

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, December 17, 2016 - 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

1. Roll Call

2. Approval of Minutes

- a. November 17, 2016

3. Public Comments

4. Action Items

- a. Charter Media Proposal
- b. Travel Writer RFQ
- c. Oregon Coast Magazine Proposal
- d. Oregon Coast & Travel Oregon Publisher Advertising

5. Informational Items

- a. City Council Action
 - I. Charter Media Proposal
- b. Harris Beach State Park Video
- c. Budget and Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for January 19th.

7. Adjournment

***TPAC Goals: Increase overnight stays with emphasis on October thru April.
Budget 60% on events, 30% on media advertising, and 10% on capital.***

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – November 17, 2016

CALL TO ORDER

Meeting called to order at 4:02 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Angi Christian, and Chair Tim Patterson

Absent: Committee members Mary Geyer and Skip Watwood

Also present: Gary Milliman, City Manager and Teri Davis, City Recorder

2. APPROVAL OF MINUTES –

- a. Motion made by Bob Pieper to approve the minutes of September 29, 2016, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a.** None

4. ACTION ITEMS

- a. Pacific Coast Trolley Event Proposal** – Penny Nelson attended via phone. Ms. Nelson indicated she currently has two possibly three advertisers and needs at least nine. TPAC members discussed the current status of advertising, the availability of other funding such as grants, and the timing of the request. No motion was made; no action taken.
- b. AMF Event Evaluation** – The evaluation was included as part of the agenda packet.
- c. Vet Fest II Event Evaluation** – Bill Farrell presented evaluation and advised that the event was a success and that they are able to return \$1,000 of the \$2,000 advance the TPAC committee provided. Mr. Farrell explained about two issues that he will handle differently in the future. Next year's date has already been confirmed as September 9, 2017. Candice Michel thanked Mr. Farrell for the service he provides to this endeavor.
- d. Media Proposals** – City Manager Gary Milliman advised that he had compared the Spectrum media proposal and the KOBİ proposal. He recommends the Spectrum proposal.

Kristi Carson of Spectrum presented the advertising campaign package. The campaign is digital utilizing two methods – static display with embedded video or flash components and 15-second video ads. By the end of the campaign, Ms. Carson estimates that 78% of the target audience will have been reached ten times. She advised that analytics are provided through a dashboard so that the client can monitor reach and effectiveness. The target market can be adjusted and/or expanded. The agreement can be cancelled at any time.

TPAC members discussed the available budget. **Candice Michel made a motion to recommend a six-month campaign with a cost of up to \$7800. Bob Pieper seconded the motion. Angi Christian amended the motion to recommend a six-month campaign with a cost of up to \$6000. Candice Michel seconded the motion. Vote was unanimous to approve recommendation.**

Mr. Milliman then discussed the print advertising options. Through his research he has determined that if print advertising is to be used, he recommends either Oregon Coast Magazine or the People's Coast Guide. However, he said that advertising dollars would be better spent by retaining the services of a travel writer. TPAC membership asked that he return with proposals.

5. INFORMATIONAL ITEMS

- a. City Council Action** – City Manager Milliman advised that City Council had approved both proposals that TPAC had recommended at its last meeting, the Curry Coastal Christmas Event and the Nutcracker Ballet Event.
- b. Harris Beach State Park Video** – Candice Michel said that she has spoken with Joe Moran about the video project. She will be making a presentation to his students after Thanksgiving.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, December 15th at 4 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:40 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at December 15, 2016 meeting)

Gary Milliman

From: Marji Brown
Sent: Friday, December 02, 2016 3:53 PM
To: Gary Milliman
Subject: City of Brookings ad ~ Oregon Coast Magazine - Jan/Feb issue?
Attachments: Brookings_Harbor_Chamber_JF15.pdf; Flyer_Brookings_MB.pdf

Hello Gary,

I just wanted you to be aware that one of our lead stories in the upcoming Jan/Feb issue is entitled, "48 Hours in Brookings" and our editor spent time with the mayor, Ron Hedenskog and quite a few businesses while she was there to write the article.

We'll be going to press next week so sorry for the short notice but I just got a glimpse of the story and thought you might be interested.

I've attached a flyer showings special rates just for Brookings so please let me know if you'd like to run an ad or if you can think of anyone that you can pass the flyer on to or that I should try to contact.

I've also attached a 1/3rd page ad that ran in our Jan/Feb 2015 issue as an example.

Thanks again,
Marji Brown
Oregon Coast Magazine
Cell ~ (541) 999-7616

----- Forwarded Message -----

Subject:Re: City of Brookings ad ~ Oregon Coast Magazine - Nov/Dec issue?
Date:Mon, 10 Oct 2016 20:04:45 -0700
From:Marji <marji@nwmags.com>
To:Gary Milliman <gmilliman@brookings.or.us>

Thank you for getting back to me. I do hope Brookings will be able to participate in our Annual Mile-by-Mile Guide that goes to press at the beginning of February.

On 10/10/16 4:51 PM, Gary Milliman wrote:

Our Tourism Promotion Advisory Committee has put a "hold" on any print advertising.

