

OREGON'S MT. HOOD TERRITORY
Marketing Support Co-op Program

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 Booster.

Brand Storyteller

- Excellent chance to go deeper and tell the story of your business. Custom story written, produced and published by Here Is Oregon from an interview with you! 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.
- \$700 cost to partner (\$3,000 value).

Event Booster

- Promote your event to the Here Is Oregon and OregonLive audience.
- Promotion includes 100k impressions on OregonLive.com (can feature a photo carousel or video), event mention in Here Is Oregon newsletter and co-branded social post on Here Is Oregon Meta .
- \$400 cost to partner (\$1,500 value).

To Participate

1. [Sign up using our online forms](#) and select Brand Storyteller and/or Event Booster. 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 (\$700 Storyteller or \$400 Event) after your ad campaign ends.

Questions? Contact Annie Austin at annie@mthoodterritory.com.





WE BRING THE TRAVELER to you.

BRAND STORYTELLER PACKAGE

\$3,000 total value | \$700 partner investment

Includes:

- 150,000 impressions on **OregonLive.com**, shared on **@HerelsOregon** social media, **HerelsOregon.com** website, and in the **Here Is Oregon** newsletter

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1.6 million
ANNUAL VIEWS

1 million
ANNUAL USERS

SOCIAL MEDIA

18.5 million
ANNUAL IMPRESSIONS

865,000
ANNUAL ENGAGEMENTS

188,000
TOTAL FOLLOWERS

*as of March 2025,
Google Analytics 4 and
Sprout Social*



IS OREGON



WE BRING THE TRAVELER *to you.*

EVENT BOOSTER PACKAGE

\$2,000 total value | \$400 partner investment

Includes:

- 100,000 social display impressions on **OregonLive.com** (with photo carousel or video)
- An event mention in the **Here is Oregon.com** Friday newsletter
- Co-branded social post on **Here is Oregon** Meta channels



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IS OREGON