



GRAY DESTINATION MARKETING

26-27

Prepared By:
Gray Destination Marketing



TABLE OF CONTENTS



03

Our Team



04

Our Reach



05

Omni-Channel Digital Package



06

Multi- Platform Digital Video Package



07

Paid Search & SEO



08

Portland: FOX12 / KPTV Package



09

Video Production + Distribution



10

U.S. Hispanic Travelers Package



11

Live Sports Streaming Package



12

Measurement + Performance

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.



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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

Best for destinations seeking sustained, full-funnel visibility across multiple media formats.

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**

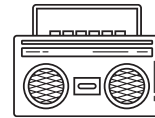
Increase brand awareness and visibility by serving engaging commercials to a highly targeted audience on popular streaming channels.

**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)

Targeted Multi-Platform Video

Best for destinations that already have strong video assets and want efficient, cross-screen awareness.

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)

Paid Search & SEO

Why use Paid Search?

Bottom funnel product that drives conversions.

Control placement and messaging with optimized keywords, ad copy, bids and targeting.

Providing a clear path to measure success and provide detailed campaign metrics data.

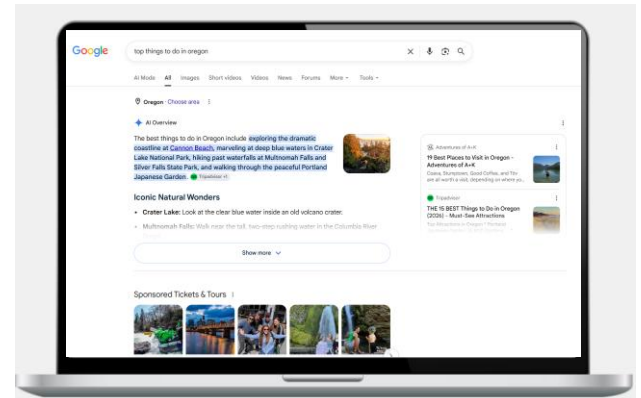
Package Options

Campaign Minimum: 3 Months

Min Monthly Investment: \$1,000

Ad spend is dependent on geo, category competitiveness.

Includes media & management fee.



Why use SEO?

SEO is known as Search Engine Optimization which is process of maximizing organic visitors to a website by enhancing the sites web presence. The goal is to maintain and increase your websites ranking on search engines like Google, Bing and Yahoo!

Drive more relevant and frequent site traffic with travelers seeking destinations like yours.

SEO is more of a maintenance tactic than advertising tactic and it makes your website easier to find.

Package Options

Campaign Minimum: 3 Months

Min Monthly Investment:

Tier 1: \$999

Tier 2: \$1,999

Tier 3: \$3,250

Organic SEO Offerings		Tier One	Tier Two	Tier Three
		\$999/mo	\$1,999/mo	\$3,250/mo
Local SEO Optimization	Full Suite of Google Business Profile, Listings, and Reviews Features (Details at Right)	1 Location	1 Location	2 Locations
Discovery Analysis + Biannual Strategy Renewals	Site Crawl & Technical Audit	•	•	•
	Keyword Research + Competitive Analysis	•	•	•
	Campaign Strategy Development + Content Ideation + Backlinks Strategy	•	•	•
	Onboarding Form	•	•	•
Deliverables	Easy Tool to Collect Platform Access	•	•	•
	Technical Optimizations	Up to 6/mo	Up to 12/mo	Up to 21/mo
	Content	1 piece/mo	1 piece/mo	Up to 2 pieces/mo
Support Features	Sponsored Links or Citations	Quarterly	Monthly	Based on Focus
	Google Search Console + Analytics Setup	•	•	•
	Conversion Tracking Setup + Ongoing Analytics Maintenance	•	•	•
	Monthly Reporting + Dashboard	•	•	•
	Quarterly Performance Summary (Email)	•	•	•
	AI Strategy	•	•	•

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.

Branded Content/Video Production + Distribution

Why Branded Content?

Gray doesn't just create your story—we help it travel. Our production and distribution capabilities turn one investment into an evergreen content library, reaching prospective visitors across TV, streaming, digital, social, and YouTube in the markets that matter most.

Our Solution: a 3 Tier approach to fit within your budget

Tier 1:

- Full production of a 30-min show edited and the video belongs to the client once the video airs
- Includes placement of 30-min program on KPTV-TV/Fox12 in Portland, 1x airing & 1x re-air on TV station.
- Program will be hosted on the destination's YouTube page
- Editing of video and promotional ad units: 60's, 30's, 15's, 06's to use for social and digital platforms.
- Promotion of the show in your top 5 origin markets on: Streaming TV, Instagram, Facebook, TikTok, and YouTube
- All promotional ad units will be directed to the destination's YouTube page.

Min Investment: \$250,000

*Opportunity for a broader national distribution campaign through Gray TV Stations and Streaming Platforms: \$400K+

Tier 2:

-Full production of 3x, 7-minute episodes

- Mini episodes will be hosted on the destination's YouTube page
- Editing of video and promotional ad units: 60's, 30's, 15's, 06's to use for social and digital platforms.
- Promotion to include and be distributed in your top 5 origin markets: Streaming TV, Instagram, Facebook, TikTok, and YouTube
- All promotional ad units will be directed to the destination's YouTube page.

Min Investment: \$150,000

Tier 3:

- Full production of 4x, 2-3 minute segments
- Includes placement of segments on KPTV-TV/Fox12 in Portland, 1x airing & 1x re-air on TV station.
- Segments will be hosted on the destination's YouTube page
- Editing of video and promotional ad units: 60's, 30's, 15's, 06's to use for social and digital platforms.
- Promotion in your top 5 origin markets on: Streaming TV, Instagram, Facebook, TikTok, and YouTube
- All promotional ad units will be directed to the destination's YouTube page.

Min Investment: \$80,000

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:

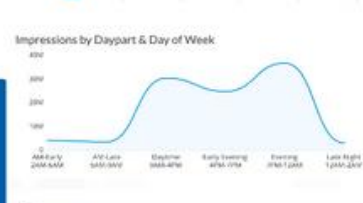
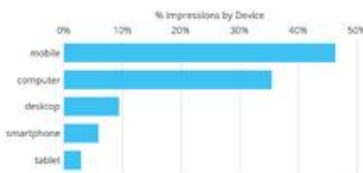
Streaming TV: 33,000+

(Production Services Available)

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



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DESTINATION MARKETING



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