Gary Milliman
City Manager
City of Brookings
898 Elk Drive
Brookings, OR 97415
541-469-1101 | Fax 541-469-3650

Brookings & Harbor

Oregon's Incredible SouthernMOST Coast



Brookings-Harbor Chamber of Commerce

16330 Lower Harbor Rd • Brookings, OR 97415

www.brookingsharborchamber.com • 1-800-535-9469 or 541-469-3181



OREGON COAST

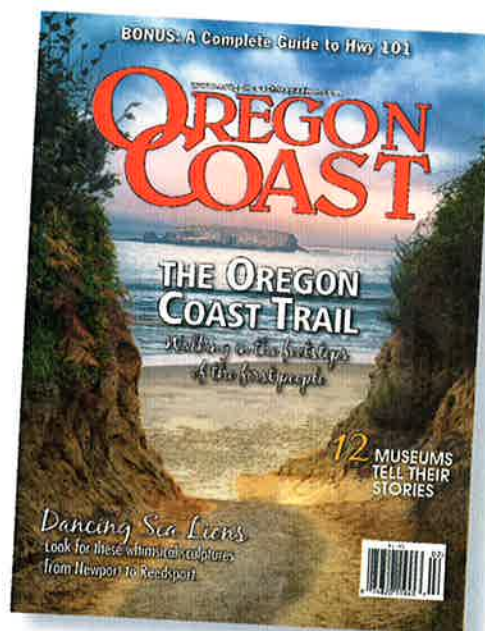
The Magazine for People Who Love the Coast

48 Hours in Brookings!

This prestigious destination magazine has over 30 years of service and 150,000 readers. Our paid subscribers and retail buyers rely on *Oregon Coast* magazine for authoritative and entertaining information on all that is 'happening' on the Oregon Coast.

This issue *Oregon Coast* will feature what to do in 48 hours in Brookings, written by our own Gail Oberst. Gail has traveled to Brookings to research and write this lively story about what you can do in Brookings if you only had the weekend.

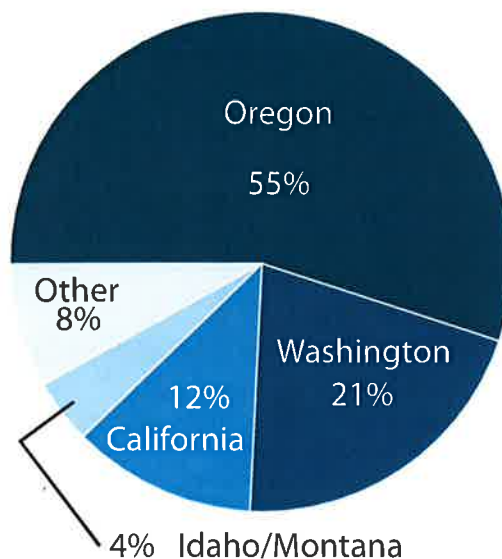
This is a wonderful opportunity to let people know about your business and to share what you have to offer.



Let thousands of travelers to the south coast know you invite their business.

SPECIAL BROOKINGS RATES		
AD	REGULAR	SPECIAL
SIZE	RATE	RATE
Full Page	2,827	1,543
2/3 Page	2,088	1,143
1/2 Page	1,719	977
1/3 Page	1,349	742
1/6 Page	678	373

Subscriber Distribution



For ad space reservations, please contact:
Marji Brown 541-999-7616 or e-mail: Marji@nwmags.com

TRAVEL OREGON

2017 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 \$7.2 million biannual marketing campaign.

AUDIENCE More than 9.4 million pages viewed annually with 2.7 million unique visitors

AVAILABLE Banner and formatted text ads



The serious traveler: **TRAVEL OREGON VISITOR GUIDE**

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

AUDIENCE 300,000 copies distributed via TravelOregon.com, 800 customer service number and at welcome centers

AVAILABLE Display ads and expanded lodging listings. Also, free leads via the Travel Oregon Online Leads system.



Oregon fans: **EMAIL NEWSLETTERS**

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

AUDIENCE 180,000 monthly and seasonal subscribers, 24,000 outdoor subscribers, 23,000 culinary subscribers

AVAILABLE Banner and formatted text ads



On the ground: **WELCOME CENTERS**

Oregon has eight welcome centers at main entry points around the state, filled with guides and brochures for travelers. TravelOregon.com also hosts brochures for online viewing.

AVAILABLE Display your brochure or magazine at an Oregon Welcome Center; include your digital brochure on TravelOregon.com.



Get connected: **OREGON GOVERNOR'S CONFERENCE ON TOURISM**

Each spring, 450+ of Oregon's key travel and tourism industry players come together at this conference.

AVAILABLE Sponsorships and exhibit booths

For your customized consultation to select the best type of ad and placement for your marketing program, contact:

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

300,000 copies printed annually for year-round distribution and inquiry fulfillment supporting Travel Oregon's \$7.2 million biannual integrated marketing campaign.

62% OREGON

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Pioneer Square and all official Travel Oregon State Welcome Centers
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Les Schwab Tire Centers
- Made in Oregon stores
- Select attractions throughout Oregon

23% ELSEWHERE

WASHINGTON

- Vancouver, WA visitor locations
- NW/W Washington – Tourist Systems
- Seattle Airport Program
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

CALIFORNIA

- California state Welcome Centers
- San Francisco Union Square
- San Jose/Santa Clara visitor centers

BRITISH COLUMBIA

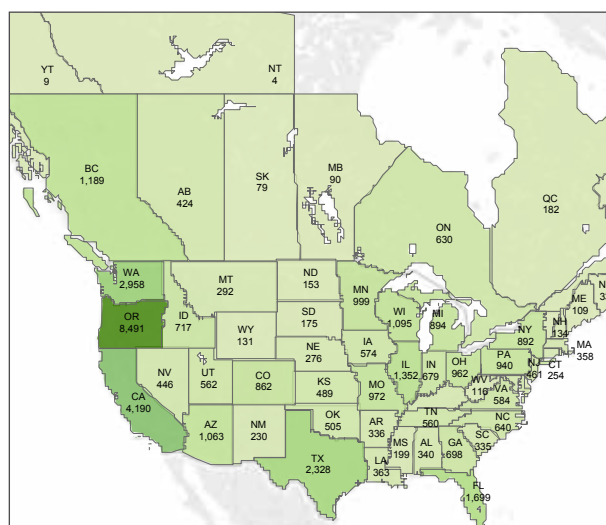
- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

Available at newsstands and checkout counters at Barnes & Noble and other retail locations in Washington, California, Idaho and Vancouver, B.C.

