



# 2024 Travel Oregon Partner Packages







# Share the good.

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



# Largest in the northwest

We reach 77% of people in<sup>2</sup>  
Oregon & SW Washington

OregonLive is the #5 most used  
website in the Portland market

There's Google, Facebook, Google  
Maps, Instagram, then us



BRAND GROWTH

3.7 million

Total Reach

16.9 million

Total Impressions

+5.4% MoM

SOCIAL @HEREISOREGON

119,584

Total Followers

+3.7% MoM

83%

Engagement Rate

3.2%

Monthly Growth

EMAIL WEEKLY NEWSLETTER

26,212

Subscribers

34.4%

Open Rate

+8.9% MoM

3.1%

Click Through Rate

10.7% MoM

Source: 1. Google Analytics, Dash Hudson, Sprout Social, & Meta Business Suite. August 2023; 2. Social media accounts as of September 8, 2023; 3. SailThru. August. 2023.

HERE IS OREGON STORIES

2.1 million

Content Reach

7.5 million


Content Impressions

+12.9% MoM

Oregon’s oldest ferry, operating since 1844, marks its place in history

By Tom Henderson | for The Oregonian/OregonLive and Samantha Swindler | The Oregonian/OregonLive

August 07, 2023 at 1:22 pm PDT





COOLEST THING MADE IN OREGON: SUBMIT YOUR NOMINATIONS TODAY

By Larissa Gordon | Oregonian Media Group  
June 06, 2023 at 9:51 am PDT



COOLEST THING  
Made in Oregon

OREGON  
BUSINESS  
& INDUSTRY

OBI





**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**
- **Event Shakers**

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: \$3,000



(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 Langlinais, 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 Langlinais.

Learn more about this event and crabbing or clamming on Oregon's coast, visit [HereisOregon.com](https://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](mailto:hello@hereisoregon.com)

**Sponsor Content**



By Oregon's Adventure Coast

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

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

Published by SocialFlow - Paid Partnership - January 20 at 8:45 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 05:20 AM



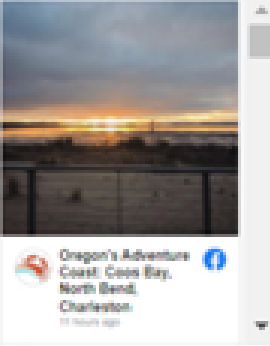
Fresh crab or clams are the star of many an opulent dinner, and the great news is that Oregon's Adventure Coast offers ample opportunities to catch them yourself. While both activities can be done all year, crabbing is best in a month that has an "R," and months that end with "R" are the absolute best,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



