during your busy season; or your business must be operational for no more than six months during a calendar year.
- All Chambers of Commerce, VCBs and governmental service agencies other than Federal and State agencies as noted below. This classification also applies to other non-profit organizations that rely primarily on memberships and voluntary contributions for funding, and do not provide any commercial service to public or selective service for specific types of business.

NOTE: Federal and State government agency brochures that are informational only are EXEMPT! (Exception: Government agency brochures with commercial advertising qualify under the Small Business/Service classification.)

Step 3: Select Distribution Locations and Determine Your Rate
A. Review the enclosed map (see page 4) to find information about Welcome Center locations, hours of operation and annual visitor counts.
B. Using the grid on the application form (see page 2), select the Welcome Center locations where you would like your literature displayed by marking in the columns of the Welcome Centers you want in the row that represents your Class of Service, and by circling the standard (4" x 9") or oversize rate.
C. Go Mobile and expand your exposure!

- MEDIAmerica will create a mobile/computer-friendly edition (digital page-turning version) of your brochure/visitor guide.
- A link to your digital edition will be posted on a dedicated page at TravelOregon.com/getting-around/travel-guides/. Select "Online Brochures" to view the digital editions that are sorted by region.
- Your brochure/guide will be designated as “Mobile Friendly” in the Welcome Center and a custom QR Code will allow visitors to access it via their smart phone.
- You can use your Mobile Friendly edition on your website and promote it in all your marketing materials.

Yes – I’d like to participate in the Mobile Friendly Edition program (select one option):
[ ] $245 – Includes all of the above (1 to 8 pages, larger sizes quoted upon request).
[ ] $155 – You provide your pre-existing digital edition.

Step 4: Payment – Add totals from Step 3, Parts B & C (See page 3)
Oregon Welcome Center Brochure Program

2013 APPLICATION FORM

Organization Name:______________________________________ Contact Name:________________________________

Address:_______________________________________________  E-mail: _____________________________________

City, State, ZIP:_________________________________________  Telephone: ________________________________

Brochure Title:_______________________________________________________________________________________

My Brochure is:  □ Standard brochure size (up to 4” x 9”)  □ Larger than standard size/Oversize or Magazine

Select the Welcome Center locations where you would like your literature displayed by marking in the columns of the locations you want, and in the row that represents your Class of Service. Circle the standard (4” x 9”) or oversize rate in the appropriate cell. Enclose the payment matching your selected amount (plus your Go Mobile rate) with your application (see page 3).

<table>
<thead>
<tr>
<th>Welcome Center Locations ▶</th>
<th>Astoria</th>
<th>Brookings</th>
<th>Klamath Falls</th>
<th>Lakeview</th>
<th>Ontario</th>
<th>Oregon City</th>
<th>Ashland-Siskiyou</th>
<th>Umatilla</th>
<th>Portland Airport</th>
<th>Choose any 2 locations OR 2 locations Plus PDX</th>
<th>Choose any 4 locations OR 4 locations Plus PDX</th>
<th>Choose any 8 locations OR 8 locations Plus PDX</th>
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</thead>
<tbody>
<tr>
<td>Commercial (NO PDX)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>$300 standard</td>
<td>$450 oversize</td>
<td>$400 standard</td>
<td>$500 standard</td>
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<td>$450 standard</td>
<td>$600 oversize</td>
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<td>$750 oversize</td>
</tr>
<tr>
<td>Commercial PLUS PDX</td>
<td></td>
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<td></td>
<td></td>
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<td>$750 standard</td>
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<td>$1450 oversize</td>
<td>$1600 oversize</td>
<td>$1750 oversize</td>
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<tr>
<td>Small Business / Service (NO PDX)</td>
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<td>$250 oversize</td>
<td>$300 standard</td>
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<tr>
<td>Small Business / Service (PLUS PDX)</td>
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<td>$650 oversize</td>
<td>$700 oversize</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PDX ONLY ▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial PDX ONLY</td>
</tr>
</tbody>
</table>

| Small Business / Service PDX ONLY | $300 standard | $500 oversize |
Oregon Welcome Center Brochure Program

PAYMENT INFORMATION

Step 4: Select your form of payment below (check or credit card)—add totals from Step 3, Parts B & C (see page 1)—and email to TOBrochure@mediamerica.net, fax to 503-221-6544 or send by mail (see below).

Your payment must be received by April 15, 2013 for guaranteed placement!

Payment for the full program rate must accompany this application. If your application is denied for any reason, your application and any payments will be returned with an explanation. Upon acceptance of your application, you will be contacted by a representative from each Welcome Center you selected, and will be instructed in regards to the quantity of brochures to send to each location. When it is time to restock your brochure, a Welcome Center employee will contact you.

[ ] Check (Checks should be made out to MEDIAmerica)

SEND YOUR PAYMENT TO:

MEDIAmerica
Attn: Cerissa McFarlane
715 SW Morrison, Suite 800
Portland, OR 97205

[ ] Credit Card Payments

Charge to:

O AMEX
O Visa
O MC

Credit card processing requires legible, complete and correct billing address for card.

Total Amount ___________ Card No. ___________________________________ Expiration Date ___________

Cardholder Name (please print): ___________________________________________________________________

Credit Card Billing Address: _______________________________________________________________________

City ______________________________________State ____________ Zip _______________

Cardholder Signature ____________________________________________________________________________

GUIDELINES

GENERAL
All organizations and businesses wishing to place their brochures in one or more of the eight Oregon Welcome Centers, and/or PDX will be charged a program fee based upon the number of locations selected and the class of service.

QUALIFICATION
Travel Oregon will make the final decision on an applicant’s brochure eligibility to be accepted for distribution in the Welcome Centers. Brochures and oversized promotional material will be accepted dependent on space available in the selected Welcome Centers and on the following conditions:

• The product or service advertised must be of interest to and serve the needs of visitors.
• All advertising must be in good taste.
• Brochures advertising liquor, tobacco products, political, religious or other controversial data will not be accepted (brochures advertising tours of wineries and breweries are acceptable).

PROGRAM RATES: Fees are based on the class of service and the number of locations chosen. All rates are per standard 4”x9” card or folded brochure placed in a display rack. Any oversized document such as a magazine, tabloid or newspaper will be charged the listed oversize rate for the class of service involved.

QUESTIONS? Contact: TOBrochure@mediamerica.net
Oregon Welcome Center Locations and Visitor Count

Map not drawn to scale ~ Locations indicated are approximate ~ Visitor counts are from 2011