

HERE
IS OREGON

Travel Oregon Partner Packages





Share the good.

Here is Oregon launched in October 2021 as an original brand extension of The Oregonian/OregonLive, #1 source for news in the PNW.

Designed as a place to lift and celebrate the best of Oregon, Here is Oregon is also an opportunity to catalyze leaders together to drive economic recovery and reconnection.

Hundreds of videos and stories have reached millions already, all dedicated to celebrating our state's brilliant innovators, natural wonders, award-winning food, events, interesting places to visit, and so much more.



THE OREGONIAN | OREGONLIVE

TOP SOURCE FOR NEWS



#1

IN THE PACIFIC NORTHWEST¹



10.1

MILLION
UNIQUE MONTHLY
VISITORS
OREGONLIVE²

1.7

MILLION
FOLLOWERS ON
SOCIAL MEDIA³

603

THOUSAND
READERS OF THE
OREGONIAN +
ENEWSPAPER⁴

BRAND GROWTH¹

1.7 million

Total Reach

9.1 million

Total Impressions

SOCIAL @HEREISOREGON²

62,742

Total Followers
+10.7% MoM ↑

57%

Engagement Rate

14.6%

Monthly Growth

EMAIL WEEKLY NEWSLETTER³

10,412

Subscribers
+7.5% MoM ↑

46.7%

Open Rate
+1.8% MoM ↑

3.6%

Click through Rate

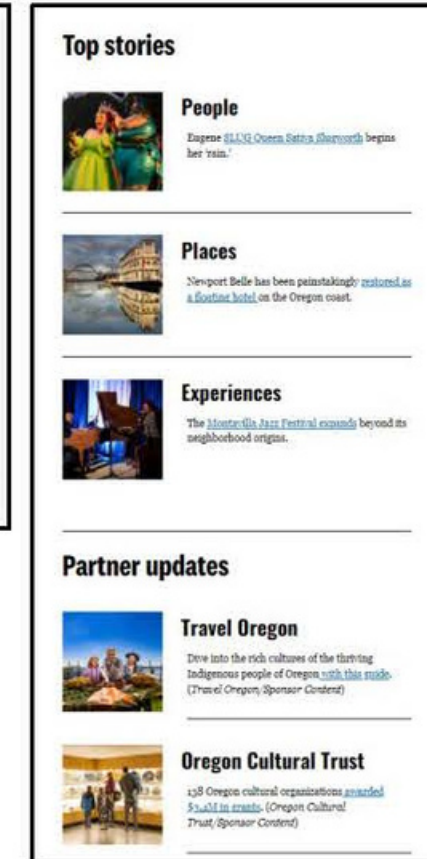
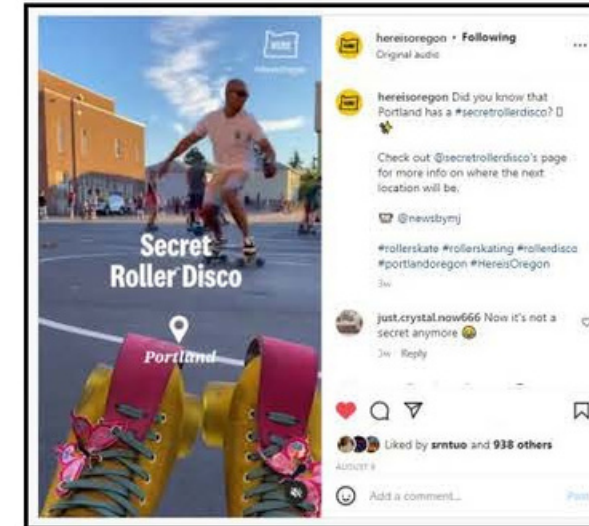
HERE IS OREGON STORIES¹

375,000+

Content Reach

1.7 million

Content Impressions



Source: 1. Google Analytics, Dash Hudson, Conviva & Meta Business Suite. Aug. 1-29 2022; 2. Social media accounts as of Aug. 30, 2022; 3. SailThru. Totals & monthly avg. of Aug. 30, 2022.



Join our Good News Movement





These marketing opportunities from the teams at The Oregonian/OregonLive and Here is Oregon are designed to maximize return on investment to help you reach your targeted audiences.

