



2020 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 14.8 million pages viewed annually with over 3 million unique visitors and 4.2 million web sessions

AVAILABLE Banner and formatted text ads



Tell your story:
SPONSORED CONTENT ON TRAVELOREGON.COM

Tell your story through original content developed for TravelOregon.com sponsored by your brand.

AVAILABLE Your story appears on TravelOregon.com for one year and promoted through a Travel Oregon sponsored Facebook post



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.



Oregon fans:
EMAIL NEWSLETTERS

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

AUDIENCE Nearly 111,000 monthly and seasonal subscribers, 43,000 outdoor subscribers and 28,000 culinary subscribers

AVAILABLE Banner and formatted text ads

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



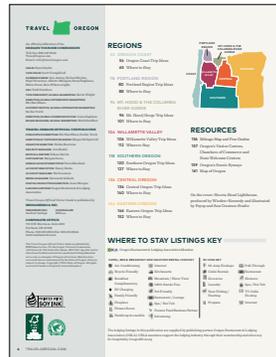
MEDIAmerica

Nancy Burke 503.445.8809, nancyb@mediamerica.net
Hannah Patterson 503.445.8830, hannahp@mediamerica.net



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.

65% OREGON

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Director Park and all official Travel Oregon State Welcome Centers
- Oregon Rest Area Visitor Kiosks: Brookings, Manzanita, Gettings Creek, Oak Grove, Santiam, French Prairie Southbound & Northbound, Multnomah Falls, Government Camp, Boardman
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Select attractions throughout Oregon

17% ELSEWHERE

WASHINGTON

- Vancouver, WA visitor locations
- Seattle Airport Information Center
- Seattle City Center Visitor Center
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

CALIFORNIA

- California state Welcome Centers: Collier, San Francisco, Pismo Beach
- San Francisco Union Square

BRITISH COLUMBIA

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

CORPORATE

Distribution at various corporate locations in Phoenix, Seattle, San Jose/Santa Clara, Los Angeles, San Diego and Orange County

18% 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.)

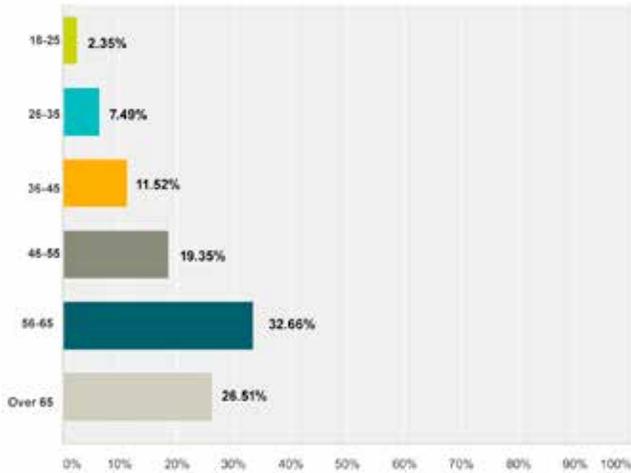


AUDIENCE

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

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

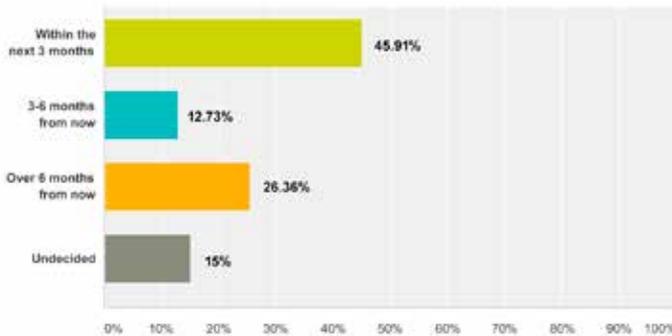
2. What age are you?



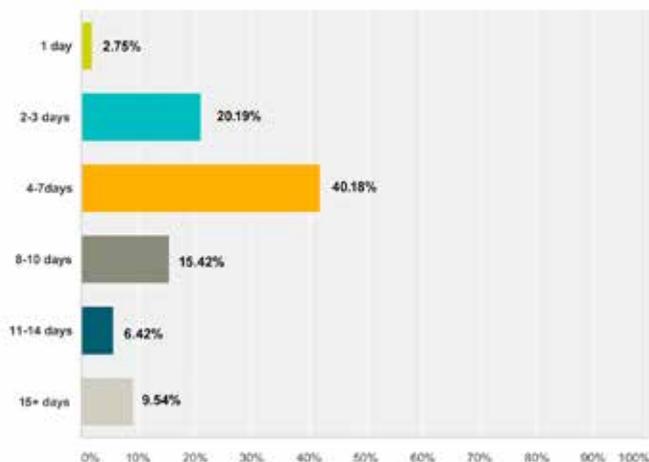
3. Have you read/reviewed any of the visitor guide?

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

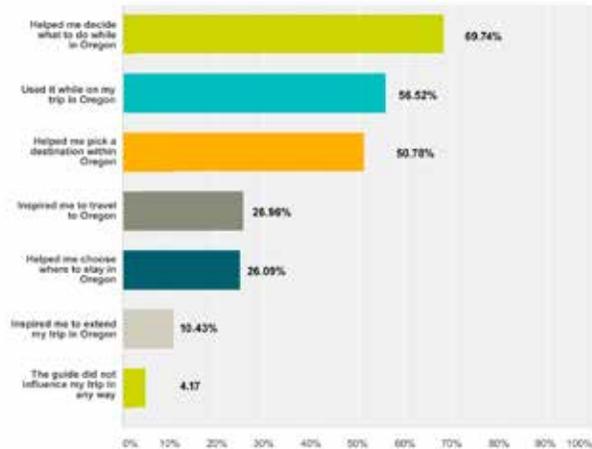
4. When are you likely to travel to or within Oregon?



