

MARKETING SUPPORT CO-OP PROGRAM

Welcome to Mt. Hood Territory's Marketing Support Co-Op Program! As a visitor-facing business in Clackamas County, you are able to take advantage of subsidized marketing opportunities provided by Clackamas County Tourism. The Marketing Support Co-Op Program (formerly known as our co-op ad program) is a collection of trusted tourism industry advertising outlets including print, digital, distribution, photography and more. We have made these outlets available to you at deeply discounted rates, with Mt. Hood Territory covering a share of the costs - usually 50% or more.

Please refer to the back of this guide to see an overview of the program and learn which opportunities might be a good fit for you.

Many opportunities are first come, first served. The best way to keep track of upcoming availabilities is through our B2B newsletter. Sign up at mthoodterritory.com/territory-times. You can also always see our current opportunities on our website at <https://www.mthoodterritory.com/co-op-ad-program>.

NEW THIS YEAR!

Interested in trying out our Marketing Support Co-Op Program? If you have not participated in our co-op program in the last two years, you can apply for a \$150 sponsorship credit for use toward any of the opportunities in the program. To learn more and apply for the first-time sponsorship, please visit <https://www.mthoodterritory.com/co-op-sponsorship>

MENU of OPTIONS

Program	Might be a good fit if you...	Cost to business
Facebook/Instagram Rebate	Run your own Facebook/Instagram ads and would like to receive a 50% rebate. We can provide a little coaching and support if they are new to you.	\$-\$\$
Google Ad Rebate and Training	Would like to attend a Google Ads training with hands-on help from an SEM professional so you can run your own Google Ads and get a 50% rebate.	\$-\$\$\$
Certified Brochure Distribution	Have your own printed brochures and would like help distributing them to more visitors.	\$-\$\$
Here Is Oregon (Oregonian) Featured Story	Want to tell your business's unique story or event with a full length professionally written article and promotion through OregonLive/The Oregonian.	\$\$\$
Here Is Oregon (Oregonian) Event Shaker	Are planning an event and want to get the word out to the Oregonian social media, newsletter and Sunday Oregonian audience.	\$\$
Travel Oregon Visitor Guide - Mt. Hood Territory Page	Want your business highlighted on a Mt. Hood Territory page in the Travel Oregon Visitor Guide magazine with 300,000 copies distributed each year.	\$\$
Travel Oregon Visitor Guide - Cities	Are a city-level partner (government, BRC, chamber) and want to design your own ½ page ad for the Travel Oregon Visitor Guide.	\$\$\$
Travel Ore. Visitor Guide - Expanded Lodging Listing	Would like to add a photo, description and amenities to elevate your lodging property's listing in the Travel Oregon Visitor Guide.	\$\$
Photo Shoot	Would like professional curated photos of your business, community or event. Includes full rights to a minimum of 10 edited photos.	\$\$
Video B-roll Shoot	Would like professional video b-roll footage of your business, community or event. Includes a 4-hour video shoot and packaged b-roll footage.	\$\$
Things To See & Do in Oregon Brochure	Are a large-scale attraction or activity and would like to be featured in a popular printed map brochure distributed across the state.	\$\$\$

\$ 50-200

\$\$ 200-500

\$\$\$ 501+

For full details of each program, visit mthoodterritory.com/co-op-ad-program. All opportunities are subject to change.