- **Featured Story**
- **Brand Storyteller**
- **Destination Video**
- **Your Story, Your Way**
- **Extension Opportunities**

Available to RDMOs, DMOs and all tourism-related businesses in Oregon. (Media kits: Oregonian / HIO)



Featured Story | 4-6 week campaign




Custom story featuring your brand:

- Posted on HereisOregon.com
- 100,000 headline impressions on OregonLive.com
- Story promoted and shared across channels:
 - Co-branded posts on Here is Oregon Facebook, Instagram, Twitter, and TikTok.
 - +2 weeks of boosting
 - Here is Oregon newsletter
 - The Oregonian print and eNewspapers with a QR code directing readers to read your story on their mobile devices.

Total package value: \$5,475

Travel Oregon partner cost: \$2,000



(Courtesy: Oregon's Adventure Coast)

SPONSOR CONTENT

Go someplace new this winter and try your hand at crabbing and clamming

By Oregon's Adventure Coast

Fresh crab or clams are the star of many an opulent dinner, and the great news is that Oregon's coast offers ample opportunities to catch them yourself.


While both activities can be done all year, "crabbing is best in a month that has an 'R,'" shares Janice Langlinalis, executive director of the Visitor and Convention Bureau on Oregon's Adventure Coast, which encompasses Coos Bay, North Bend and Charleston.

If you don't want to catch your own or don't get the quantity you were hoping for, let someone else do the work for you at the Annual Charleston Crab Feed on February 12, 2022.

This fundraiser, designed to help fund the volunteer visitor's center, will feature 1,000 pounds of fresh Dungeness crab from commercial crabbers.

"While many of our friends and neighbors will dine in, we also will offer take-away for those who prefer not to be in a room with a crowd," said Langlinalis.

Learn more about this event and crabbing or clamming on Oregon's coast, visit HereisOregon.com - or scan the QR code below:



HERE

HereisOregon.com
@HereisOregon

Share the good.
#HereisOregon

Let's lift and celebrate Oregon — the people, the places, the experiences and the diversity of culture and skills that inspire innovation and build community.

We're partnering to bring you the best of Oregon. Want to share your story here? Email us: hello@hereisoregon.com



Sponsor Content

Go someplace new this winter and try your hand at crabbing and clamming on Oregon's...

By Oregon's Adventure Coast



Here is Oregon with Oregon's Adventure Coast: Coos Bay, North Bend, Charleston.

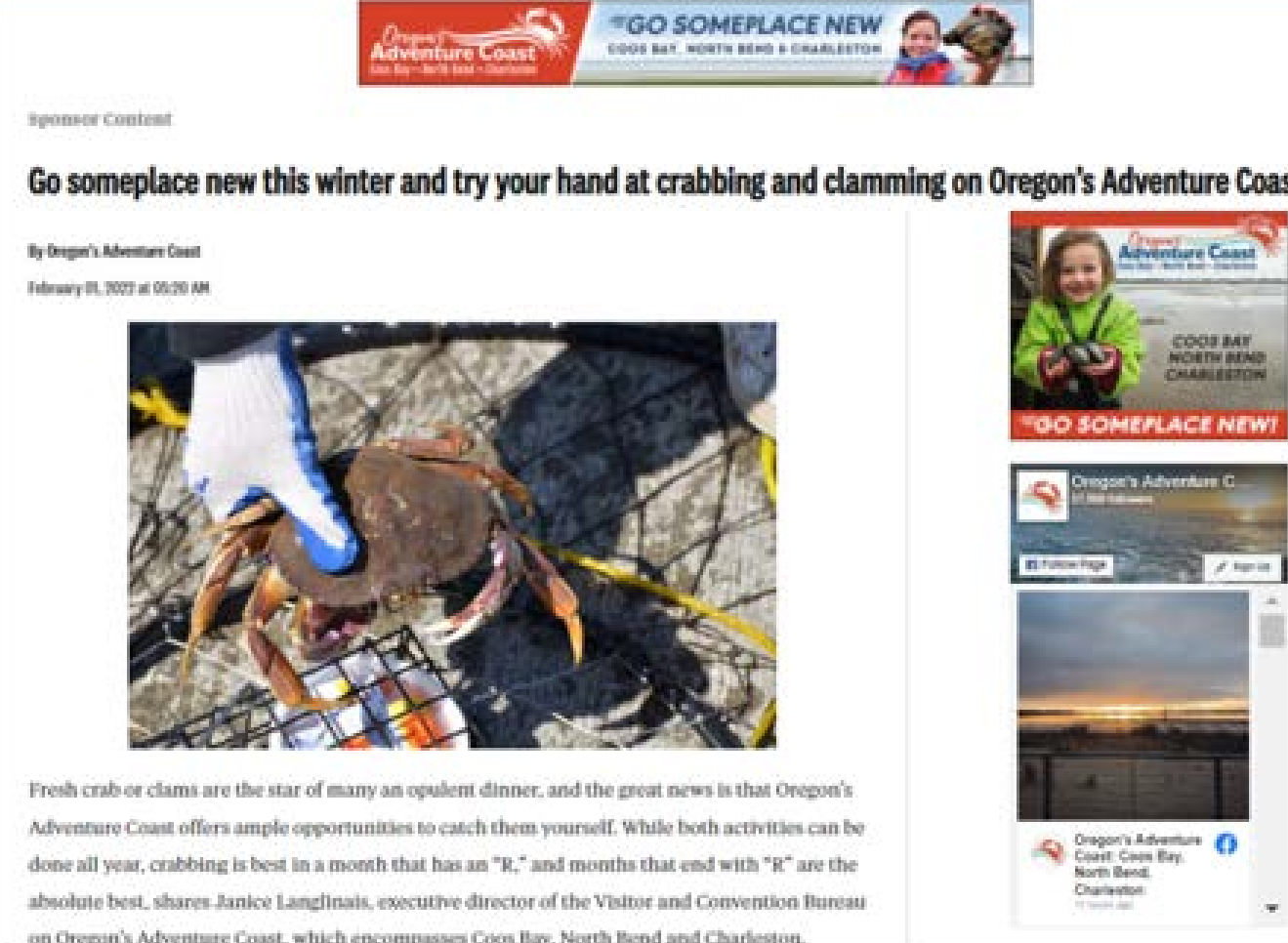
Published by SocialFlow • Paid Partnership • January 20 at 9:45 AM

