



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, August 15, 2013, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541)574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE Thursday, August 15, 2013, 2:00 P.M. A G E N D A

- I. Call to Order
- II. Additions/Deletions to the Agenda
- III. Consent Calendar
 - a. Minutes -July18, 2013, meeting minutes review and approve
 - b. Review of Accts., July 2013
- IV. Public Comment
- V. Media Consideration
 - a. Meadow
 - b. CBS Outdoor
 - c. Hospitality Vision
 - d. AAA Via Magazine
 - e. KEZI TV
 - f. Comcast
 - g. KFIR Radio
- VI. Other
 - a. Certified Folder Display Service
- VII. Discussion and Action
- VIII. Adjournment

Smith, Interim City Manager opened the meeting by apologizing to the committee for his part in the criticisms directed towards this committee.

CALL TO ORDER

The July 18, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:03 P.M. In attendance were John Clark, Lil Patrick, Ric Rabourn, Neal Henning and Lorna Davis. Also in attendance was Ted Smith, Interim City Manager, and Cindy Breves, Executive Assistant. Visitors included, Rob Spooner, Oregon Coast Magazine, Mike Maloney, OnDisplay Advertising, Leigh Deinert, CBS Outdoor, Cindy Hanson, Comcast and James Rand, News-Times.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the June 18, 2013, meeting;
- B. Review of Account, June 2013

MOTION was made by Clark, seconded by Henning, to approve the consent calendar. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

A proposal from Oregon Coast Magazine was presented to the committee. Oregon Coast Magazine is offering a half page advertisement in the 2013 Mile-by-Mile Guide, for a 6x rate in the September/October issue for \$1,349. The advertisement can be changed to a full page advertisement for the 6x rate for \$2,335. Oregon Coast Magazine has the back cover available for a full page advertisement for a cost of \$2957.

The first proposal from Steve Woodward of FOX Oregon's KLSR-TV 34 was reviewed. KLSR-TV 34 is offering 67 sports commercials per month for September 2013 through June 14, 2014 for \$2,400 a month, for an additional \$4,250 a month bonus spots can be added. Also available is an Overnight Signoff Still for \$250 a month and a WEB Banner on Oregon's Fox dot com for \$150 a month. The second proposal offers 135 commercials per month at a cost of \$2,720 per month, additional \$4,250 a month bonus spots can be added. Also available is an Overnight Signoff Still for \$250 a month and a WEB Banner on Oregon's Fox dot com for \$150 a month.

Joe Van Ras presented a proposal from KFIR Radio offering for \$250 a month 2 thirty second commercials per day every day of the month over the next 9 months for a total of 60 commercials per month. These commercials will be run between 6 AM and 8 PM. KFIR is also offering for \$400 month a proposal that would include 4 thirty second commercials per day over the next 9 months for a total of 120 commercial per month. These commercials will be run between 6 AM and 8 PM. Both proposals include a banner will be placed on the KFIR Website with a hyperlink to the Destination Newport website. One of the commercials will also be placed on the website. Van Ras clarified KFIR's

coverage area and programming for the committee. Committee gave feedback on the quality of the commercials that KFIR has already produced and aired.

The committee reviewed a proposal from Travel Oregon E-newsletters. Travel Oregon E-newsletter is offering ad space for \$200. The committee had additional questions that Davis will ask Travel Oregon E-newsletter representative.

Mike Maloney from OnDisplay Advertising presented several proposals with research and reasoning for outdoor advertisement and the need for branding Newport as a destination. The 2013-2014 proposals are:

“Skyscraper” site PDX-111 is 11x4-week periods at \$8.6K net (average).

“Triple Read” PDX-101 is 1-3 periods: \$5,000 net; 4-6 periods: \$4,250 net; 7+periods: \$3,750 net with P & I: \$4,400 net.

“Vertical East” site PDX-113 is 1-3 periods: \$4,000 net; 4-6 periods: \$3,500 net; 7+periods: \$2,900 net with P & I: \$1,600 net.

