

Presented to

TRAVEL OREGON

FY 23-24 CO-OP OFFERINGS

SEPTEMBER 2023



GOALS AND DELIVERABLES

- The following digital co-op offerings are available to both Public & Private entities
- Google And/Or Meta Site Remarketing Display Ads
 - Reach a highly targeted audience by retargeting visitors who have already visited & engaged with TravelOregon.Com
 - Your message & creative will be placed back in front of these people, with the click driving them to your website to continue moving them down the path to conversion
 - Depending on the level of buy, ads will be placed on the Google & Meta Ad Networks
- Google Prospecting and Responsive Display Ads
 - Strategically place your brand & message in front of the right audience at the right time. Campaigns will include strategic geo's & behavioral targeting, with the click driving to your website
 - Prospecting - Designed Display Ad Creative
 - Responsive - Utilizes Google's Machine Learning and selects the best combination of headline, body text & CTA for each particular consumer
- Multiple campaign length & costs available
- Madden supplied creative included in the cost, and detailed monthly reporting

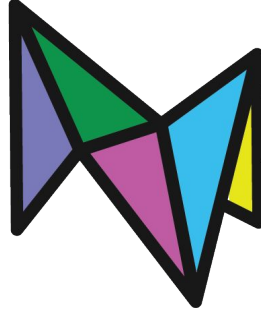


PRICING - SITE REMARKETING

Duration	Deliverables	Cost
2 Months	Google Display Remarketing - 1.26m impressions 1 Ad Set Created by Madden (Madden Media Mgmt - \$1,200, Creative - \$800, Direct Media - \$3,000)	\$5,000
4 Months	Google Display Remarketing - 1.55m impressions Meta Remarketing - 7,500 clicks 2 Ad Sets Created by Madden (Madden Media Mgmt - \$3,200, Creative - \$1,600, Direct Media - \$7,200)	\$12,000
6 Months	Google Display Remarketing - 2.5m impressions Meta Remarketing - 11,880 clicks 2 Ad Sets Created by Madden (Madden Media Mgmt - \$6,000, Creative - \$1,600, Direct Media - \$12,400)	\$20,000
9 Months	Google Display Remarketing - 4.8m impressions Meta Remarketing - 20,750 clicks 3 Ad Sets Created by Madden (Madden Media Mgmt - \$10,000, Creative - \$2,400, Direct Media - \$22,600)	\$35,000

PRICING - GOOGLE PROSPECTING + RESPONSIVE DISPLAY

Duration	Deliverables	Cost
2 Months	Google Display Prospecting & Responsive - 1.74m impressions 1 Ad Set Created by Madden (Madden Media Mgmt - \$1,200, Creative - \$800, Direct Media - \$3,000)	\$5,000
4 Months	Google Display Prospecting & Responsive - 4.1m impressions 2 Ad Sets Created by Madden (Madden Media Mgmt - \$3,200, Creative - \$1,600, Direct Media - \$7,200)	\$12,000
6 Months	Google Display Prospecting & Responsive - 7.2m impressions 2 Ad Sets Created by Madden (Madden Media Mgmt - \$6,000, Creative - \$1,600, Direct Media - \$12,400)	\$20,000
9 Months	Google Display Prospecting & Responsive - 13.1m impressions 3 Ad Sets Created by Madden (Madden Media Mgmt - \$10,000, Creative - \$2,400, Direct Media - \$22,600)	\$35,000



CONNECTING PEOPLE TO ~~PLACES~~

TO BOOK OR ASK A QUESTION,
PLEASE CONTACT



OREGON

Charlie Littlejohns
Director of Destination Strategy
Email - clittlejohns@maddenmedia.com