Experience one of the best places in the world for storm watching at Oregon's Adventure Coast and explore nearby communities of Coos Bay, North Bend and Charleston. Learn more <https://trib.al/gOPQ247>

Video courtesy: Oregon's Adventure Coast: Coos Bay, North Bend, Charleston

Oregon's Adventure Coast a proud supporter of Here is Oregon ... See more

Resume Video




GO SOMEPLACE NEW
COOS BAY, NORTH BEND & CHARLESTON

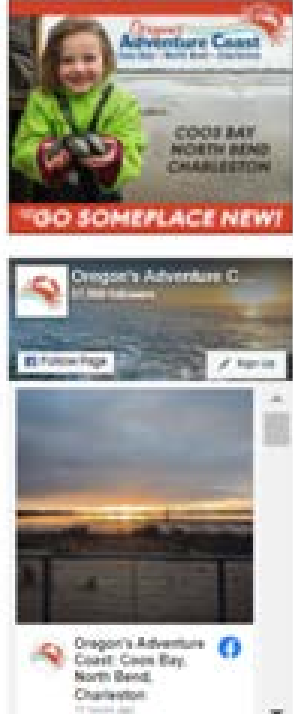
Sponsor Content

Go someplace new this winter and try your hand at crabbing and clamming on Oregon's Adventure Coast

By Oregon's Adventure Coast
February 01, 2022 at 09:20 AM



Fresh crab or clams are the star of many an opulent dinner, and the great news is that Oregon's Adventure Coast offers ample opportunities to catch them yourself. While both activities can be done all year, crabbing is best in a month that has an "R," and months that end with "R" are the absolute best, shares Janice Langlinalis, executive director of the Visitor and Convention Bureau on Oregon's Adventure Coast, which encompasses Coos Bay, North Bend and Charleston.



Featured Story | What we'll need from you.

- If Oregonian Media Group is writing your story:
 - Interviewee contact information and availability.
 - Completed [Native Sponsor Article Onboarding Form](#).
- If providing a pre-written story:
 - Max. 1,000 words.
 - Three headline options (to be used in rotation).
 - Subject to editing by Here is Oregon staff.
- Desired media, e.g., photos, links to YouTube videos, etc.
- Desired link(s) to your site or landing page.
- Three (3x) featured images (high resolution)
 - Dimensions: 1200x628
 - File Format: JPG, PNG, no HTML5
 - File Size: 1200kb Max
- Digital ads, adjacent to your story on website.
- Sizes ([see example](#)):
 - 728x90
 - 300x600
 - 300x250
 - 320x50
 - *Optional: 620x200 (CTA Branded footer, placed at the end of the story on website.).
- Formats: JPG, PNG, GIF, HTML5 (*CTA Footer is JPG or PNG only).
- File Size: 60kb Max
- Approval to tag your brand's social media accounts in the co-branded posts.