15% 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

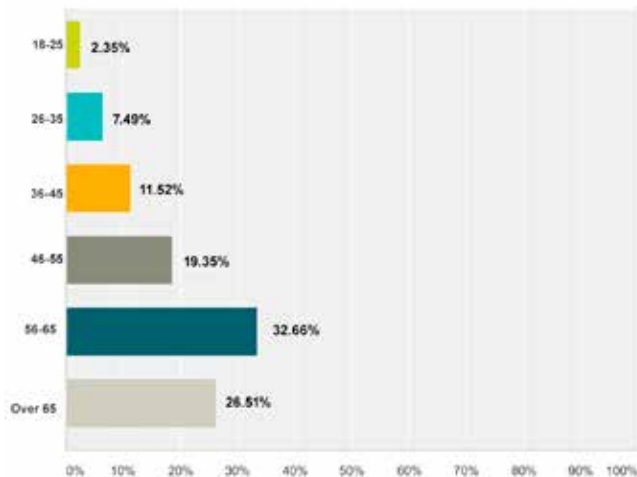
- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.
 - 13,000 + users
 - More than 1.1 million pageviews
 - 66 average pages per session
 - 78% new sessions
 - 6:38 average minutes per session
- Downloaded at the Apple Newsstand and Google Play.

AUDIENCE

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

1. **Gender:** Female: 58% Male: 42%

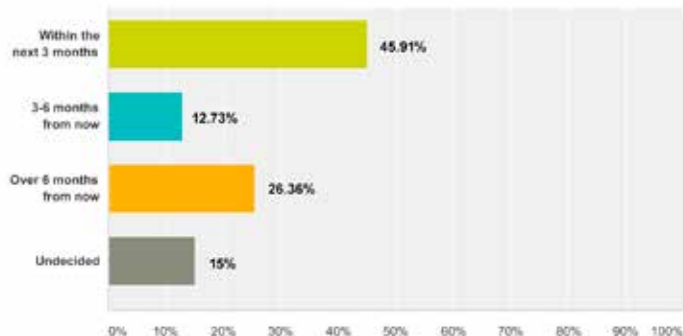
2. **What age are you?**



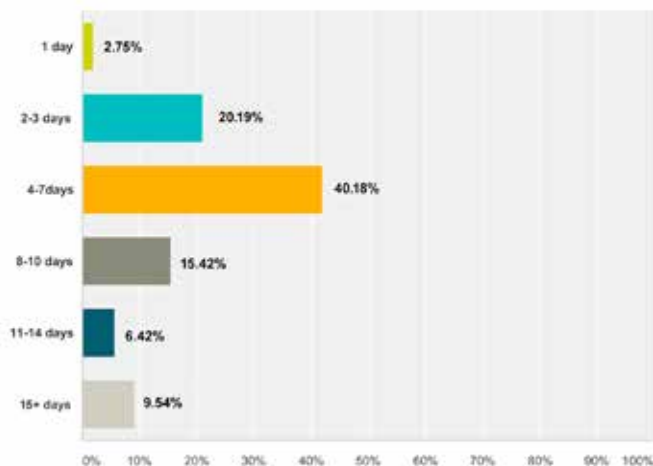
3. **Have you read/reviewed any of the visitor guide?**

Yes: 94.14% Not yet but plan to: 4.64% No: 1.22%

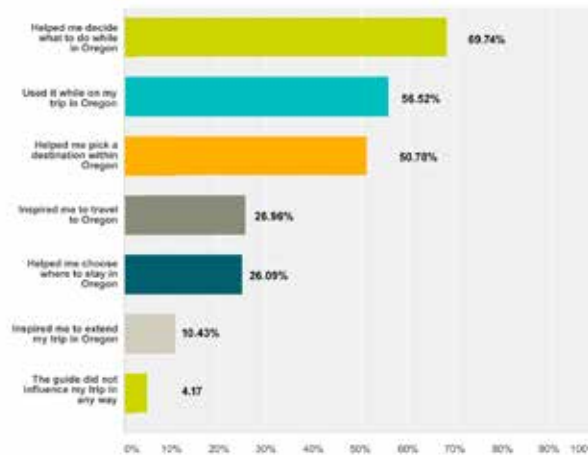
4. **When are you likely to travel to or within Oregon?**



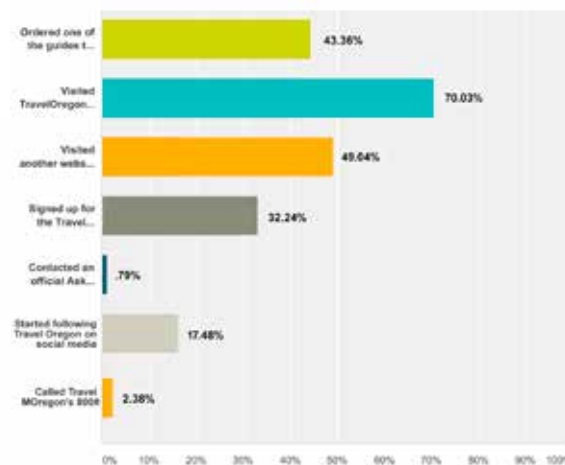
5. **Please indicate the number of nights you stayed in Oregon.**



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 have never been to Oregon, but because of all the beautiful information that was sent, I booked a flight, hotels and a rental car to check out the beauty of Oregon. I wouldn't have been as inspired if it weren't for the information sent. We will be there October 14-17. So excited!!!
- It's a colorful, easy to access — no wi-fi required, chock full of info yet not too bulky, travel Oregon companion! I'm a native Portland Oregonian but haven't been out & about in our fabulous state enough, the excellent Travel Oregon guide is helping me fulfill my tourist aspirations!
- Loved all of the pictures and the layout. Not only was it a great resource but I keep it on my coffee table and it has become a huge conversational piece!