“Morrison Monster” site PDX-123 is 1-3 periods: \$5,000 net; 4-6 periods: \$4,500 net; 7+periods: \$3,900 net with P & I: \$4,100 net.

“Highway 99” site PDX-136 is 1-3 periods: \$4,000 net; 4-6 periods: \$3,500 net; 7+periods: \$2,750 net with P & I: \$1,700 net.

“Morning Commute” site PDX-145 is 1-3 periods: \$6,000 net; 4-6 periods: \$5,500 net; 7+periods: \$5,000 net with P & I: \$2,900 net.

“Downtown Entrance” site PDX-113 is 1-3 periods: \$3,000 net; 4-6 periods: \$2,500 net; 7+periods: \$1,900 net with P & I: \$1,900 net.

“Old Town” site PDX-113 is 1-3 periods: \$3,500 net; 4-6 periods: \$3,000 net; 7+periods: \$2,600 net with P & I: \$1,900 net.

Lloyd Center proposal:

The Center has unlimited options. The Lloyd Center is flexible and willing to work the Destination Newport Committee. There were 3 packages listed as possible options:

Package A: \$8,000 includes 2 12’X12’ Skyway banners; one in each hallway \$2,000 or based on 144 sq. ft. = (16) 3’X3’ Floor Graphics, Full Wrap Dasher Boards \$2,000, Bridge Side facing ice rink \$1,000 and Center Court Marquis \$3,000

Package B: \$6,000 includes 8 3’X3’ “Follow Me!” Floor graphics leading from Escalator to Kid Play Area \$3,000, 1 12’X12’ Wallscape, Floor graphic or 72 sq. ft. floor interactive floor graphic in play area \$1,000 and Full Wrap Dasher Boards \$2,000

Package C: \$4,000 includes 2 12’X12’ Skyway banners; one in each hallway \$2,000 and Full Wrap Dasher Boards \$2,000

Ice Rink Domination: Ice Rink Logo 24X24 P and I \$2,500 with Ad rate \$4,500 per month for 1 year, Skyway over Rink P and I \$1,800 net to do both side with Ad rate \$950 per side per month, Dasher Boards 31x36” P and I \$350 net for six boards with Full wrap \$2,000 per month net.

Leigh Deinert from CBS outdoor presented a proposals for continuing Destination Newport Committee outdoor displays. She provided information on several locations not including production and installation costs. Production and installation costs are variable depending on the number of boards purchased. Here are the site locations, availability and cost that Deinert believes are the best fit for Destination Newport Committee:

Grand Ronde	11-18-13 to 11-16-14	\$14,300
Newberg	3-3-14 to 3-1-15	\$14,300
Portland Hwy 26	11-25-13 to 7-6-14	\$68,000
Woodburn	12-16-13 to 6-29-14	\$24,500
Albany	10-7-13 to 7-13-14	\$12,000
Beltline	8-19-13 to 6-22-14	\$26,400
I-105	11-25-13 to 7-6-14	\$14,400
Roseburg	7-29-13 to 7-6-14	\$14,400
Bandon	7-29-13 to 7-27-14	\$10,200
Yreka	7-29-13 to 7-27-14	\$20,150
Wood Village	11-25-13 to 7-6-14	\$20,000

OTHER

Davis explained the reasoning for accepting proposals under the OTHER section of the agenda. Due to the nature of advertising, many times there is short notice for advertizing opportunities. Many times these opportunities come after the agenda deadline. Clark made the suggestion that due to the criticism that the committee has received recently that the committee listen to the Comcast presentation but defer the decision until the next meeting so that Comcast can be placed on the agenda. The committee agreed.

Cindy Hanson from Comcast presented a proposal to the committee. The proposal is 300 spots per month in the Eugene Metro/ Cottage Grove area costing \$2,500, 300 spots per month in the Albany/Corvallis area costing \$1,000 and 325,000 impressions per month on Xfinity website to reach a Portland audience costing \$5,000 for a total investment of \$8,500 per month.