**GO SOMEPLACE NEW!**

Oregon's Adventure Coast  
51,000 followers

Follow Page



Oregon's Adventure Coast: Coos Bay, North Bend, Charleston  
17 hours ago



# 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

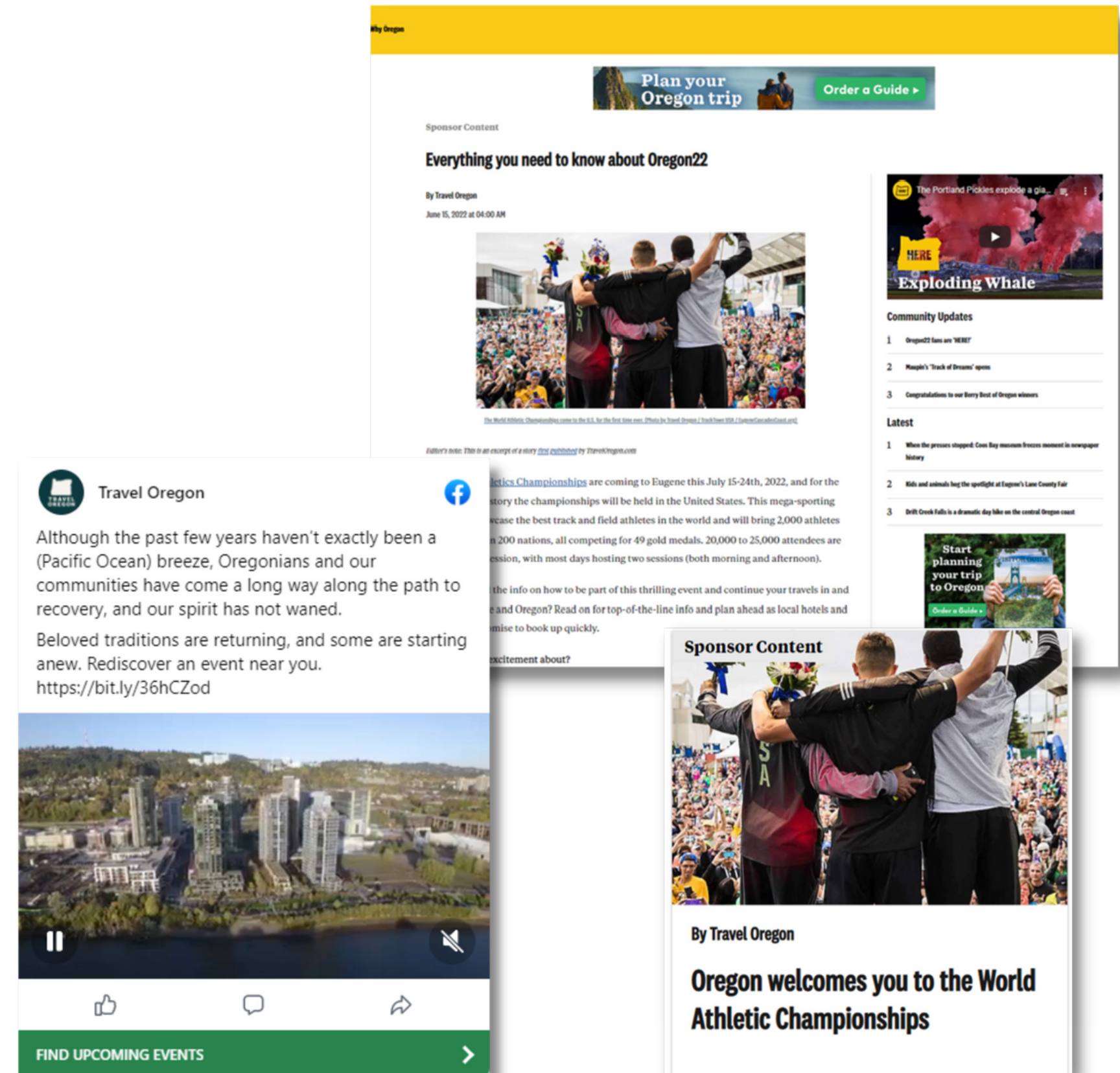


## Featured story (see page 7) + Plus additional promotion:

- 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





# Brand Storyteller | What we'll need from you.



## **All Featured Story assets are 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

## **Optional - Provide 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.

## Custom video featuring your brand:

- Video produced by Oregonian Media Group/Here is Oregon, with "Brought to you by (YOUR BRAND/DESTINATION)" and your logo at the end.
- Video posted on HereisOregon.com and YouTube.

## Video promotion and sharing:

- Co-branded posts on Here is Oregon's Facebook, Instagram, Twitter, and TikTok pages, with 2 weeks of boosting.
- Co-branded posts on @TheOregonian's Facebook and Instagram pages.
- Story shared in the Here is Oregon newsletter.
- The QR code in The Oregonian print and eNewspaper allows readers to watch the video on their mobile devices.
- 100,000 social display impressions.

## Final video asset:

- The final video asset will be provided to the partner for use after publication.

**Total package value: \$9,250**

**Travel Oregon partner cost: \$5,000**



# Destination Video | What we'll need.

## Assets for Destination Video Package

- 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 at 30 sec. or longer in length (can be vertical), illustrating desired or featured content (natural sound). ([View: Example video edited using raw clips](#)).

## Optional: Have us do a custom shoot (additional fee)

- Complete our Video Production Kick-off Form.
- Contact Missy Hoppe for details and next steps: [mhoppe@oregonian.com](mailto:mhoppe@oregonian.com).
- Note: Stories requiring on-site video production and travel 40+ miles outside of downtown Portland will include an additional cost of \$1500 per day for crew and production.



# Your Story, Your Way | What we'll need.



## Assets for Brand Storyteller Package

### Home Page Takeover banner ads:

- Sizes:
  - 300x250, quantity 3 (can be of varying creative)
  - 970x250\*
  - 970x90
  - 320x50
  - 728x90
- Formats: JPG, PNG, GIF, HTML5
- Animation: GIF, HTML5, 15 seconds max; IBV
- File sizes: 60kb max (\*except for the 970x250, which can be 150kb)

### Notes:

- The 300x250 ads can be of varying creative, but they should all have the same branding and messaging.
- The 970x250 ad is the largest ad size, so it should be used to make a big impact.
- The other ad sizes are smaller, so they should be used to provide more information or to drive traffic to a landing page.



# Event Shakers

Do you have an upcoming event that deserves to be seen by thousands of potential attendees?


Let us help you get the word out with our Event Shakers package!

## This package includes:

- A social media post on Here is Oregon and OregonLive channels (Facebook, Instagram, Twitter).
- Paid boosting of posts to reach a wider audience.
- A preview and link in the Here is Oregon newsletter.
- An event mention in the Here is Oregon section of The Sunday Oregonian.

**Total package value: \$2,225**

**Travel Oregon partner cost: \$1,500**



**Join 120 of the top professional and amateur golfers as they compete for the U.S. Senior Women's Open title.**



Tickets start at \$30.  
Juniors 17 and under get in free.

Food and beverage will be available for purchase. Local food trucks including Alchemy, Phat Cart, Stoopid Vegganz and Beez Neez will be on hand.

Event schedule:

- Round 1: Thursday, Aug. 24
- Round 2: Friday, Aug. 25
- Round 3: Saturday, Aug. 26
- Final Round: Sunday, Aug. 27

Tickets are on sale for the 2023 U.S. Senior Women's Open August 24-27 at Waverley Country Club.