*Data from the 2016 Travel Oregon Visitor Guide survey

ADVERTISING RATES

Rates (net)

Expanded lodging listing	\$735
One-twelfth	\$1,250
One-sixth page	\$2,400
One-third page	\$3,900
One-half page	\$5,800
Two-thirds page	\$8,300
Full page	\$9,800
Two page spread	\$15,500

Premium Positions

Back cover	\$11,300
Inside front cover	\$10,800
Table of contents	\$10,800
Inside back cover	\$10,800

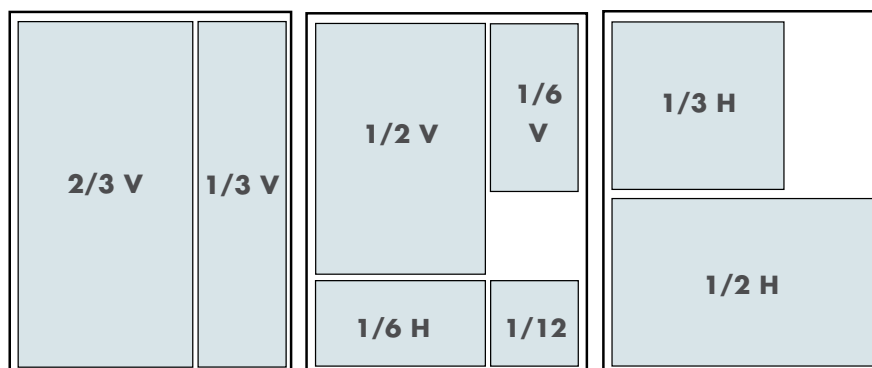
Added Value

Visitor Guide advertisers receive **FREE leads through the Travel Oregon Online Leads Program (TOOL).**

Travel Oregon maintains a database of potential Oregon visitors who have shown interest in receiving information about Oregon. Each month, more than 1,500 new consumers opt in to receive more information from Travel Oregon and our partners.

By using the recently upgraded TOOL platform, tourism partners can search leads based on travel interests (such as adventure travel, Oregon wine or casinos), region (such as Central Oregon or Greater Portland), zip code, country and more. New leads coming from the Travel Oregon website, 1-800 number and business reply cards become available in TOOL daily.

We will help you set up your account to get started.



SPECIFICATIONS

Space unit Width Depth

Two page spread

Trim.....	16 ³ / ₄ "	10 ⁷ / ₈ "
Bleed.....	17	11 ¹ / ₈
Non-bleed.....	16	10

Full page

Trim.....	8 ³ / ₈ "	10 ⁷ / ₈ "
Bleed.....	8 ⁵ / ₈ "	11 ¹ / ₈
Non-bleed.....	7 ¹ / ₂	10

Two-thirds page ..4⁵/₈..... 10

Space unit Width Depth

One-half page

Vertical.....	4 ⁵ / ₈	7 ¹ / ₂
Horizontal	7 ¹ / ₂	4 ⁷ / ₈

One-third page

Vertical.....	2 ¹ / ₄	10
Horizontal	4 ⁵ / ₈	4 ⁷ / ₈

One-sixth page

Vertical.....	2 ¹ / ₄	4 ⁷ / ₈
Horizontal	4 ⁵ / ₈	2 ¹ / ₄

One-twelfth page.2¹/₄..... 2¹/₄

IMPORTANT DATES

Publication Date

March 2017

Space Closing

January 9, 2017

Materials Due

January 31, 2017

File format

Please supply your ad to MEDIAmerica as a high resolution PDF (PDFX-1a format preferred). All other file types will be sent back for re-submission. 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. You will be notified of any major changes this causes. Ads with images under 300 dpi will be sent back for re-submission. 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:

Savannah Galindo, MEDIAmerica
715 S.W. Morrison, Suite 800
Portland, OR 97205
savannah@mediamerica.net
503.445.8825

Return of materials

Return of physical materials will be returned upon written request only. Publisher assumes no responsibility for materials uncalled for three months after date of publication.



MEDIAmerica

Contact:

Terra Moreland

terram@mediamerica.net, 503-445-8830

Nancy Burke

nancyb@mediamerica.net, 503.445.8809



TRAVELOREGON.COM

Cast a wide net and reach visitors online

AWARD-WINNING SITE

TravelOregon.com received the 2013 Mercury Award for *Best State Travel Website* in the country awarded by the National Council of State Tourism Directors. This site features rich content including **Seasonal Features** and **Trip Ideas** packed full of entertaining videos, itineraries and Oregon stories. Additional informational sections include **See & Do** where visitors can explore a wide range of recreation, food & drink, events, attractions and more; **Cities & Regions** where visitors can now dig deeper into dedicated city pages; **Deals**; **Places to Stay** and **Getting Around**.

PROVEN TRAFFIC

The first point of contact for the state's \$7.2 million biannual marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

2.7 million unique users = 9.4 million pageviews*.

Traffic by region:

89% USA	
44% Oregon	7% Other Western States
14% Washington	6% Southeast
14% California	5% Southwest
6% Midwest	4% Northeast
6% Canada	
5% Other International	

*Data from 2015

IMPRESSION PACKAGE RATES

Designed to target your advertising to the visitor at the beginning of their planning process through their final decisions.

