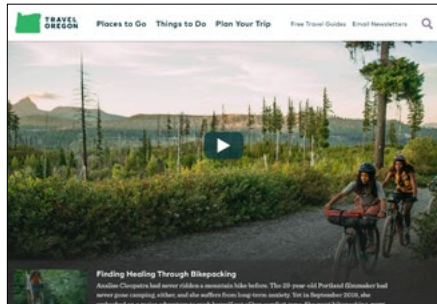




## 2027 AD NETWORK

Consumers acquire information through a multitude of channels these days spanning print, online, email newsletters and social media. Capture the attention of these actively engaged prospects at the right time and place through a multi-channel approach.



### The curious traveler: TRAVELOREGON.COM

Inspiration and planning site that's promoted by Travel Oregon's over \$11 million biannual marketing campaign.

**AUDIENCE** More than 10.9 million pages viewed annually with over 6.2 million unique visitors and 7.6 million web sessions

**AVAILABLE** Banner and formatted text ads



### Tell your story: SPONSORED CONTENT ON TRAVELOREGON.COM

Tell your story through original content developed for TravelOregon.com sponsored by your brand.

**AVAILABLE** Your story appears on TravelOregon.com for one year and promoted through a Travel Oregon sponsored Facebook post

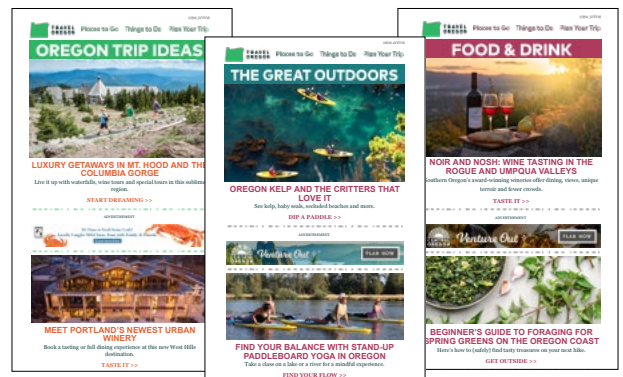


### The serious traveler: TRAVEL OREGON VISITOR GUIDE

The official state guide is used by visitors and welcome center staff.

**AUDIENCE** 250,000 copies printed to be distributed via TravelOregon.com, 800 customer service number and at welcome centers

**AVAILABLE** Display ads and expanded lodging listings.



### Oregon fans: EMAIL NEWSLETTERS

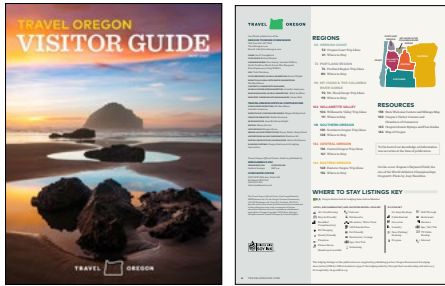
Four targeted newsletters (monthly core, bimonthly culinary, bimonthly outdoors and a quarterly seasonal) to devoted followers.

**AUDIENCE** Over 159,000 monthly and seasonal subscribers, more than 90,000 outdoor subscribers and more than 63,000 culinary subscribers

**AVAILABLE** Banner and formatted text ads

# THE OFFICIAL TRAVEL OREGON VISITOR GUIDE

## THE AWARD-WINNING DEFINITIVE OREGON VACATION PLANNING TOOL



Travelers are looking for ideas and inspiration when thinking about a vacation.

Travel Oregon's Official Visitor Guide provides consumers with details on outdoor recreation, food and drink, culture and heritage, family experiences, regional travel suggestions and local picks. Make sure your marketing message is seen by travelers while they are making these decisions. Your ad will be aligned with relevant content and photography leading readers to take action to plan their trip.

### DISTRIBUTION

250,000 copies printed annually for year-round distribution and inquiry fulfillment supporting Travel Oregon's over \$11 million biannual integrated marketing campaign.