Brand Storyteller | 4-6 week campaign



Featured story (see page 7) + Plus additional promotion:

- 200,000 total headline impressions on OregonLive
- Co-branded story share on @TheOregonian accounts Facebook & Instagram (1+ million followers)
- 200,000 Social Display impressions on OregonLive
 - Ad units designed to resemble organic social media posts and link from your accounts
 - Can contain static images or up to 30-second video (video recommended, yields higher engagement).

Total package value: \$11,875

Travel Oregon partner cost: \$5,000

Plan your Oregon trip [Order a Guide](#)

Sponsor Content

Everything you need to know about Oregon22

By Travel Oregon
June 15, 2022 at 04:00 AM

The World Athlete Championships come to the U.S. for the first time ever. Photo by Travel Oregon / Jack Stern USA / iStock.com/USA/USA

Editor's note: This is an excerpt of a story [first published](#) by TravelOregon.com

athletics.Championships are coming to Eugene this July 15-24th, 2022, and for the story the championships will be held in the United States. This mega-sporting event will showcase the best track and field athletes in the world and will bring 2,000 athletes from 200 nations, all competing for 49 gold medals. 20,000 to 25,000 attendees are expected, with most days hosting two sessions (both morning and afternoon).

the info on how to be part of this thrilling event and continue your travels in and around Oregon? Read on for top-of-the-line info and plan ahead as local hotels and restaurants begin to book up quickly.

excitement about?

Community Updates

- 1 Oregon22 fans are 'HERE'
- 2 People's 'Track of Dreams' opens
- 3 Congratulations to our Berry Best of Oregon winners

Latest

- 1 When the presses stopped: Coos Bay museum becomes moment in newspaper history
- 2 Kids and animals hog the spotlight at Eugene's Lane County Fair
- 3 Drift Creek Falls is a dramatic day hike on the central Oregon coast

Start planning your trip to Oregon [Order a Guide](#)

Sponsor Content

By Travel Oregon

Oregon welcomes you to the World Athletic Championships

Brand Storyteller | What we'll need from you.

- All Featured Story assets as listed on page 8, plus:
 - Link to an existing social media post on your social media accounts (Twitter, Instagram, Facebook or TikTok) to be converted into an ad unit

-OR-

- Raw assets we'll use to create the ad from scratch
 - Max 30-second video (recommended) or image(s) to use in the ad
 - Desired copy, CTA
 - Desired click-through link (can include UTM)

Destination Video | 4-6 week campaign



Click [here](#) to see a sample video.

*Content must feature a specific person, place, or experience.

Total package value: \$9,250

Travel Oregon partner cost: \$5,000

Custom video featuring your brand:

- Video produced by Oregonian Media Group/Here is Oregon, "Brought to you by (YOUR BRAND/DESTINATION)" with logo at end.*
- Video posted on HereisOregon.com and YouTube
- Video promoted and shared across channels:
 - Co-branded posts on Here is Oregon Facebook, Instagram, Twitter, and TikTok; +2 weeks of boosting
 - Co-branded posts on @TheOregonian Facebook & Instagram accounts
 - Story shared in Here is Oregon newsletter
 - The Oregonian print & eNewspaper with a QR code for readers to watch video on their mobile devices

Final video asset will be provided to partner for use after publication.

Destination Video | What we'll need from you.

- Partner logo(s)
- Approval to tag your brand's social media accounts in the co-branded posts

- AND -

- Raw video elements (at least four video clips running :30 or longer in length (can be vertical) illustrating desired or featured content (natural sound). ([See example video edited using raw clips.](#))

- OR -

- Completed Video Production Kick-off Form
 - Contact Whitley D. Schlichte for details and next steps: wschlichte@oregonian.com.
 - Note: Stories requiring on-site video production and travel 40+ miles outside of downtown Portland will include additional cost of \$1500 per day for crew and production.

