



Timing: 2024 (up to 3 participants each quarter)

OPTION 1

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

KATU News Content

- Sponsored story featuring select destination to air during KATU News on a designated weekday morning. Partner exposure and timing to be mutually agreed and determined on a first come first serve basis. Note: This may be presented as a stand-alone story or feature in Things2Do Report.
- Sponsored story to be posted to the KATU.com/TravelOregon section on KATU.com
- Sponsored story or Things2Do feature to be posted to the KATU Facebook page.

Promotional Messages

- Production and airing of a custom 30-second message promoting featured destination or attraction to air on KATU total 40x (flight weeks to be mutually determined). Suggestion is to run one 3-week flight.

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.
- Segment to be posted to AM Northwest Facebook/Instagram pages.
- A link to the segment provided for extended digital and social media engagement purposes.

Digital Exposure

- 100,000 KATU display impressions focused during campaign period.

Creative Execution

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

NET INVESTMENT: \$8500

OPTION 2

KATU LIFESTYLE SERIES

KATU will work closely with Travel Oregon partner destinations to develop a series of captivating content to air over the course of one or consecutive weeks. The segments will include insightful conversations with local business owners who want to share with our viewers the reasons people should come to experience the area first-hand. Segments will be shot on-location assuming destination is within a 90-minute drive from KATU.

Each one-month series will include:

- Two-three segments (depending on segment length) for airing across both AM Northwest (M-F 9-10am) and Afternoon Live (M-F 2-3pm).
- A production meeting with KATU's creative team to outline the optimal structure for each segment, aligning with your content priorities. Scheduling will also be finalized during this meeting.
- Following production, segments will be featured over several consecutive days or one each week on a designated day (example: Thursdays) over consecutive weeks on both AM Northwest and Afternoon Live.
- A link to each segment will be provided allowing you to further leverage these materials for additional marketing efforts.
- Each individual segment will be published on KATU.com and Facebook pages of AM Northwest and Afternoon Live. This ensures ongoing accessibility and viewing convenience for the audience.

Note: AM Northwest typically garners an average of 18,000 daily adult viewers and Afternoon Live attracts around 8,500 daily adult viewers.

PROMOTIONAL MESSAGE

- To ensure consistent top-of-mind awareness, KATU will produce a 15-second message presented by station talent that inspires travelers to choose the Travel Oregon partner destination and encourage viewers to tune-in to watch segments on AM Northwest or check out segments available online. for their upcoming getaway. This message will air 20x in best available times.

EMAIL

- One (1) email targeted to 50,000 people most likely to visit the Travel Oregon partner destination. Specific demographic and geographic targets will be mutually determined – thousands of targets are available allowing us to reach people who enjoy local recreational, dining, and shopping experiences. Custom creative is included.

CREATIVE EXECUTION

- KATU will work in partnership with the Travel Oregon partner destination to produce all creative assets.

NET INVESTMENT: \$8,950

Note: In either of the above scenarios, vertical videos of the AM Northwest or Afternoon Live segments may be requested following the airing of the segments at an additional \$500 fee per segment.

EXTENSION OPPORTUNITIES

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

Digital Outreach

- Over-the-Top streaming/Pre-Roll Video airing of 30-second or 15-second video messages 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. Guaranteed 2% click thru rate.
Incremental Investment: \$1850

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

Hispanic Outreach

Univision Portland

- Production and airing of a 30-second Spanish language message to be developed in partnership with Univision creative team to air 40x throughout the campaign period.
Incremental Investment: \$3000