#### 80% VISITOR CENTER & KEY TOURISM LOCATIONS OREGON

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Director Park and all official Travel Oregon State Welcome Centers
- Oregon Rest Area Visitor Kiosks: Brookings, Manzanita, Gettings Creek, Oak Grove, Santiam, French Prairie Southbound & Northbound, Multnomah Falls, Government Camp, Boardman
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Select attractions throughout Oregon

#### WASHINGTON

- Vancouver, WA visitor locations
- Seattle Airport Information Center
- Seattle City Center Visitor Center
- Washington State Ferries – Full System
- Seattle Eastside & Southside visitor locations
- Bellingham/North I-5 visitor locations
- Bellingham International Airport
- Olympia/Kitsap Peninsulas visitor locations
- Tacoma/Olympia visitor locations
- Yakima/Tri-Cities visitor locations
- Washington Coast visitor locations

#### CALIFORNIA

- California state Welcome Centers
- Collier Interpretive & Information Center
- Discover LA Downtown Visitor Center
- LA Convention Center
- San Diego Convention Center
- Airports: Oakland International Airport, Hollywood Burbank Airport, John Wayne International Airport, San Diego International Airport, San Jose International Airport, Sonoma County Airport

#### CANADA

- Ottawa International Airport
- Vancouver International Airport
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

#### CORPORATE

Distribution at various corporate locations in Seattle, Sacramento, San Francisco, Napa Valley, San Jose/Santa Clara, Los Angeles, San Diego and Orange County

#### OTHER

Rogue Valley International Airport, Colorado Springs Airport, Boise visitor locations, LaGuardia Airport, JFK International Airport, Manchester-Boston Regional Airport, Portsmouth International Airport, Philadelphia International Airport, Detroit Metropolitan Airport, Chicago O'Hare International Airport, Chicago Midway International Airport, Minneapolis-Saint Paul International Airport

#### 20% DIRECT REQUEST

Sent to visitors throughout the U.S. and Canada via TravelOregon.com or the 800 customer service number.  
(See map below for the number requested by each state or province.)

#### ONLINE VIEWING

- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.

#### 2027 BONUS DISTRIBUTION

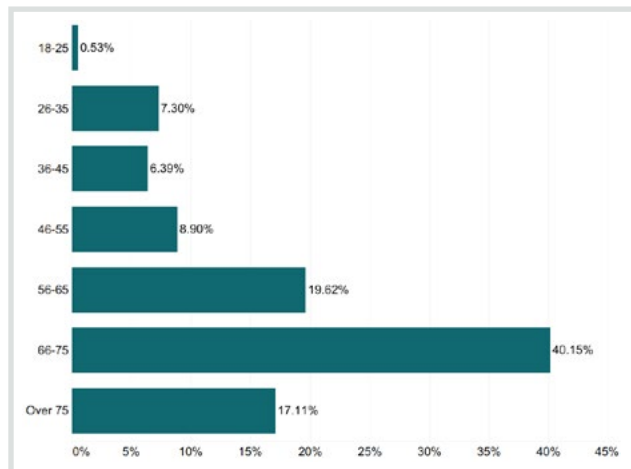
The digital edition will be sent to all subscribers of Oregon Business and Oregon Home magazines inspiring Oregonians with ideas to explore their own backyard!

## AUDIENCE

Who is our reader? When will they travel? What do they think?\*

**1. Gender:** Female: 55% Male: 42%  
Prefer Not to Say: 2% "I prefer to identify as": 1%

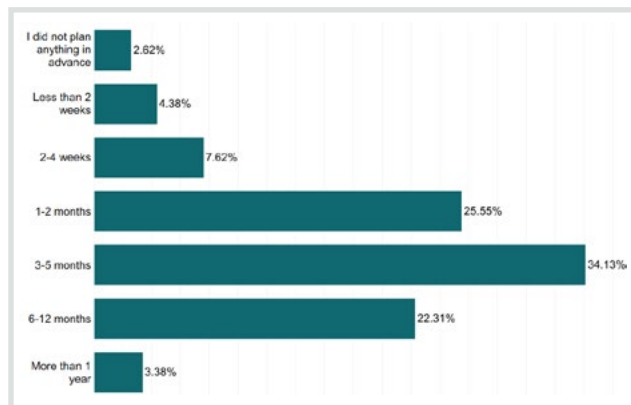
### 2. What age are you?



