



Timing: 2022 (up to 4 participants each quarter)

Comprehensive coverage includes broadcast, digital and social outreach all geared toward driving people to experience featured Oregon destinations. Sponsorship elements include:

KATU News Sponsored Content

- Sponsored story featuring select destination to air during KATU News on a designated weekday morning. Partner exposure and timing to be determined on a first come first serve basis. Sponsored story to be posted to the KATU Facebook page to increase exposure. *Note this may be presented as a stand-alone story or as an exclusive Things2Do report.
- Sponsored story to be posted to the KATU.com/TravelOregon section on KATU.com.
- Single event promotion including video and voiceover inside of KATU's Things to Do recurring weekly feature. This feature airs as part of KATU News on Fridays at 4pm and Saturday/Sunday mornings. Several recommended activities and excursions are included as part of each weekly report. Timing to be mutually agreed upon based on availability.

Promotional Messages

- Production of a custom 30-second message promoting featured destination or attraction to air on KATU and MeTV, total 60x (flight weeks to be mutually determined). Suggestion is to run three, 2-week flights over 12-weeks.

Lifestyle Segments

- One (1x) AM Northwest segment, M-F 9-10a showcasing the many great reasons to visit the featured destination.
- Segment to be available for viewing on the AM Northwest page accessible via KATU.com for up to 6 months, if applicable.
- Travel Oregon partner AM Northwest segment to be posted to the KATU.com/Travel Oregon section.
- Segment to be posted to AM Northwest Facebook page.
- A link to the segment provided for extended digital and social media engagement purposes.

Digital and Social Media Engagement

- Story page featuring the destination to be published to the KATU.com/TravelOregon section at the start of the quarterly sponsorship period.
- Sponsored KATU News story and lifestyle segment to be posted to the KATU and AM Northwest Facebook pages, as noted above.

Creative Execution

- KATU to work in partnership with participating sponsor to develop all creative assets, as outlined.

Net Investment: \$8050

EXTENSION OPPORTUNITIES

Option to extend reach among General and Hispanic markets by incorporating additional broadcast and digital elements.

Digital Outreach

- Over-the-Top streaming of 30-second message targeted to reach specific audience in designated geographic area. Targets to be mutually decided, total 100,000 impressions.
Incremental Investment: \$2700
- Targeted Email delivered to 50,000 travel enthusiasts. Geographic and demographic criteria to be established with partner.
Incremental Investment: \$1850

Over 5000 targets available such as travelers seeking in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing

Broadcast Outreach

KTVL – Medford / Klamath Falls DMA

- 30-second message to air throughout Medford DMA on KTVL-TV. Message to be seen 50x throughout the campaign period (Monday – Sunday 5a-1a). Specific flight dates to be mutually determined.
Incremental Investment: \$2000

KVAL – Eugene DMA

- 30-second message to air throughout Eugene DMA on KVAL-TV. Message to be seen 35x throughout the campaign period (Monday – Sunday 5a-1a). Specific flight dates to be mutually determined.
Incremental Investment: \$3500

Univision Portland

- Production of a 30-second Spanish language message to be developed in partnership with Univision creative team to air 50x throughout the campaign period.
Incremental Investment: \$4000