

TRAVEL OREGON VISITOR GUIDE

Discounted rates for businesses, lodging or cities on advertising in the Travel Oregon Visitor Guide. This is Oregon's key travel decision-making magazine with over 300,000 copies distributed annually.

For Businesses

Purchase one of six business spaces on our full-page Mt. Hood Territory ad. You provide a photo, business info and your priority messaging; our team does the layout, copywriting and design.

Cost to you: \$400/business, \$300/nonprofit (compare at \$2,785)

To participate: Sign up using our online form – *Coming September 2023!*

Deadline: December 15, 2023. First come, first served with six (6) spaces available.

For Lodging Properties

Pay to upgrade your lodging listing to an Expanded Lodging Listing. Highlight your property with a photo and 40-word description. Mt. Hood Territory's co-op program will pay 50% of the upgrade cost.

Cost to you: \$420 (compare at \$840)

To participate: Contact Betsy at betsyh@mediamerica.net and let her know you would like an Expanded Lodging Listing through Mt. Hood Territory's co-op program.

Deadline: December 1, 2023

For Cities

Represent your community with a ½-page ad where you have full creative control. Use your own graphic design team or work with MEDIAmerica for a small design fee.

Cost to you: \$2,500 (compare at \$6,695). Additional \$150 design fee if you choose to use MEDIAmerica's design services.

To participate: Email Ithaca at ithaca@mthoodterritory.com and she will connect you with the MEDIAmerica team.

Deadline: Sign up by December 1, 2023. Ad materials due by January 20, 2023.

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



REACH: TRAVEL OREGON VISITOR GUIDE

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 slightly less than \$10 million biannual integrated marketing campaign.

65% 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
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Select attractions throughout Oregon

17% ELSEWHERE

WASHINGTON

- Vancouver, WA visitor locations
- Seattle Airport Information Center
- Seattle City Center Visitor Center
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

CALIFORNIA

- California state Welcome Centers: Collier, San Francisco, Pismo Beach
- San Francisco Union Square

BRITISH COLUMBIA

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

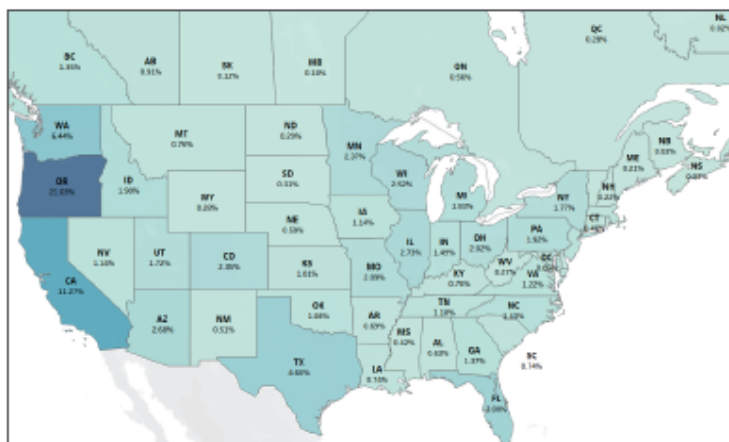
CORPORATE

Distribution at various corporate locations in Phoenix, Seattle, San Jose/Santa Clara, Los Angeles, San Diego and Orange County

18% 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 500,000 pageviews
- 32 average pages per session
- 88% new sessions
- 6:14 average minutes per session

2024 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!

