

TRAVEL OREGON eNEWSLETTERS

Place an ad in one of Travel Oregon's main or themed email newsletters, and Clackamas County Office of Tourism will cover 50% of the cost. This is a great way to highlight an upcoming event or just get exposure to a new audience for your business.

Email Newsletters

Delivered to opt-in subscribers, Travel Oregon's monthly email newsletters deliver your message to consumers in a timely, targeted way. This is a great option for signature events or to highlight your business to their outdoor recreation or culinary niche interest mailing lists. Customize this experience in three ways:

- **Choose Your Audience:** Based on your business, reach Travel Oregon's general, seasonal special edition, culinary or outdoor recreation newsletter interest groups.
- **Choose Your Style:** Choose from a text ad or a banner ad.
- **Choose Your Timing:** Newsletters are monthly or every other month, with ad space based on availability for 2026 and 2027.

Deadline: First come, first served while supplies last.

Pricing:

General Newsletter & Seasonal Special Edition Newsletter (142,000 subscribers)

- Banner Ad regular rate: \$995 | Co-op rate: \$497.50
- Text Ad regular rate: \$420 | Co-op rate: \$210

Outdoor Newsletter (85,000 subscribers)

- Banner Ad regular rate: \$785 | Co-op rate: \$392.50
- Text Ad regular rate: \$305 | Co-op rate: \$152.50

Culinary Newsletter (58,000 subscribers)

- Banner Ad regular rate: \$680 | Co-op rate: \$340
- Text Ad regular rate: \$260 | Co-op rate: \$130

To Sign Up: [Fill out the online form here](#) to indicate your interest in this program. We will put you in touch directly with the MEDIAmerica team to find the available ad space and style that matches your needs. Space is not guaranteed. You will not be billed until your desired space is secured.

Questions? Contact Annie Austin at annie@mthoodterritory.com.
mthoodterritory.com/co-op-ad-program



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 over 142,000 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 over 142,000 subscribers four times per year (March, June, September and December).

Outdoor Recreation

Align your message to reach more than 85,000 opt-in active travelers. Delivered six times per year: January, March, May, July, August and October

Food & Drink

With a following of more than 58,000 opt-in subscribers, this niche e-newsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, September, November and December.

ABOUT OUR READERS

In State: 35% Out of State: 51% International: 4% Other: 10%

What gender do you most identify with?

Female: 61.7% Male 37.7% Non-binary: 0.6%

Have you ever taken an overnight trip to/within Oregon?

Yes 92%

Was your trip influenced by Travel Oregon's email newsletter?

Yes 53%

How much did you spend per trip?

In State: \$690	Out of State \$1,350
International \$1,950	Median \$900

RATES

Ad Format	Seasonal Features	Monthly General	Outdoor	Food & Drink
Formatted Text Ad	\$420	\$420	\$305	\$260
Banner (1160 x 150)	\$995	\$995	\$785	\$680

DEADLINES

Space Closing: Six weeks prior to e-newsletter distribution

Materials Deadline: Two weeks prior to e-newsletter distribution

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