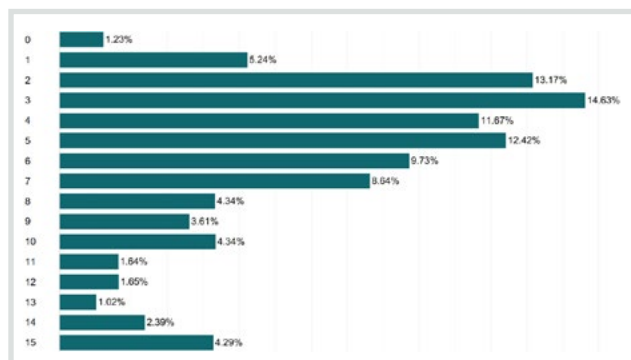
### 3. Have you read/reviewed any of the visitor guide?

Yes: 92% Not yet but plan to: 6% No: 1%

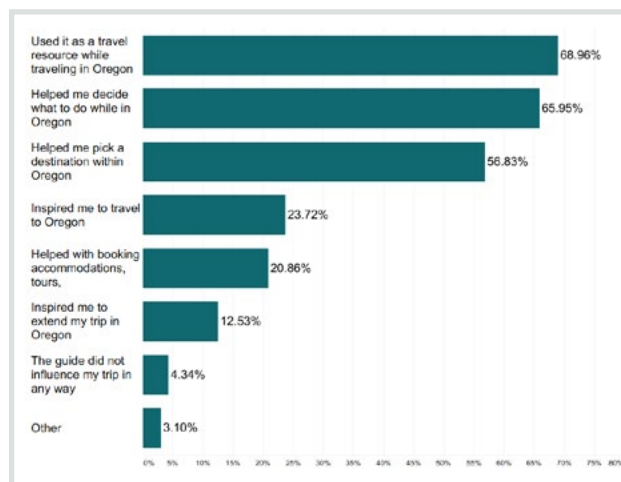
### 4. How long before you took your trip did you start planning?



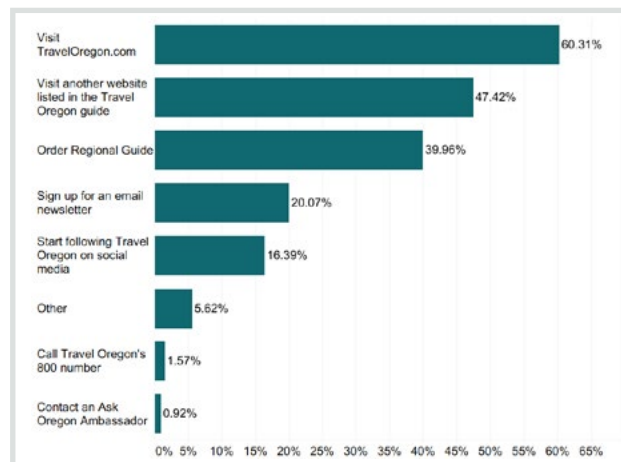
### 5. Please indicate the number of nights you stayed in Oregon.