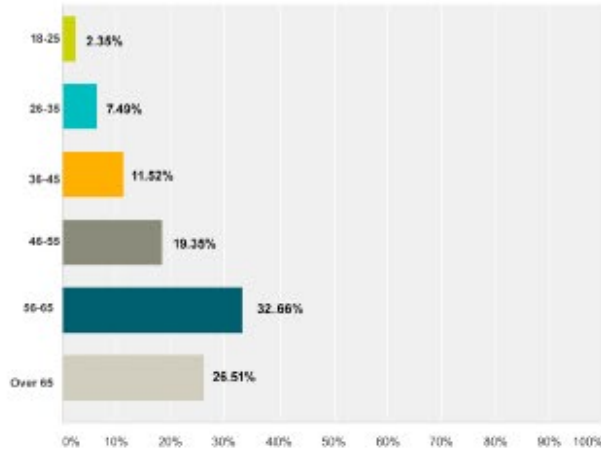
AUDIENCE: TRAVEL OREGON VISITOR GUIDE

AUDIENCE

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

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

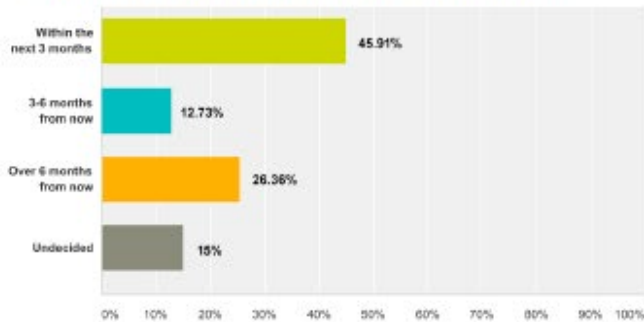
2. What age are you?



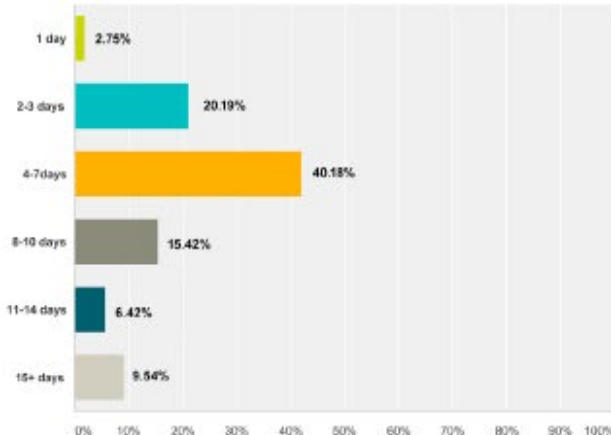
3. Have you read/reviewed any of the visitor guide?

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

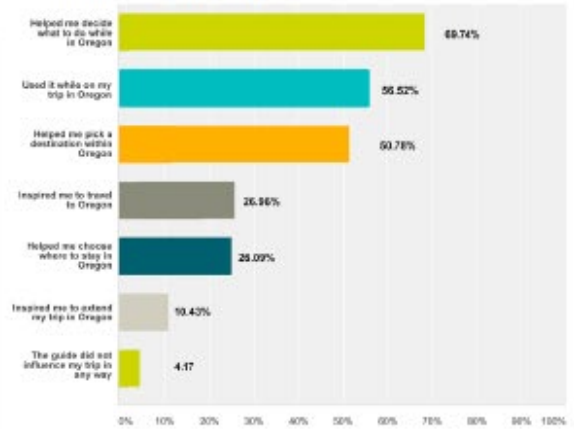
4. When are you likely to travel to or within Oregon?



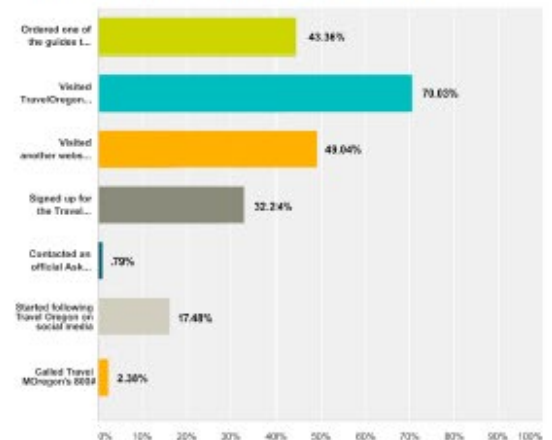
5. Please indicate the number of nights you stayed in Oregon.



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!
- The maps were extremely helpful while we were trying to navigate and wanted to do so without using our phones. We decided before we left for our trip, we would turn off social media and phone data and just use it for pictures so we needed a map and the guides were super helpful!

*Data from the Travel Oregon Visitor Guide survey.