



GRAY DESTINATION MARKETING

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Prepared By:
Gray Destination Marketing



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OUR TEAM *WHO WE ARE*



DESTINATION MARKETING

Gray Destination Marketing, a division of Gray Media Group, is a full-service agency dedicated to elevating travel and tourism brands.

We specialize in connecting destinations with travelers through innovative media strategies, powerful storytelling, and a suite of owned TV and digital platforms reaching millions of engaged consumers across the U.S.

Our in-house capabilities span Emmy award-winning content creation, omnichannel campaign execution, media planning, analytics reporting, and audience intelligence—delivering measurable impact and unmatched reach for destination marketing organizations, travel, and hospitality brands.

We Deliver The Audience. You Deliver The Adventure.



Jen Casey
Director of
Strategic
Partnerships-
Tourism

Jennifer.Casey@graymedia.com
(312) 909-0871



Halie Fitzer
Media Executive-
Tourism

Halie.Fitzer@graymedia.com
(317) 605-4464

OUR REACH *WHO WE ARE*



DESTINATION MARKETING



NATIONAL OFFICES

National reach with local presence is the Gray Media way. Through our digital solutions, we have the ability to find your ideal audiences, wherever they are consuming news and information.



LOCAL OFFICES

Gray Media understands Local advertising. With our tv station footprint in 113 markets, we understand how to appeal to local audiences.

GDM 360

Omni-Channel Marketing

Why Omni-Channel?

Travelers don't plan their trips in one place- they're streaming tv & audio, playing games, reading articles, and watching video across multiple platforms and devices throughout their day.

An omni-channel strategy makes sure your destination shows up everywhere travelers are, guiding them from inspiration to booking.

By unifying your message across platforms, you maximize impact, stretch your budget further, and capture travelers at every stage of their journey.

Our Solution: GDM 360

We connect with travelers wherever they are – from the living room to the road – ensuring your destination stays top-of-mind across every screen.



Streaming TV

Increase brand awareness and visibility by serving engaging commercials to a highly targeted audience on popular streaming channels.



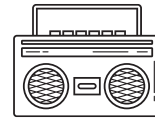
Targeted Display + Video

Reach ideal target based demographic, behavioral and contextual data.



Gaming

Tap into the attention of more than 3.2 billion players worldwide.



Streaming Audio

Ability to identify and reach very niche target audiences.

Package Options

Campaign Recommendation: 6+ Months

Monthly Investment: \$5,000+

(geo and demo custom to campaign)

(Video Production Services Available)

Digital Video

Targeted Multi-Platform Video

Why Multi-Platform Video?

Travelers consume video everywhere- from their TV screens to their phones. Utilizing a combination of streaming TV, digital video, YouTube, and social placements- your destination stays visible, memorable and top-of-mind throughout the travel planning journey.

Our Solution: Multi-Platform Video

Connect with travelers across various online platform utilizing the power of video content.



Streaming TV

Increase brand awareness and visibility by serving engaging commercials to a highly targeted audience on popular streaming channels.



Targeted Video

Reach ideal target based demographic, behavioral and contextual data.



Social

Deliver targeted campaigns across 2 billion active users across Meta platforms.



YouTube

Data-driven targeting tactics that allow your video ads to be shown in full-maximizing budget.

Package Options

Campaign Minimum: 3 Months

Monthly Investment: \$5,000

(geo and demo custom to campaign)

Monthly Impressions:

Social: 100k

Targeted Video: 50K

Streaming TV: 44.4K

YouTube: 6.7K (completed views)

(Video & Creative Production Services Available)

FOX 12 Oregon

Custom Marketing Campaign

Why Fox 12?

Captivating over 1.3 million+ TV households in Oregon and SW Washington, FOX 12 proudly secures the top spot in the Portland market, standing as the beacon of broadcast excellence.

When you partner with us, you not only get the personal attention of an exceptional local broadcast sales team that understands your market and your industry, but you also benefit from the expertise of digital marketing professionals. Our team crafts compelling messages, builds powerful broadcast and digital campaigns, and measure results in easy-to-understand metrics.