Your Story, Your Way | 4-6 week campaign



Sponsor Content

Highway 224 is open! Plan your Escalante and Clackamas River Corridor adventure today. **MT. HOOD RECREATION**

Water fun awaits along newly reopened Highway 224

By Oregon's Mt. Hood Territory
May 25, 2022 at 09:08 PM



Photo credit: Oregon's Mt. Hood Territory

Floating down a river in a raft or tube is an Oregon summer tradition. A tradition that is a lot more fun when the river isn't packed with other floaters. Putting in along the Clackamas River near Escalante is easy and only a short trip from Portland.

The water recreation options range from flat water lakes to whitewater rapids, so you can choose your adventure, be it kayaking, paddleboarding, fishing or spending a lazy afternoon on a pontoon boat.

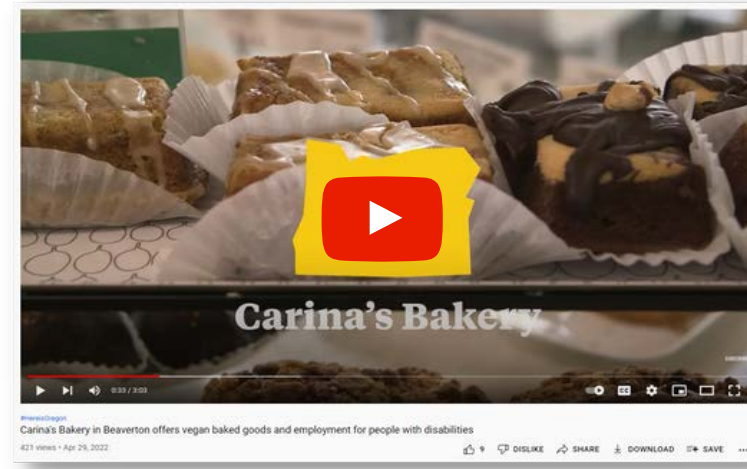
Elk Calling Champion

Community Updates

1. Proud to share the good: PacificSource
2. Defiant Community Credit Union employees direct more than \$100,000 to Oregon and Southwest Washington non-profits
3. Taste and buy hundreds of cheeses, specialty foods, and beverages

Latest

1. Oregon bowling alley welcomes overnight guests at 'Home on the Lanes'
2. Benton County sawmill out of steam but still going strong
3. Meet the region's best employers — and learn from them: Top Workplaces 2022



Custom high-impact package:

- Your choice between one Brand Storyteller OR Destination Video Package
- 2x Home Page Takeovers on OregonLive.com
 - #1 Source of News in the Pacific Northwest
 - You 'own' all ads above the fold on OregonLive for two full days.
 - Dates subject to availability, reserved on a first come, first serve basis.
 - Dates do not need to be consecutive.
 - Geo-targeted options include: Statewide Oregon + Clark County, Washington.

OREGONLIVE
The Oregonian

Top Stories News Sports Life

Latest

- 18m Portland Trail Blazers Fan Fest set for Oct. 14
- 1h Oregon bowling alley welcomes overnight guests at 'Home on the Lanes'
- 1h Portland Pilots soccer programs are undefeated and poised to return to national prominence
- 2h Boston Celtics considering suspension of Ime Udoka
- 3h Portland Thursday weather: It still doesn't feel like fall yet, with sun and a high of 74
- 3h Readers respond: Oregon land use laws backfiring
- 3h How to choose the right tree for an Oregon backyard? Ask an expert
- 3h Readers respond: Refugees have become political pawns

Advertisement

BUSINESS

Tiny Coos Bay positions itself as an answer to global freight bottlenecks

A \$2 billion plan for a major shipping port in the city has won local, state and federal supporters.

Adriana Gutierrez, 3h ago

- Benton County sawmill out of steam but still going strong
- See how much your grocery bill has grown with our food inflation calculator

REAL ESTATE

What are average home values in Portland? Compare by ZIP code

TOP WORKPLACES

Meet the region's best employers — and learn from them: Top Workplaces 2022

The Oregonian/OregonLive.com

TOP WORK PLACES 2022

The Oregonian

Advertisement

Oregon wildfire tracker

Keep tabs on active wildfires in Oregon and the U.S.