Vertical Rectangle (240 x 400)

Intuitive* (selected pages of site) Cost: \$40 CPM

Run-of-site (ROS)** Cost: \$20 CPM

Horizontal Rectangle (300 x 100)

Small Bundle Cost: \$475/quarter

65,000 impressions:
15,000 intuitive + 50,000 ROS

Medium Bundle Cost: \$675/quarter

95,000 impressions:
20,000 intuitive + 75,000 ROS

Large Bundle Cost: \$950/quarter

130,000 impressions:
30,000 intuitive + 100,000 ROS

*Intuitive: You select the pages that best align with your marketing campaign.

**Run-of-site: Your ad rotates throughout the entire site.



EVENT PACKAGE RATES*

20,000 impressions Cost: \$200

- 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; such as your region, city or related activity.

*Open to events, festivals and exhibits

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.

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

You get the benefit of third party credibility and customized content for your channels. ([Click here to view the Klamath County example.](#))

TravelOregon.com received more than 9.4 million pageviews and 2.7 million unique users this past year.

2 It will be promoted on the Trip Ideas landing page for one week.

You'll reach consumers looking for ideas on what to see & do in Oregon.

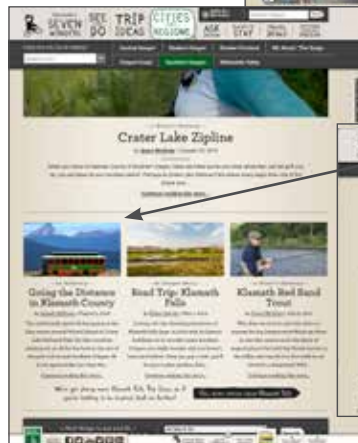
The landing page averaged 61,000 pageviews a week over this past year.

3 It will appear in relevant sections for a year.

Your story will be tagged to appear in appropriate sections of the site.

4 Promote a link to your story on your:

- Website
- Email newsletter
- Facebook
- Twitter
- Instagram
- Pinterest



Content components:

- The story will be 500-600 words
- It will include a slideshow with 4-5 photos and a map
- It will launch on the Trip Ideas landing page for one week
- And will be tagged to appear in appropriate sections of the Travel Oregon website and be live for one year

Tip: the types of stories that work well for this format are itineraries, road trips and profiles — something that is inspirational or experiential.

Price: \$3,000

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

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 more than 180,000 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 180,000 subscribers four times per year (March, June, September and December).

Outdoor Recreation

Align your message to reach 24,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

Culinary

With a following of 23,000 opt-in subscribers, this niche e-newsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, August, October and December.

About our readers	General	Culinary	Outdoor
Average open rate	20%	25%	27%
Helpful to learn more about Oregon	82%	83%	88%
Helpful to plan their trip to Oregon	66%	69%	76%
Helpful deciding to come to Oregon	59%	59%	66%
Female	60%	60%	58%
Male	40%	40%	42%
2-4 night average stay	45%	49%	37%
Amount spent on their recent trip	\$934	\$693	\$850

RATES

Ad Format	Seasonal Features	Monthly General	Outdoor	Culinary
Formatted Text Ad	\$350	\$350	\$250	\$250
Banner (580 X 75)	\$950	\$950	\$750	\$650

DEADLINES

Space Closing: Q1 & Q2: December 1, 2016; Q3 & Q4: June 1, 2017

Materials Deadline: Two weeks prior to e-newsletter distribution

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



OREGON WELCOME CENTER BROCHURE PROGRAM

Display your brochures or visitor guides at one or more of the eight Oregon Welcome Centers at high-traffic gateways to the state!

Program Rates

Fees are based on the class of service, size of brochure/visitor guide, and number of locations chosen. Contact your Account Manager for more information and an application.

Distribution Schedule

This is an annual program, with distribution beginning May 2017 and continuing through May 2018. Deadline for participation: April 28, 2017 for guaranteed placement.

Go Mobile

Expand your exposure through digital distribution.

- A link to your digital edition will be posted on a dedicated page at TravelOregon.com.



OREGON WELCOME CENTER LOCATIONS AND VISITOR COUNTS*

- 1 Seaside Welcome Center** (Open all year)
Located at the City of Seaside Visitors Bureau,
corner of Hwy. 101 and Broadway
Visitors: 15,200
- 2 Portland International Airport Welcome Center**
(Open all year) Located on the lower level near baggage claim
Visitors: 55,000
- 3 Oregon City Welcome Center** (Open all year)
Located at the End of the Oregon Trail Interpretive Center
Visitors: 17,800
- 4 Brookings Welcome Center** (Open all year)
Located at Crissey Field State Recreation Site on Highway 101
Visitors: 23,600
- 5 Klamath Falls Welcome Center** (Open May-September)
Located at the Midland Rest Area on Highway 97
Visitors: 8,400
- 6 Lakeview Welcome Center** (Open all year)
Located at the Lake County Chamber of Commerce
Visitors: 5,000



- 7 Umatilla Welcome Center** (Open all year)
Located at the Umatilla Chamber of Commerce
Visitors: 9,200
- 8 Ontario Welcome Center** (Open May-September)
Located at the Ontario Rest Area on Interstate 84
Visitors: 25,500

**Numbers based on an annual average visitor count*

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:

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You get the benefit of third party credibility and customized content for your channels. ([Click here to view the Klamath County example.](#))

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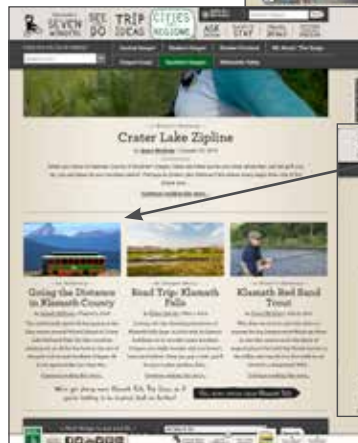
The landing page averaged 61,000 pageviews a week over this past year.