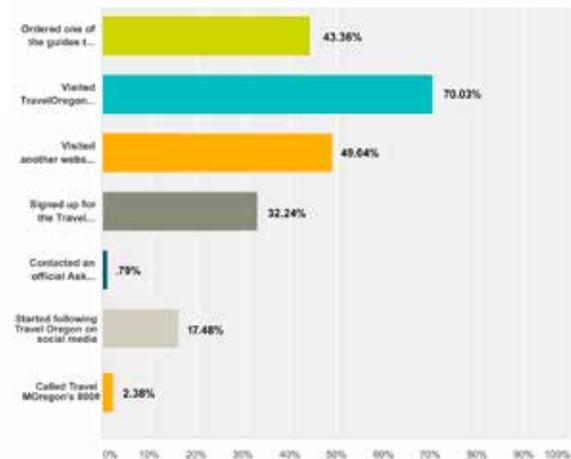
5. Please indicate the number of nights you stayed in Oregon.



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 2017 Travel Oregon Visitor Guide survey

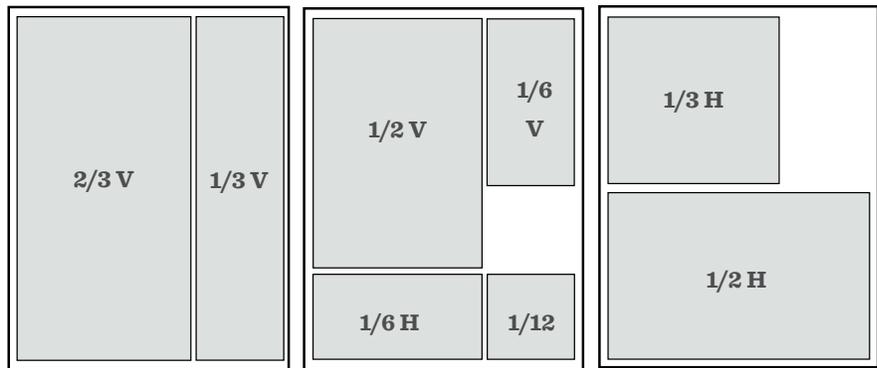
ADVERTISING RATES

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

Space unit	Width	Depth
Two page spread		
Trim	16 ³ / ₄ "	10 ⁷ / ₈ "
Bleed	17"	11 ¹ / ₈ "
Non-bleed	16"	10"
Full page		
Trim	8 ³ / ₈ "	10 ⁷ / ₈ "
Bleed	8 ⁵ / ₈ "	11 ¹ / ₈ "
Non-bleed	7 ¹ / ₂ "	10"
Two-thirds page	4 ⁵ / ₈ "	10"

Space unit	Width	Depth
One-half page		
Vertical	4 ⁵ / ₈ "	7 ¹ / ₂ "
Horizontal	7 ¹ / ₂ "	4 ⁷ / ₈ "
One-third page		
Vertical	2 ¹ / ₄ "	10"
Horizontal	4 ⁵ / ₈ "	4 ⁷ / ₈ "
One-sixth page		
Vertical	2 ¹ / ₄ "	4 ⁷ / ₈ "
Horizontal	4 ⁵ / ₈ "	2 ¹ / ₄ "
One-twelfth page	2 ¹ / ₄ "	2 ¹ / ₄ "

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:

Hindissa Ali, MEDIAmerica
715 S.W. Morrison, Suite 800
Portland, OR 97205
hindissaa@mediamerica.net
503-445-8825

IMPORTANT DATES

Publication Date

March 2020

Space Closing

January 7, 2020

Materials Due

February 7, 2020

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:

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TRAVEL OREGON.COM

CAST A WIDE NET AND REACH VISITORS ONLINE

AWARD-WINNING SITE

TravelOregon.com was a 2018 Mercury Award finalist 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.

3 million unique users = 14.8 million pageviews*.

Traffic by region:

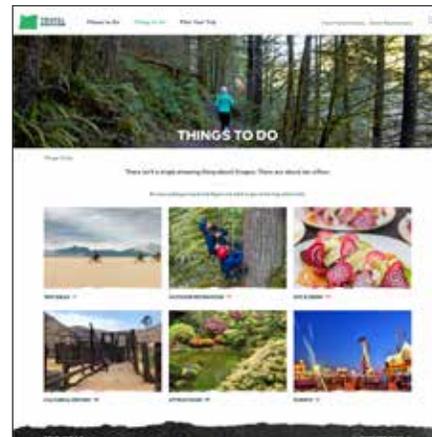
91% USA

42% Oregon	6% Other Western States
15% Washington	6% Southeast
14% California	5% Southwest
7% Midwest	5% Northeast

4% Canada

5% Other International

*Data from 2018



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.

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 marketing 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



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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 14.8 million pageviews and 3 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 600-800 words
- Type of story: itinerary, profile, listicle or round-up.
- 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

PRICE: \$3,300

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

Additional options:

\$1,000: Feature your story in an issue of Travel Oregon's Core email newsletter

\$750: Refresh your story + an additional Facebook promotion

TRAVEL OREGON.COM

YOUR STORY, EVERYWHERE

DETAILS

Content components:

- The story will be 600-800 words
- Type of story: itinerary, profile, listicle or round-up.
- 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

Price: \$3,300

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 _____

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 nearly 111,000 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 nearly 111,000 subscribers four times per year (March, June, September and December).

Outdoor Recreation

Align your message to reach 43,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

Culinary

With a following of 28,000 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 (1160 x 150)	\$950	\$950	\$750	\$650

DEADLINES

Space Closing: Q1 & Q2: December 1, 2019; Q3 & Q4: June 1, 2020

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.



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