Connect with travelers by utilizing a variety of broadcast and digital solutions:



Commercial Schedules in News and Sports Programming
Commercials in FOX 12 Streaming News
Longform, Sponsored Storytelling in FOX 12 Newscasts
Longform, Sponsored Storytelling in FOX 12 Social and Digital Platforms
Integrate into Locally Produced Hunting and Fishing Show
Customized Digital Campaign on FOX 12 Platforms (KPTV.com)

Campaign Recommendation: 3+ Months
Monthly Investment: \$5,000+

Video & Creative Production services included

Campaign impressions and other reporting metrics to be determined based on customized campaign marketing plan.

GDM En Espanol
U.S. Hispanic Package



Why Reach U.S. Hispanics?

U.S. Hispanics have over 3 trillion in purchasing power, yet only 4% of U.S. ad spend is focused on the U.S. Hispanic audience. Significant under investment in this rapidly growing demographic opens up a huge opportunity to engage with this audience.

Our Solution: GDM En Espanol

Leverage the power Gray's in-house digital team to reach Spanish Speaking travelers in your key markets. Language preferences are adjusted to meet your needs reaching both Spanish language dominant and Bilingual households.



Streaming TV

Increase brand awareness and visibility by serving engaging commercials to a highly targeted audience on popular streaming channels.



Targeted Display + Video

Reach ideal target based demographic, behavioral and contextual data.

Package Options

Campaign Minimum: 3 months

Monthly Investment: \$2,500+

(geo and demo custom to campaign)

Monthly Impressions:

Targeted Video: 50K

Targeted Display: 50K

Streaming TV: 28.5K

TOTAL: 128.5K

(Production Services Available)

Targeted Streaming TV *Sports Package*

Why Streaming Sports Content?

Advertising on sports streaming gives you direct access to one of the most engaged and passionate audiences in media. Fans tune in for the experience, meaning ads run in a high-attention environment where viewers are less likely to multi-task. This creates an opportunity to inspire travel by connecting your destination with the excitement of the game.

Our Solution: Streaming TV Live & On Demand Sports

Our Streaming TV package includes all major sports, live in-game and on demand. Utilize our premium sports inventory to reach this highly engaged audience. These placements are non-skippable and programming is reported down to the publisher level.



Package Options

Campaign Minimum: 3 Months

Monthly Investment: \$2,500+

(geo (DMA) and demo custom to campaign)

Monthly Impressions:

Streaming TV: 33,000+

(Production Services Available)

Travel Attribution Package

Why Travel Attribution?

Turn digital ads into real-world foot traffic and visitation. Our travel attribution connects your online efforts directly to in-market visits, transforming real-world behaviors into real tourism results.

Our Solution: GDM Excursions

Leverage physical world data to build unique targeting solutions to help you raise awareness about your travel destination. Our pre-campaign analysis, which is included in the package, helps you identify the demographics, visitation patterns, and origin markets of your visitors. In addition to high level campaign metrics, you will get enhanced insights which include how many individuals saw an ad and then visited in-market and where they came from.



Package Options

Campaign Minimum: 3 months
Monthly Investment: \$3,000+
(geo and demo custom to campaign)

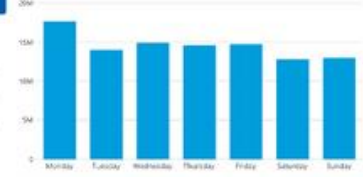
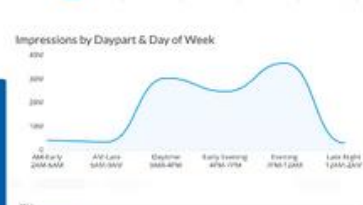
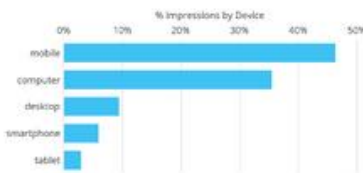
Monthly Impressions:
Targeted Video: 40K
Targeted Display: 200K

(Production Services Available)

Gray Media Group

Performance Insights

Access to dynamic dashboard with thoughtfully curated, actionable campaign insights that go beyond clicks and impressions to further advance your advertising campaigns.



Features:

- Secure advertiser login
- Updates daily with prior day insights
- Interactive experience with easy-to-use filters
- Holistic overview of all advertising
- Product, creative & audience insights
- Integrates with Google Analytics



Contact Us



DESTINATION MARKETING



**Jen
Casey**
Director of
Strategic
Partnerships-
Tourism

Jennifer.Casey@graymedia.com
(312) 909-0871



**Halie
Fitzer**
Media Executive-
Tourism

Halie.Fitzer@graymedia.com
(317) 605-4464