### 6. How did the Travel Oregon Visitor Guide influence your trip?



### 7. Did the Travel Oregon Visitor Guide prompt you to take any of the following actions?



### 8. Reader comments

- I've visited the Portland area and the coast many times but the guide inspired me to explore other regions - I have summer plans to visit the Columbia River Gorge and Crater Lake!*
- The photos are beautiful and motivate us to be in Oregon sooner. Also helped me figure out where in OR we want to live in retirement.*
- Since I have been to Oregon many times, the guide is useful for new events, new things at parks, shopping and restaurants. Love to give the guide to those traveling to Oregon and make some recommendations.*
- Visually exciting, highlighted regional specialties, good food, strong sense of place. Especially appreciate the cultural emphasis and inclusion of people with disabilities.*

\*Data from the Travel Oregon Visitor Guide survey

## ADVERTISING RATES

### Rates (net)

|                          |          |
|--------------------------|----------|
| Two page spread          | \$19,775 |
| Full page                | \$12,030 |
| Two-thirds page          | \$10,180 |
| One-half page            | \$7,100  |
| One-third page           | \$4,795  |
| One-sixth page           | \$2,955  |
| One-twelfth              | \$1,540  |
| Expanded lodging listing | \$890    |

### Premium Positions

|                    |          |
|--------------------|----------|
| Back cover         | \$13,895 |
| Inside front cover | \$13,270 |
| Table of contents  | \$13,270 |
| Inside back cover  | \$13,270 |

More than you imagined!

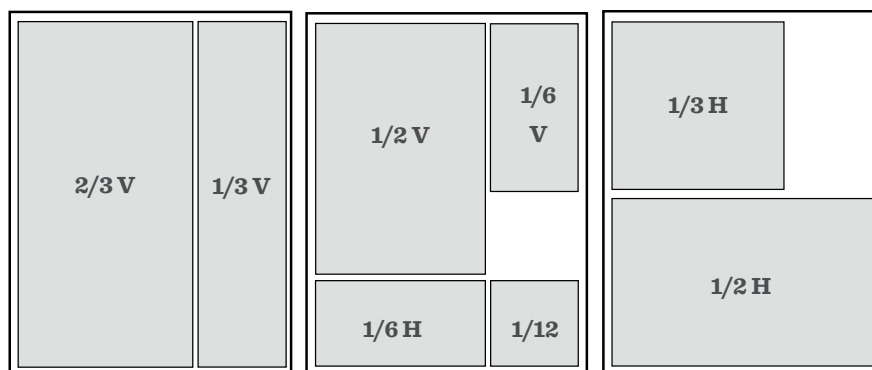
COLUMBIA RIVER MARITIME MUSEUM  
3D Theater, Museum Store, Lightship Tour  
1792 Marine Drive, Astoria, Oregon  
Open Daily 9:30 to 5:00 • 503.325.2323 • cmm.org

Coos Bay ~ North Bend ~ Charleston!

Oregon's Adventure Coast  
Coos Bay ~ North Bend ~ Charleston

Gorgeous beaches  
Work-class fishing  
Crabbing & Crawling  
Mountain Biking  
Horseback Riding  
Hunting & Fishing

541.269.0215 | OregonAdventureCoast.com



## SPECIFICATIONS

| Space unit             | Width        | Depth   |
|------------------------|--------------|---------|
| <b>Two page spread</b> |              |         |
| Trim                   | 16.75" ..... | 10.875" |
| Bleed                  | 17 .....     | 11.125  |
| Non-bleed              | 16 .....     | 10      |
| <b>Full page</b>       |              |         |
| Trim                   | 8.375" ....  | 10.875" |
| Bleed                  | 8.625 .....  | 11.125  |
| Non-bleed              | 7.5 .....    | 10      |
| <b>Two-thirds page</b> | 4.625 .....  | 9.875   |

| Space unit              | Width       | Depth |
|-------------------------|-------------|-------|
| <b>One-half page</b>    |             |       |
| Vertical                | 4.625 ..... | 7.5   |
| Horizontal              | 7.5 .....   | 4.875 |
| <b>One-third page</b>   |             |       |
| Vertical                | 2.25 .....  | 9.875 |
| Horizontal              | 4.625 ..... | 4.875 |
| <b>One-sixth page</b>   |             |       |
| Vertical                | 2.25 .....  | 4.875 |
| Horizontal              | 4.625 ..... | 2.25  |
| <b>One-twelfth page</b> | 2.25 .....  | 2.25  |

### File format

Please supply your ad to MEdIAmerica as a high resolution PDF (PDFX-1a format preferred). Images should be CMYK and 300 dpi or better and have no spot colors. Images submitted in RGB or with spot colors will be converted. Ads may be submitted by email attachment or through a link to a third-party cloud-based service such as Dropbox.