3 It will appear in relevant sections for a year.

Your story will be tagged to appear in appropriate sections of the site.

4 Promote a link to your story on your:

- Website
- Email newsletter
- Facebook
- Twitter
- Instagram
- Pinterest



Overview

You provide MEDIAmerica with the theme and ideas you would like to feature in your story. We write and design your story in the same style and level of quality we would for all of the editorial content that appears on TravelOregon.com.

Once your story is approved (by you and Travel Oregon), your story will appear on the Trip Ideas landing page for one week. After that, your story will be tagged to appear in the appropriate related sections of the site for an entire year.

Get Social. Your story will be promoted through paid media on Travel Oregon's Facebook page. You may provide the target market you would like to reach to expand the exposure of your content.

TRAVELOREGON.COM

Your story, everywhere

DETAILS

Content components:

- The story will be 500-600 words
- It will include a slideshow with 4-5 photos and a map
- It will launch on the Trip Ideas landing page for one week
- And will be tagged to appear in appropriate sections of the Travel Oregon website and be live for one year

Tip: the types of stories that work well for this format are itineraries, road trips and profiles — something that is inspirational or experiential.

Price: \$3,000

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

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.

Client company _____ Client signature _____ Date _____

OREGON COAST

VISITORS ASSOCIATION

2017 Ad Network Media Kit



THE OFFICIAL 2017-2018 OREGON COAST VISITOR GUIDE

The **ONLY** Official Oregon Coast Visitor Guide produced by Oregon Coast Visitors Association

INSPIRATION ... MOTIVATION ... ADDS UP TO VISITORS

Designed to showcase the beauty and accessibility of the Oregon Coast, the Official Visitor Guide inspires people to explore all the Coast has to offer. Organized by the three regions of the Coast — **North, Central & South** — the guide provides ideas and information to motivate travelers to visit for the first time or to explore something new! The guide is mailed directly to consumers planning their trips. Place your advertising message in your regional section and get the attention of thousands of visitors!

Print Visitor Guide Distribution: 100,000

- 30% mailed to visitors by request via www.VisitTheOregonCoast.com and the 800# customer service number
- 70% distributed at these key locations:
 - Portland International Airport's Welcome Center
 - All eight official Oregon state welcome centers and more than 100 visitor centers statewide
 - Included in Travel Oregon's regional fulfillment mailing
 - Lodging properties along the Coast including hotels, B&Bs, resorts and vacation rentals
 - Domestic and international travel trade and industry shows
 - Area attractions along the Coast
 - AAA offices
 - Included in press packets

Deadlines

Publication Date: March 2017

Sales Close: December 9, 2016

Materials Due: January 13, 2017

Print Visitor Guide Advertising Rates

Display advertising sizes to fit every budget.

One-twelfth	\$620	Two-thirds	\$2,470
One-sixth	\$925	Full page	\$2,970
One-third	\$1,450	Premium Positions..	\$3,370
Half	\$1,950	<i>(Inside front, inside back and back covers and table of contents)</i>	

FOR MORE INFORMATION ON ADVERTISING CONTACT:

Terra Moreland: 503.445.8830, terram@mediamercia.net

Nancy Burke: 503.445.8809, nancyb@mediamercia.net

** Ask me how to get 15% off your print ad purchase*



THE OFFICIAL OREGON COAST VISITOR WEBSITE

www.VisitTheOregonCoast.com – More than 2.7 million page views per year

Create an advertising package that works for you combining the power of print with the immediacy of the web.

#1 OREGON COAST WEBSITE

The Official Oregon Coast Visitor Website inspires people to explore all that the Coast has to offer by motivating travelers to visit for the first time or to explore something new! Place your advertising message in front of more than **760,000** visitors seeking information specifically about the Oregon Coast.

- VisitTheOregonCoast.com is the first website that comes up when a visitor searches any city on the Oregon Coast.
- In the past year, there has been a 13% increase in overall visitation to the site.¹
- The past year has shown an increase of 14% unique visitors.¹

¹ Comparing July 1, 2014- June 30, 2015 to July 1, 2015-June 30, 2016

Traffic by region:

90% USA	
41% Oregon	5% Midwest
19% Washington	5% Southeast
12% California	5% Southwest
10% Other Western States	3% Northeast
7% Canada	
3% Other International	

Home Page

With more than 760,000 visitors visiting the Official Oregon Coast website, your advertising message will be in front of future visitors at this crucial stage in their planning process while they decide where to go and what to do. This high traffic page is the perfect advertising platform for iconic businesses that offer unique experiences or with multiple locations, as well as DMOs and major Oregon Coast attractions that are looking to target the the early inspiration traveler. Don't miss out on this exclusive opportunity to present your high impact advertising in a premium position.

POSITION	AD TYPE	SIZE	RATE PER QUARTER ²
Home Page	Vertical Banner (4 rotations)	240 X 400	\$1,050



² Website is a 3-month minimum.

FOR MORE INFORMATION ON ADVERTISING CONTACT:

Terra Moreland: 503.445.8830, terram@mediameter.net
Nancy Burke: 503.445.8809, nancyb@mediameter.net

** Ask me how to get 15% off your web ad purchase*

THE OFFICIAL OREGON COAST VISITOR WEBSITE

www.VisitTheOregonCoast.com – More than 2.7 million page views per year

TARGETED CITY BUNDLE

Get your message in front of exactly the right person at exactly the moment they are researching where to stay and what to do in your city.

4 simple steps gets you in front of the Oregon Coast visitor right when they are looking for travel information for your area so you can invite them include you in their travel plans.