See it here >

Total package value: \$21,225

Travel Oregon partner cost: \$10,000

Your Story, Your Way | What we'll need from you

- **Assets for Brand Storyteller OR Destination Video Package**
- Home Page Takeover banner ads:
 - Sizes:
 - 300x250, qty. 3 (can be of varying creative)
 - 970x250*
 - 970x90
 - 320x50
 - 728x90
 - Formats: JPG, PNG, GIF, HTML5
 - Animation: GIF, HTML5, 15 sec max; IBV
 - File sizes: 60kb max (*except for the 970x250, which can be 150kb)





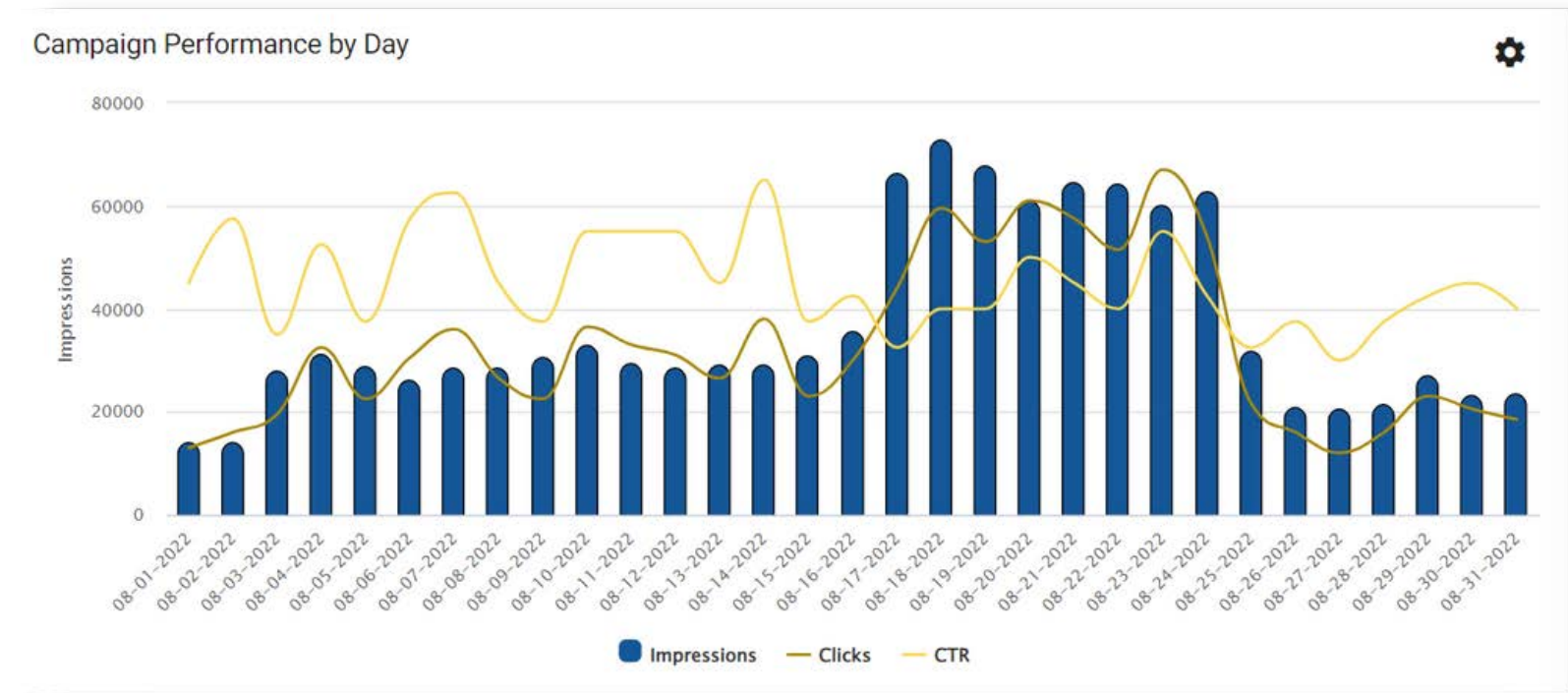
Metrics and Optimizations



Monthly Reporting



Our team of specialists continually optimize your package based on machine learning and years of insights gleaned from thousands of sophisticated campaigns. We continually review key metrics across multiple data platforms and use this data to develop our recommendations.



We're transparent with this information along the way. During monthly reporting meetings, you can expect to review campaign performance with a dedicated team. You'll see all relevant metrics, learn about our optimizations, and approve additional enhancements and recommendations as we work to continually improve your results.

Your feedback is vital as we seek to fully understand how your campaign positively impacts your business. Has call volume picked up? Foot traffic? Answers to these types of questions are invaluable to our team and help us narrow in on your bullseye even faster.



Thank you!

Media Contact:

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Account Executive, Tourism

wschlichte@oregonian.com