Rand of the News-Times presented changes to the brochure for approval by the committee. The committee reviewed the brochure and gave additional changes. The committee agreed that the brochure is good to print with the changes proposed.

DISCUSSION AND ACTION

Discovery Newport September/October issue proposal was discussed. The committee decide to pass on this proposal.

FOX Oregon’s KLSR-TV 34 proposals were discussed and the committee would like to have a presentation by FOX Oregon’s KLSR-TV 34 at a future meeting.

After a discussion of the KFIR Radio proposal the committee decided to place this proposal on a future agenda for further consideration.

The committee discussed the OnDisplay proposals. The “Skyscraper” PDX-111 is the current advertising site for the Destination Newport Committee in Portland and site the committee likes the best. The committee is also interested in the “Morning Commute” PDX-145 site and will discuss this proposal further after other outdoor media companies are able to present their options.

MOTION was made by Patrick, second by Clark to approve OnDisplay "Skyscraper" 90 feet display on 4th and Oat in Portland for the months of February through June which would be 5X4 week postings at a cost of \$9,000 per 4 week posting . The motion carried unanimously in a voice vote.

The committee discussed the locations in the CBS proposal. The committee would like to renew Grand Ronde and Newberg locations but would like to see what Meadow might have to offer first. The Woodburn sign is also of interest but again the committee would like to see what Meadow might have to offer before making a decision.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:35 P.M.

Report Criteria:

Account: 403-4310-6207 ADVERTISING & MARKETING EXP
 Periods: 07/12 to 08/13
 Amount type: Actual
 Display: Reference detail
 Order by: Date/Journal/Reference number