**Website is a 3-month minimum.*

Step 1: Select Your City

Each city bundle will give your business exposure to all of that designated city's informational pages: city's home page and its activities, accommodations, dining and events pages.

Tier One City: Astoria, Cannon Beach, Depoe Bay, Florence, Lincoln City, Newport, Pacific City or Seaside. **\$225 per quarter**

Tier Two City: Bandon, Brookings, Cape Meres, Charleston, Coos Bay, Garibaldi, Gearhart, Gold Beach, Lakeside, Manzanita, Nehalem, Netarts, North End, Oceanside, Port Orford, Reedsport, Rockaway Beach, Tillamook, Toledo, Waldport, Warrenton, Wheeler, Winchester Bay and Yachats. **\$150 per quarter**

Ask me how to get 15% off your web ad purchase

Step 2: Select Your Ad Size and Rotation

Vertical Rectangle Banner Ad – 240x400: Rotates through all your city's informational pages (city home page, activities, accommodation, dining and events) one at a time.

Text Ad – 125x125: Appears continuously on all of that city's informational pages (city home page, activities, accommodation, dining and events).



Step 3: Select **one** of these three landing pages for **FREE** added exposure

What to Do targets the visitor looking to add valuable experiences to their itinerary.

Where to Stay helps the coast traveler decide where to stay once they've selected the cities they'd like to visit.

Cities on the Coast catches the early inspiration traveler who is still deciding where to go.

Step 4: Add-On Opportunity for Maximum Exposure!

For only \$100* more per year your ad will rotate through all the What To Do activity subpages. Combined, these pages received over 275,000 visitor impressions in 2014.

**You must participate in the targeted city bundle (above) for a minimum of two quarters to qualify.*

LIMITED SPACE SO CALL NOW

There are only 5 ad positions available for each city and they are expected to fill fast. So please contact your sales rep to reserve your spot before it's too late:

Terra Moreland: 503.445.8830, terram@mediamerica.net; Nancy Burke: 503.445.8809, nancyb@mediamerica.net

OREGON COAST VISITOR ASSOCIATION

MARKETING PACKAGE DETAILS

We Market With You, Let's Do This Together!

With only one annual investment you can get access to our superior website traffic referrals, connect with travelers requesting information on the Oregon Coast and take advantage of meaningful discounts on other marketing opportunities. Also, ask about other residual, value added benefits we can occasionally offer as well (below).

Main Marketing Package

WEB LISTINGS: Place your carefully crafted 130 words of 'searchable text' right in front of three quarters of a million unique visitors to our site who are actively searching for information. Choose between our Accommodations, Activities and Where To Eat listings in the relevant City Page.

- Your Google analytics will show we are the top 2-3 referral behind Trip Advisor and Google.
- Our website got three quarters of a million unique visitors in 2015, and continues to grow at 20+%

32,000 HOT LEADS: Each year travelers give us their contact information, requesting us to get back to them with information about traveling the Oregon Coast.

- Leads are double opt-in requests for information and truly HOT leads.
- Send your message directly into their email inbox, or traditional mailbox.

15% DISCOUNTS: Your membership will likely pay for itself, or essentially be free, if you intend to place any paid advertising in our 100,000 visitor guides, 46,000 subscriber e-newsletter, or on our website visited by three quarters of a million unique visitors.

Value Added Package Benefits

We make every attempt to prioritize Marketing Partners in the below Value Added programs. These benefits have their own time lines and occur on a case-by-case basis.

- **Media Tours (FAM Tours):** Host travel writers from a wide spectrum of print and social media outlets to get exposure you just can't buy.
- **Trip Itineraries:** be considered for consumer and travel/trade groups trip itineraries.
- **Editorial mentions:** get mentioned in our visitor guides, e-newsletter, website articles, etc.
- **Guest Blogs:** Write a guest blog article, which are accepted on a case by case basis.
- **Social Media:** connect with the vibrant social media community we've established over the years.
- **Co-op Marketing:** participate in cooperative marketing opportunities we facilitate.

Membership Testimonials

According to our website stats for the past year, the only name on the referrers list that sends more visitors to our site is Google...seriously. You are not only the most prolific referrer, your site visitors are the least expensive by a ridiculous figure, and the people that come from you spend more time on our site by about 20% than from other referrers. And, more people choose you from our online reservation tick list when asked where they found us. This all shakes down to make you the most cost-effective promotional channel we have.

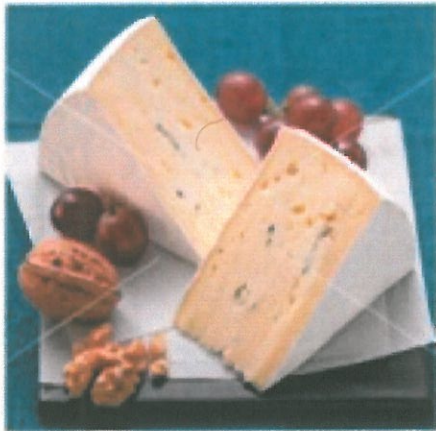
– Michelle Duarte, WildSpring Guest Habitat

Since joining the OCVA more than a year ago, it has grown to be the best marketing decision I've made, especially online. When it comes to direct referrals to my website, they consistently rank in the top 2, often with more than twice the number of referrals as the #3 referring site. It is really rare to find this kind of value for your marketing dollar.