**Wander Willamette's Dining Passport is back for its 3rd year August 31 in Lake Oswego & West Linn.**

hereisoregon  
Paid partnership with wanderwillamette

hereisoregon Wander Willamette's Dining Passport is back for its 3rd year now - August 30 in Lake Oswego & West Linn.


Grab your passport and get ready to expand your taste buds and support local restaurants in one bite!

With every purchase and check-in you get closer to winning a gift card from Wander Willamette. Don't forget: More check-ins mean more rewards! These restaurants are so divine, you'll be back for seconds or maybe thirds. Eat local this August for a big impact!

Learn more about the dining passport, rewards and participating restaurants by clicking the link in our bio.

@wanderwillamette is a proud supporter of #HereisOregon  
Edited · 4w

wanderwillamette 🍷❤️ Come one, come all! #eatlocal this month and make a big impact in Willamette!  
4w · 2 likes · Reply





# Event Shakers | Details and What's Needed



## What it is:

A social media post on both the @TheOregonian and @HereisOregon accounts across the various social media platforms. Your account will be tagged as a Paid Partner.

## What we need from you:

- 3-6 high-quality action/stylized photos that capture the essence of your campaign.
- Any phrases, keywords, or information you want to include in the caption. Our content team will write the captions and have final approval to maintain our branded voice, but your team can approve the captions beforehand.
- The accounts you would like us to tag as a Paid Partner. Our social media team will contact you directly for Meta/Instagram tagging approval.
- The URL or UTM of where you would like customers to land when they click through (if you want to use a different click-through link than the digital ads).





# Metrics and Optimizations

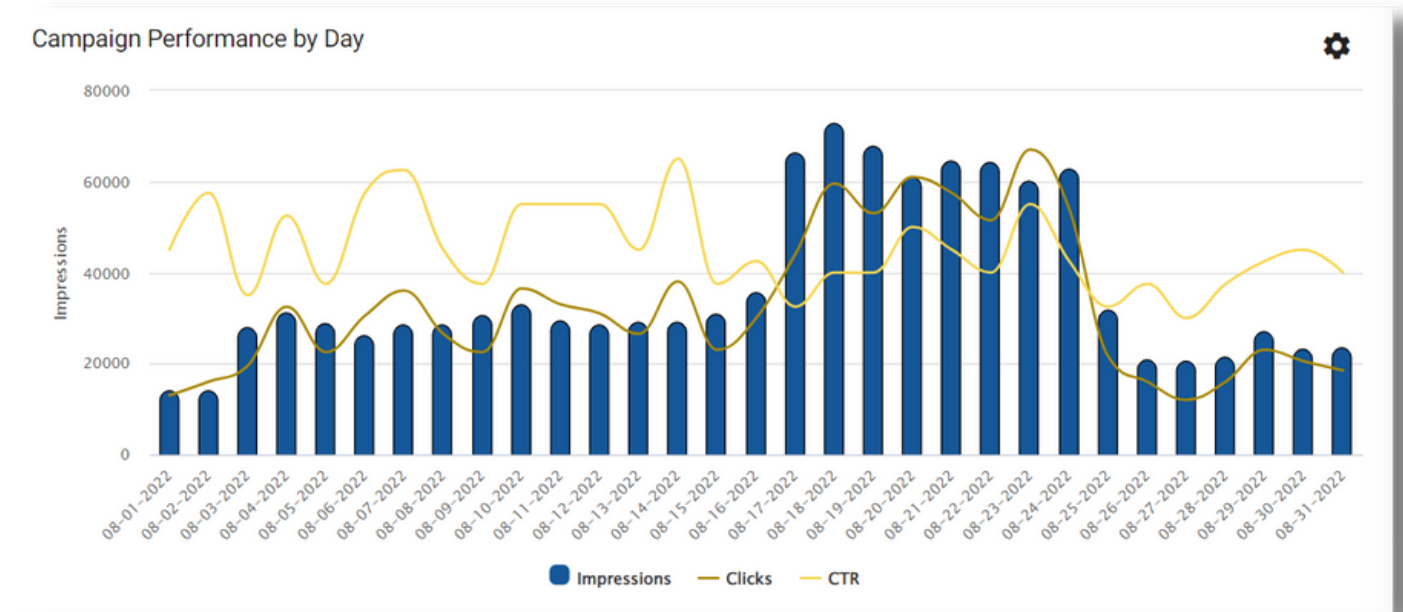


# Monthly Reporting

Our team uses machine learning and experience to optimize your campaign. We review data across platforms, meet monthly to report on performance, and get your approval on changes.

## Specifically, we will discuss the following:

- Campaign performance: We will track key metrics such as website traffic, leads generated, and sales closed.
- Optimizations: We will share the changes we have made to the campaign and how they have impacted performance.
- Recommendations: We will propose additional changes that we believe can improve performance.
- Your feedback: We want to hear from you about how the campaign is working for your business.







# Thank you!

**Media Contact:**

Missy Hoppe

Senior Account Executive, Tourism

[mhoppe@oregonian.com](mailto:mhoppe@oregonian.com)