### Marks and bleeds

Please ensure your ad is free of crop marks. Bleeds are required on full page ads and spreads, and should be .125 inches on all sides. All other ad sizes should be submitted without bleed.

*Note about two page spread:* Please make sure spreads are submitted as one large page. Also, be sure to keep important text and graphics at least .25" away from the spine on both pages.

*Note about QR codes:* MEdIAmerica is not responsible for the functionality of any supplied QR codes.

### Materials and questions regarding materials should be sent or emailed to:

Max Cyphers, MEdIAmerica  
12570 S.W. 69th Ave.  
Portland, OR 97223  
maxc@mediamerica.net  
503-445-8825

## DEADLINES

**Publication Date**  
April 2027

**Space Closing**  
December 18, 2026

**Materials Due**  
January 22, 2027

# TRAVELOREGON.COM

CAST A WIDE NET AND REACH VISITORS ONLINE

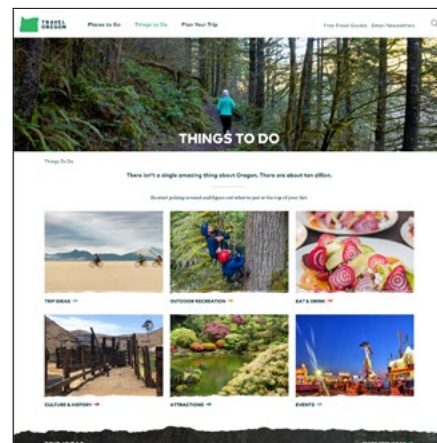
## THE TRUSTED SOURCE FOR OREGON TRAVEL INFORMATION

TravelOregon.com is designed to provide helpful planning tools for visitors whether they are a first-time visitor to Oregon or a frequent traveler. The site features rich content including road trips, trip ideas and outdoor adventures packed full of entertaining videos, itineraries and Oregon stories. Additional informational sections include **Things to Do**, where visitors can explore a wide range of recreation, food & drink, events, attractions and more; **Places to Go**, where visitors can now dig deeper into dedicated regional and city pages; **Plan your Trip** for lodging and other helpful information.

## PROVEN TRAFFIC

The first point of contact for the state's over \$11 million biannual marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

**More than 10.9 million pages viewed annually with over 6.2 million unique visitors and 7.6 million web sessions.**



## TRAFFIC BY REGION:

### 97% USA

21% Oregon  
14% Washington  
28% California  
7% Midwest

12% Other Western States

5% Southeast  
11% Southwest  
2% Northeast

### 0.7% CANADA

**2.3% OTHER  
INTERNATIONAL**

## YOUR STORY EVERYWHERE

Tell your story to millions of consumers through Travel Oregon's sponsored content program on TravelOregon.com. Ask your account executive for the details.

*\*Data from Fiscal Year 2025/2026*

## WEB PACKAGE RATES

Travel Oregon offers flexible advertising options to ensure your message is delivered to the interested visitor in a way that best meets your marketing needs to achieve your goals. There are two distribution routes and two ad sizes available.

## TARGETED OPTION

Designed to target your advertising to the visitor at the beginning of their planning process, and stay with them through to their final decisions. Distribute your ads on relevant content pages that best align with your marketing message such as outdoor recreation, food and drink, attractions, events, culture/history, type of lodging, regions, etc. Never worry about running out of impressions because your ad will remain live on those pages for the entire quarter. Your account executive will help you select the categories that are the best fit for you.