– Jeff Hunter, Harborview Inn & RV Park

FOR MORE INFORMATION CONTACT:

Terra Moreland: 503.445.8830, terram@mediamerica.net; Nancy Burke: 503.445.8809, nancyb@mediamerica.net



Story 1

By Author's Name

Dolorem excessi doloremo minum vero
beatiam quatet voloni consequam vit, abo.
Ehentiae magnis ab in cusam et fuga vol-
orencia volecurpo nirpo natiat optaspe rlea-
tat optaspe rlei luptas picab pe rlei luptas
picabo. Mus eatur molupt ligeniet ut eum o.
Mus eatur molupt ligeniet ut eum dolorpo
natiat optaspe rlerispendit a nia derum, cus
de aut daest, conse volortas mi, sitatae res
portumquam ipsam

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Story 2

By Author's Name

Dolorem excessi doloremo minum vero
beatiam quatet voloni consequam vit, abo.
Ehentiae magnis ab in cusam et fuga vol-
orencia volecurpo nirpo natiat optaspe rlea-
tat optaspe rlei luptas picab pe rlei luptas
picabo. Mus eatur molupt ligeniet ut eum o.
Mus eatur molupt ligeniet ut eum dolorpo
natiat optaspe rlerispendit a nia derum, cus
de aut daest, conse volortas mi, sitatae res
portumquam ipsam

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Story 3

By Author's Name

Dolorem excessi doloremo minum vero
beatiam quatet voloni consequam vit, abo.
Ehentiae magnis ab in cusam et fuga vol-
orencia volecurpo nirpo natiat optaspe rlea-
tat optaspe rlei luptas picab pe rlei luptas
picabo. Mus eatur molupt ligeniet ut eum o.
Mus eatur molupt ligeniet ut eum dolorpo
natiat optaspe rlerispendit a nia derum, cus
de aut daest, conse volortas mi, sitatae res
portumquam ipsam

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180x150 ad

UPCOMING EVENTS

Weekday: Month: 2013

[Event #1 Here](#)

City: Oregon

Weekday: Month: 2013

[Event #2 Here](#)

City: Oregon

Weekday: Month: 2013

[Event #3 Here](#)

City: Oregon

Weekday: Month: 2013

[Event #4 Here](#)

City: Oregon

[View All Upcoming Events »](#)

RESOURCES

[Road Conditions](#)


[Weather](#)

[Tides](#)

[Order the Visitor Guide](#)



Advertisements




Presented by Jean-Michel Cousteau
Columbia River Maritime
Museum



The best memories aren't
just made, they're found.
Find yours at
[VisitCentralOregon.com](#)



The best memories aren't
just made, they're found.
Find yours at
[VisitCentralOregon.com](#)



THE PEOPLE'S COAST
Explore all 360 miles of
awe-inspiring beauty along
Oregon's Coast.



TPAC EXPENSES FY 2016-17

\$50,797 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$50,797 budget (32-10-6090)			32-10-6120	32-10-6030
% BUDGETED	\$ 15,239	\$30,478	\$5,079	\$500	\$1,000
July	-\$500 OCVA 2016 Membership	-\$2,500 AMF Concerts			-\$98
	-\$500 Xplore Film - Dining Video Advance	-\$2,363 Natures Coastal Holiday Arches			
		-\$2,000 Sourwood/Rogue Relay - 2016			
		-\$2,258 BHHS Drone			
August		-\$3,000 Vet Fest			-\$63
September		-\$3,000 Oktoberfest			
October	-\$2,000 Xplore Film - Dining Video Balance	-\$1,000 Coastal Christmas	-\$2,000		
		-\$5,000 Nutcracker Ballet			
November		\$1,000 Vet Fest Grant Funds Returned			
*Pending	-\$2,959 Media Advertising listed below	-\$4,000 Pending Events listed below			
REMAINING FUNDS	\$9,280	\$ 6,357	\$3,079	\$500	\$839

*Pending Budget Allocations

\$ 2,959	101 Things to Do Yearly Ad	\$ 2,000	VFW Fireworks - thru CC
\$ 2,959		\$ 2,000	Sourwood/Rogue Relay - 2017 thru CC
		\$ 4,000	

***TPAC Goals: Increase overnight stays with emphasis on October thru April.
Budget 60% on events, 30% on media advertising, and 10% on capital.***

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos	Posted	Previous								Total
<i>Apple Box Videos</i>	4/21/14	<i>Total</i>	6/9/16	7/21/16	8/12/16	9/28/16	10/13/16	11/10/16	12/15/16	<i>Views</i>
Great Place to Live		3168	143	269	155	396	96	135	271	4,633
Great Place to Visit		892	27	59	48	80	19	37	62	1,224
Great Place to Go Camping		770	35	60	49	68	13	32	67	1,094
Great Place for a Romantic Getaway		796	132	0	9	82	19	32	70	1,140
Great Place to Bring Your Family		588	17	46	28	48	11	19	50	807
<i>KOBI Videos</i>	11/8/14									
Romantic Weekend		524	19	39	24	40	11	16	29	702
Family Weekend		575	22	30	22	41	8	25	34	757
<i>Oregon Lifestyles</i>	11/21/14									
Brookings Episode		288	27	40	20	83	26	25	67	576
Boardman State Park	4/25/16	641	64	66	124	162	50	78	45	686
Dining 101 Film	10/6/16						33	45	36	114
View Totals All Videos		11183	486	609	324	1000	253	444	731	14,299
Brookings Lifestyle views (not on City channel)		16387	777	1,163	787	1,503	335	447	965	22,364
Great Place for Romantic Getaway Views on facebook	Views	33592	56	249	83	73	178	1774	190	36,195
	Shares	1492	0	0	0	0	6	62	2	1,562
	Likes	308	1	1	0	0	1	11	0	322
Samuel H. Boardman Video Views on facebook	Views	38894	11,280	1,260	518	5,641	82	509	63	38,957
	Shares	1160	348	31	0	148	1	22	0	1,160
	Likes	390	78	12	4	28	0	3	0	390
Dining 101 Video Views on facebook	Views						7,115	2,148	101	9,364
	Shares						205	44	2	251
	Likes						101	21	0	122