

Co-Op Campaigns from Expedia Group™ Media Solutions combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while still aligning with marketing budgets and business objectives.

## Search Oregon



## Discover Oregon

There is a reason that creative types, outdoor adventurers, and foodies all flock to Oregon. Come to relax in laid-back cities with artistic atmospheres or travel here instead for a dramatic Pacific coastline. Whatever your reason for a trip to Oregon, you will find it a welcoming and thrilling place.

To see more Oregon hotel deals [click here](#).



### Explore a culinary haven

Sink your teeth into Portland's acclaimed food scene with our patio finder and food cart finder. [Learn more](#)



### Heritage experiences

Oregon's history is alive and well in Salem. [Learn more](#)



### Wine Country is calling

Tualatin Valley is the perfect place to share the beauty and bounty of Oregon's wine country. [Learn more](#)



### Travel Portland

It's a well-established fact: Portland is one of the world's great food cities. Portland has famously tribalized many culinary truths: That great food can be prepared in a truck. That the humble doughnut can become an elevated delicacy. Kick off your culinary quest through Portland – no matter your budget, your location or the cuisine you crave, your next great meal awaits you in Portland. [Learn more](#)



### Travel Salem

Located in Oregon's Willamette Valley, the Salem area is a road-tripper's dream with award-winning wineries, spectacular outdoor experiences, and heritage sites that offer a peek into Oregon's past. As one of the richest agricultural areas in the country, visitors will find farm-to-fork dining along with award-winning wine, craft beer and cider. [Learn more](#)



### Tualatin Valley

Oregon's Tualatin Valley is your home base, scenically situated between Portland and the Oregon Coast and home to dozens of wineries and craft breweries, outstanding culinary experiences, myriad outdoor recreation opportunities, and premier shopping centers. With no sales tax, you can shop, eat and drink to your heart's delight – all tax-free! [Learn more](#)



### Travel Medford

Medford is the heart of the world-class Rogue Valley and your gateway, basecamp & launchpad to discovering Oregon's only national park and the nation's deepest lake, Crater Lake National Park. [Learn more](#)

[Portland, OR](#) [Salem, OR](#) [Tualatin Valley, OR](#) [Medford, OR](#)



### The Nines, a Luxury Collection Hot...

Portland  
4.3/5 (999 reviews)

Fri, Nov 4 - Sun, Nov 6

\$237 per night



### Sentinel Hotel

Portland  
4.5/5 (1000 reviews)

Fri, Nov 4 - Sun, Nov 6

Member Price available  
\$259 per night



### The Royal Sonesta Portland Downt...

Portland  
4.6/5 (1000 reviews)

Fri, Nov 4 - Sun, Nov 6

15% off  
\$144 per night

**CLICK HERE TO SIGN UP NOW!**

## Expedia Group Oregon Marketing Co-op

Jan 1<sup>st</sup> - Mar 31<sup>st</sup>, 2023

Sign up Deadline: Nov 30<sup>th</sup>, 2022

## THE STRATEGY

- Targeting Top Fly/Drive Origin Markets
- Retargeting to shift share to Oregon
- Targeting travel intenders who have yet to book their stay
- Multiple levels of exposure
- Multi-tier pricing to accommodate budgets

## KEY BENEFITS

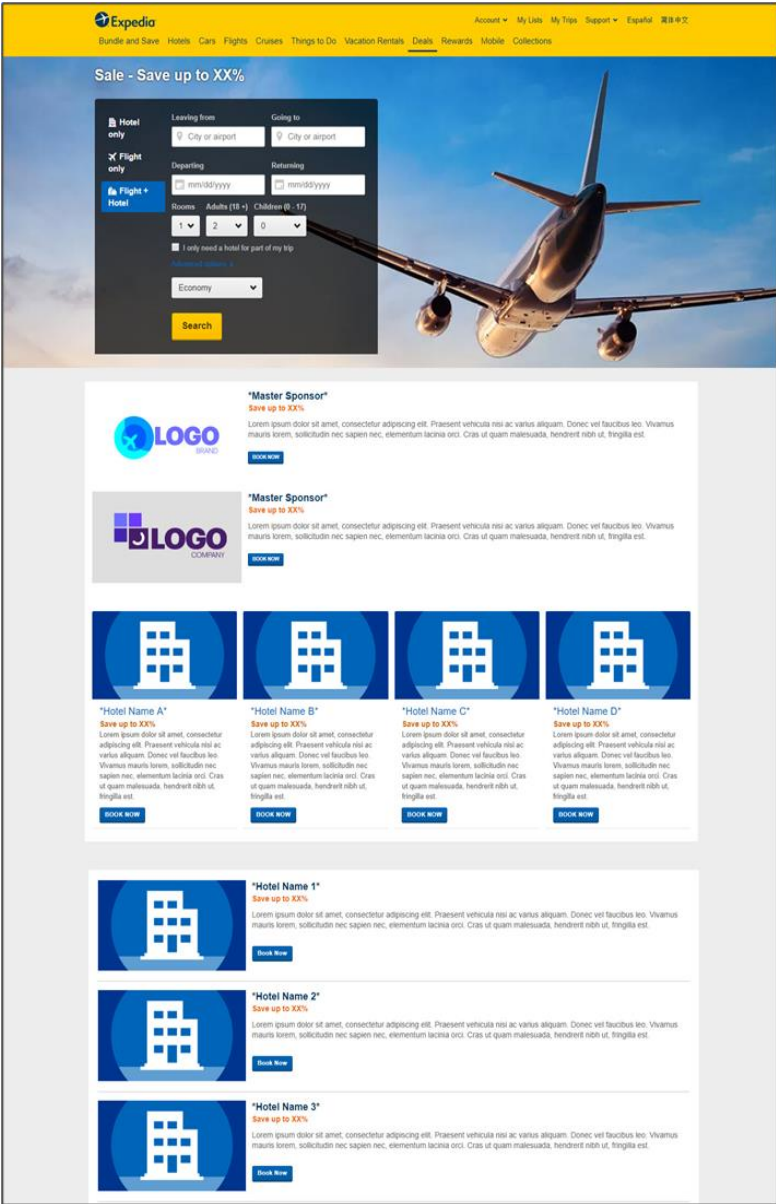
- **Better Together:** You can partner with other advertisers who have similar goals and extend your marketing spend together
- **Flexible and Customizable:** Whether your goal is to drive awareness and engagement or increase bookings, Co-Op Campaigns can be flexible and customizable to your marketing goals and needs
- **Reach Your Relevant Audience:** Powered by audience segmentation that can be highly customized, advertisers can reach the right consumer with the right message at the right time

CONTACTUS

Josh Morrison | 949-423-9905  
[jomorrison@expediagroup.com](mailto:jomorrison@expediagroup.com)

expedia group™  
media solutions

[advertising.expedia.com](http://advertising.expedia.com)



1

### Presenting Tier

- \$25,000 (RDMO or DMO)
- Optimal Page Placement

2

### Featured Tier

- \$20,000 (RDMO or DMO)
- High exposure on landing page

3

### Standard Tier

- \$15,000 (RDMO or DMO)
- Most efficient exposure on landing page

Positions are on a first-come first-serve basis. To guarantee your spot you must complete [this form](#).

**CONTACTUS** Josh Morrison | 949-423-9905 [jomorrison@expediagroup.com](mailto:jomorrison@expediagroup.com) advertising.expedia.com