### Medium Rectangle (300 X 250)

Large Bundle (32 Categories): \$1,870/quarter  
Medium Bundle (26 Categories): \$1,510/quarter  
Basic Bundle (18 Categories): \$1,020/quarter

### 3:1 Rectangle (300 X 100)

Large Bundle (32 Categories): \$925/quarter  
Medium Bundle (26 Categories): \$755/quarter  
Basic Bundle (18 Categories): \$510/quarter

## DEADLINES

**Space Closing:** Six weeks prior to start of quarter

**Materials Deadline:** Two weeks prior to start of quarter

**Distribution Schedule:** First day of each quarter

## EVENT PACKAGE RATES\*

### 3:1 Rectangle (300 x 100)

**20,000 impressions** Cost: \$250

- Flexibility to select the exact month and day you want your ad to begin, leading up to your event.
- Get specific by selecting topic areas that best align with your event for the most targeted distribution.

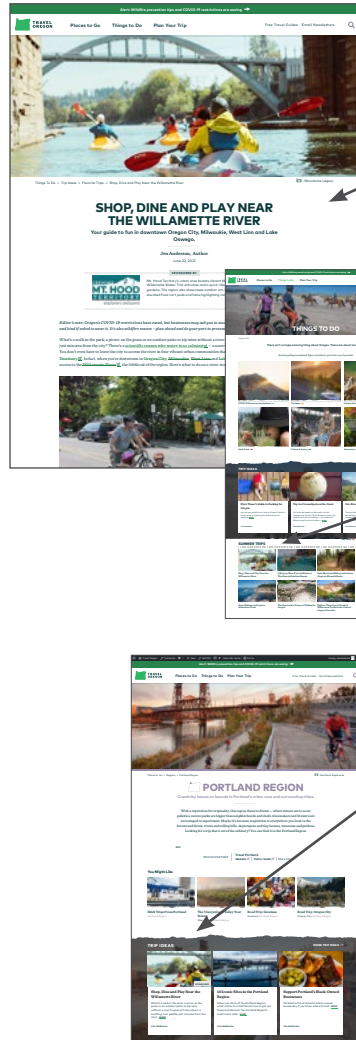
*\*Open to events, festivals and exhibits*

# TRAVELOREGON.COM

## YOUR STORY, EVERYWHERE

Everyone has a story to tell. But do you have millions of consumers to share it with? Now you can, and we can help. Sponsor your story on TravelOregon.com.

### AN EXAMPLE OF HOW YOUR STORY IS PUBLISHED



- 1 Your custom-produced story will appear on TravelOregon.com for a year.**  
You get the benefit of third party credibility and customized content for your channels.  
(Click here to view the Clackamas County example.)

TravelOregon.com has more than 10.9 million pageviews and over 6.2 million unique visitors annually.

- 2 The story will launch on the Things to Do and Trip Ideas landing pages.**  
You'll reach consumers looking for ideas on what to see & do in Oregon.
- 3 It will appear in relevant sections.**  
Your story will be tagged to appear in appropriate sections of the site.
- 4 Facebook promotion.**  
Your story will be promoted through a media buy on Travel Oregon's Facebook. Select your target markets and your story will reach thousands of consumers. You will receive a report on exposure and engagement.
- 5 Promote a link to your story on your:**  
Website, email newsletter, Facebook, Twitter, Instagram, Pinterest

## CONTENT COMPONENTS

- The story will be 800 words
- Type of story: itinerary, profile, listicle or round-up.
- Includes 3-4 photos
- Launches on the Things to Do and Trip Ideas landing pages
- And will be tagged to appear in appropriate sections

## PRICE: \$3,900

Includes writing, editing, photos, layout, one-year exposure on TravelOregon.com and a targeted media buy on Travel Oregon's Facebook. Story production takes 6-8 weeks.

