

## HERE IS OREGON (THE OREGONIAN)

Work with the team of storytellers at Here Is Oregon (OregonLive/The Oregonian) to showcase your business or event. Long-form storytelling pairs with paid promotion in the Storyteller package, and/or market your events with the Event Shaker.

### Brand Storyteller

- Excellent chance to go deeper and tell the story of your business. Custom story written, produced and published by Here Is Oregon. The Here Is Oregon team will interview you over the phone and write your story. Mt. Hood Territory co-branding (logo) may be included.
- Promotion includes 100k impressions on OregonLive.com, shared on @HerelsOregon social media, HerelsOregon.com website, Here Is Oregon newsletter and story printed in The Sunday Oregonian with QR code.
- \$500 cost to partner (\$2,500 value).

### Event Shaker

- Promote your event to the Here Is Oregon and OregonLive audience.
- Includes a social post to Here Is Oregon and OregonLive channels, paid boosting of posts, preview and link in Here Is Oregon newsletter and event mention in the Sunday Oregonian.
- \$300 cost to partner (\$1,500 value).

### To Participate

1. [Sign up using our online forms](#) and select Brand Storyteller and/or Event Shaker. Businesses may participate in each program once per fiscal year. Participation limited to 10 spaces, first come, first served. You may sign up in advance of your story or event timing to hold a place.
2. After receiving your submission, we will contact you to confirm your participation and connect you with the team at Here Is Oregon.
3. You work with the Here Is Oregon team on your marketing messaging/story.
4. Mt. Hood Territory will pay the bill in full and send you an invoice for your portion (\$500 Storyteller or \$300 Event).

Questions? Contact Ithaca Janzen at  
[ithaca@mthoodterritory.com](mailto:ithaca@mthoodterritory.com) or 971-235-1730 (call/text)  
[mthoodterritory.com/co-op-ad-program](http://mthoodterritory.com/co-op-ad-program)



# DETAILS: HERE IS OREGON PACKAGES

## Here is Oregon Brand Storyteller

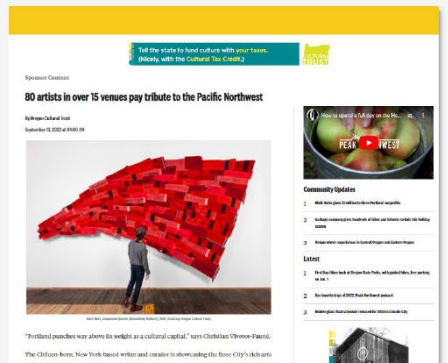
\$500



Custom story featuring your organization or event.

(Special intro price of ~~\$2,000~~ through 2023 then increasing to ~~\$3,000~~ starting Jan. 2024)

1. Written, produced and posted on HereisOregon.com (includes display ads with custom CTA).
2. 100k impressions on OregonLive.com
3. Story shared on @HereisOregon social media accounts. Including: Facebook, Instagram, Twitter, TikTok (if applicable)
4. Story shared in Here is Oregon newsletter (Friday)
5. Story printed in *The Sunday Oregonian* with QR code directing readers to story online.



## Event Shakers

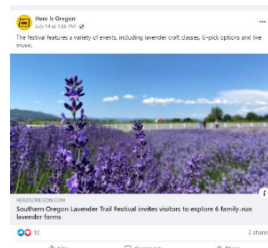
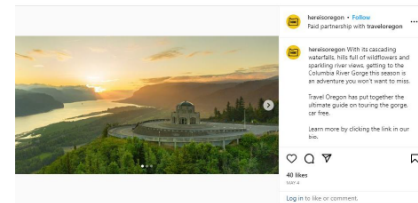
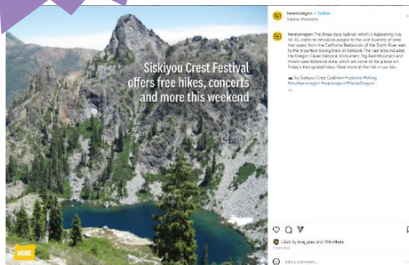
\$300



Do you have an upcoming event that deserves the spotlight? Let us help you get the word out with our Event Shakers package!

Includes everything below for ~~\$1,500!~~

- Social post on Here is Oregon channels and OregonLive channels (Facebook, Instagram, Twitter, TikTok)
- Paid boosting of posts
- Preview and link in Here is Oregon newsletter
- Event mention in Here is Oregon section of Sunday Oregonian



# AUDIENCE: HERE IS OREGON

## Here is Oregon Marketing Update

May 2023

### BRAND GROWTH

**4.1 million** Total Reach  
+40.8% MoM

**12.1 million** Total Impressions

SOCIAL @HEREISOREGON

**103,329** Total Followers  
+6.7% MoM

**103.8%** Engagement Rate  
+39.52% MoM

**3.4%** Monthly Growth

### EMAIL WEEKLY NEWSLETTER

**31,606** Subscribers

**27.5%** Open Rate

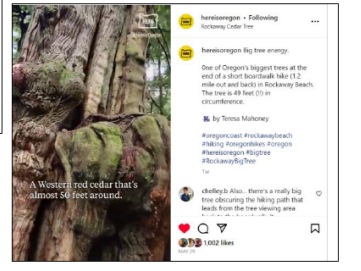
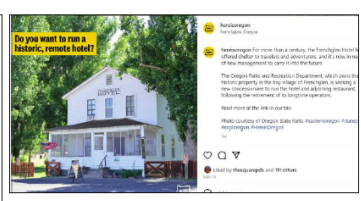
**3.0%** Click Through Rate

Source: 1. Google Analytics, Dash Hudson, Sprout Social, & Meta Business Suite. May 2023; 2. Social media accounts as of June 9, 2023; 3. SailThru. May. 2023.

### HERE IS OREGON STORIES

**2.8 million** Content Reach  
+196.4% MoM

**5.3 million** Content Impressions  
+48.3% MoM



x 750 in

## The Oregonian/OregonLive

## The Oregonian

**Digital**<sup>1</sup>

**6,930,457** Monthly Uniques

**27,687,828** Monthly Pageviews

**Print**<sup>2</sup>

**602,335** Readership

**Social**<sup>3</sup>

**1.7 Million** Monthly Followers

**9.4 Million** Reach

**Newsletters**<sup>5</sup>

**847,620** Newsletter Subscribers

**36.9%** Open Rate

Top 3 newsletters: Week in Review; What's Coming; Oregon Data Points

**Podcasts**<sup>6</sup>

Monthly Downloads

**34,339** News Update

**8,541** Soccer Made In Portland

**9,034** Beat Check

**770** Sports by Northwest

**13,214** Peak Northwest

**2,940** Alexa App

Source: 1. Google Analytics, Q1 2023, monthly avg.; 2. Scarborough 2022 IQ; Base: Portland DMA (27 counties); Target: Read The Oregonian print or eNewspaper daily (Wed, Fri) or Sun issue; 3. Social Media Accounts as of Mar. 31, 2023; 4. Mugglyphone. Jan. 2023; 5. SailThru. Mar. 2023.

x 750 in