### Additional options:

\$1,150: Feature your story in an issue of Travel Oregon's Core email newsletter

\$885: Refresh your story + an additional Facebook promotion

# TRAVELOREGON.COM

YOUR STORY, EVERYWHERE

## DETAILS

### Content components

- The story will be 600-800 words
- Type of story: itinerary, profile, listicle or round-up.
- Includes 3-4 photos
- Launches on the Things to Do and Trip Ideas landing pages
- And will be tagged to appear in appropriate sections

### Price: \$3,900

Includes writing, editing, photos, layout, one-year exposure on TravelOregon.com and a targeted media buy on Travel Oregon's Facebook.

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## Following are the creative guidelines you are agreeing to for your story:

### Trust the writer.

Tell your story but also know that our professional writers need some discretion to emphasize the aspects of your story our readers will love.

### Keep it simple.

Your story will have more impact if you have a strong focus and limit multiple concepts, topics and examples.

### Less is more.

To look beautiful and for consumers to absorb the information, the number of words and photos are limited on story pages.

### Yes you can proof it.

You will have two rounds of proofing to fact-check and make other copy changes. Travel Oregon will also proof and approve the story to make sure it fits into the editorial guidelines of the website.

### Rights and usage.

Just like our regular stories, the words and pictures related to the story may only be used as seen in the context of the Travel Oregon website. You are free to promote your story in any of your media channels as long as it links back to the article as it lives on the Travel Oregon site. You will receive a thumbnail photo and a link to the story. Use of any words or photos from the story in other ways such as in an ad or another website would incur an additional charge subject to photography rights. If you'd like to own the photos we are happy to look into additional rights and cost if you have something in mind.

### Disclosure.

Because of these guidelines, your story will credit your organization as the sponsor of the story

### Stick to the plan.

Changing direction while work is in-progress may incur additional cost.

If all this sounds good to you, let's get started building and telling your story...everywhere.



MEDIaAmerica

Contact:

**Betsy Hand** M: 503.939.5696 O: 503.445.8830 E: [betsyh@mediamerica.net](mailto:betsyh@mediamerica.net)



# EMAIL NEWSLETTERS

## REACH THE ACTIVE TRAVELER AND OREGON FAN WITH TRAVEL OREGON'S E-NEWSLETTERS

Delivered to opt-in subscribers, Travel Oregon email newsletters send your message to consumers in a timely, targeted way.

The e-newsletters feature road trips, events, profiles and special deals.

## CHOOSE FROM FOUR E-NEWSLETTERS

### Monthly General

With a following of over 159,000 opt-in subscribers, Travel Oregon's monthly e-newsletter gets your message out to this engaged audience.

### Seasonal Features Special Edition

Inspirational stories showcasing Oregon's destinations, natural wonders and Oregon Dreamers. Delivered to over 159,000 subscribers four times per year: March, June, September and December.

### Outdoor Recreation

Align your message to reach more than 90,000 opt-in active travelers. Delivered six times per year: January, March, May, July, August and October.

### Food & Drink

With a following of more than 63,000 opt-in subscribers, this niche e-newsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, September, November and December.

## ABOUT OUR READERS

In State: 38% Out of State: 62% US: 87% International: 4% Other: 9%

### What gender do you most identify with?

Female: 61.7% Male 37.7% Non-binary: 0.6%

### Have you ever taken an overnight trip to/within Oregon?

Yes: 92%

### Was your trip influenced by Travel Oregon's email newsletter?

Yes: 53%

### How much did you spend per trip?

In State: \$690 Out of State: \$1,350

International: \$1,950 Median: \$900

## RATES

| Ad Format           | Seasonal Features | Monthly General | Outdoor | Food & Drink |
|---------------------|-------------------|-----------------|---------|--------------|
| Formatted Text Ad   | \$420             | \$420           | \$305   | \$260        |
| Banner (1160 x 150) | \$995             | \$995           | \$785   | \$680        |

## DEADLINES

**Space Closing:** Six weeks prior to e-newsletter distribution

**Materials Deadline:** Two weeks prior to e-newsletter distribution

**Distribution Schedule:** Monthly General: first Thursday of every month; Outdoor/Culinary: third Thursday of each month; Seasonal Features: fourth Thursday of the issue month.