Date	Journ	Reference	Description	Debit Amount	Credit Amount	Balance
			07/01/2012 (00/12) Balance	.00	.00	.00
07/16/2012	AP	72.0001	Greater Newport Chamber of Crc	100.00	.00	100.00
			07/31/2012 (07/12) Period Totals ***	100.00	.00	100.00
07/20/2012	AP	652.0001	COASTCOM, INC	1,066.38	.00	1,166.38
07/31/2012	AP	161.0001	Greater Newport Chamber of Crc	787.80	.00	1,954.18
08/01/2012	AP	828.0001	On Display Advertising	9,200.00	.00	11,154.18
08/01/2012	AP	829.0001	On Display Advertising	1,200.00	.00	12,354.18
08/02/2012	AP	795.0001	CBS OUTDOOR	1,500.00	.00	13,854.18
08/13/2012	AP	792.0001	CBS OUTDOOR	1,500.00	.00	15,354.18
08/17/2012	AP	163.0001	Greater Newport Chamber of Crc	105.00	.00	15,459.18
08/17/2012	AP	164.0001	Greater Newport Chamber of Crc	500.00	.00	15,959.18
08/20/2012	AP	793.0001	CBS OUTDOOR	4,320.00	.00	20,279.18
08/20/2012	AP	955.0001	CBS OUTDOOR	.00	(4,320.00)	15,959.18
08/22/2012	AP	794.0001	CBS OUTDOOR	7,065.00	.00	23,024.18
08/22/2012	AP	956.0001	CBS OUTDOOR	.00	(7,065.00)	15,959.18
			08/31/2012 (08/12) Period Totals ***	27,244.18	(11,385.00)	15,959.18
05/30/2012	AP	376.0001	News-Times	399.00	.00	16,358.18
06/19/2012	AP	730.0001	Oregon Coast Magazine	1,719.00	.00	18,077.18
07/31/2012	AP	369.0001	News-Times	2,500.00	.00	20,577.18
08/30/2012	AP	160.0001	Greater Newport Chamber of Crc	1,529.65	.00	22,106.83
08/31/2012	AP	701.0001	OREGON COAST TODAY	920.00	.00	23,026.83
09/01/2012	AP	710.0001	CBS OUTDOOR	7,065.00	.00	30,091.83
09/01/2012	AP	729.0001	On Display Advertising	8,800.00	.00	38,891.83
09/01/2012	AP	834.0001	FOX Central Oregon	150.00	.00	39,041.83
09/01/2012	AP	835.0001	kTVZ News Channel 21	1,960.00	.00	41,001.83
			09/30/2012 (09/12) Period Totals ***	25,042.65	.00	41,001.83
08/20/2012	AP	669.0001	COASTCOM, INC	1,066.38	.00	42,068.21
09/19/2012	AP	911.0001	Oregon Live	2,500.00	.00	44,568.21
09/20/2012	AP	671.0001	COASTCOM, INC	1,066.38	.00	45,634.59
09/25/2012	AP	101.0001	Century Link	132.10	.00	45,766.69
09/25/2012	JE	8.0002	Century Link - Wrong GL #	.00	(132.10)	45,634.59
09/25/2012	JE	9.0002	OCCA DNC Grant - Wrong GL #	.00	(6,600.00)	39,034.59
09/27/2012	AP	782.0001	OREGON COAST TODAY	920.00	.00	39,954.59
09/30/2012	AP	405.0001	News-Times	149.00	.00	40,103.59
09/30/2012	AP	817.0001	Chamber Comm Corp	4,570.00	.00	44,673.59
09/30/2012	AP	818.0001	Chamber Comm Corp	430.00	.00	45,103.59
09/30/2012	AP	876.0001	FOX Central Oregon	150.00	.00	45,253.59
09/30/2012	AP	877.0001	kTVZ News Channel 21	1,800.00	.00	47,053.59
10/01/2012	AP	790.0001	CBS OUTDOOR	7,065.00	.00	54,118.59
10/03/2012	AP	438.0001	OCCA	6,600.00	.00	60,718.59
10/11/2012	AP	197.0001	Greater Newport Chamber of Crc	300.00	.00	61,018.59
10/19/2012	AP	913.0001	Visitor's Choice	4,000.00	.00	65,018.59
			10/31/2012 (10/12) Period Totals ***	30,748.86	(6,732.10)	65,018.59
10/19/2012	AP	874.0001	Oregon Live	2,500.00	.00	67,518.59
10/20/2012	AP	661.0001	COASTCOM, INC	1,066.38	.00	68,584.97
10/28/2012	AP	804.0001	Chamber Comm Corp	4,600.00	.00	73,184.97
10/28/2012	AP	805.0001	Chamber Comm Corp	400.00	.00	73,584.97

Date	Journ	Reference	Description	Debit Amount	Credit Amount	Balance
10/31/2012	AP	765.0001	OREGON COAST TODAY	920.00	.00	74,504.97
10/31/2012	AP	864.0001	FOX Central Oregon	150.00	.00	74,654.97
10/31/2012	AP	865.0001	KTVZ News Channel 21	1,785.00	.00	76,439.97
11/02/2012	AP	164.0001	Greater Newport Chamber of Crc	400.00	.00	76,839.97
11/20/2012	AP	662.0001	COASTCOM, INC	1,066.38	.00	77,906.35
11/25/2012	AP	806.0001	Chamber Comm Corp	4,680.00	.00	82,586.35
11/25/2012	AP	807.0001	Chamber Comm Corp	320.00	.00	82,906.35
			11/30/2012 (11/12) Period Totals ***	17,887.76	.00	82,906.35
10/12/2012	AP	434.0001	News-Times	15,000.00	.00	97,906.35
11/19/2012	AP	836.0001	Oregon Live	2,500.00	.00	100,406.35
11/21/2012	AP	753.0001	OREGON COAST TODAY	1,230.00	.00	101,636.35
11/27/2012	AP	760.0001	CBS OUTDOOR	14,000.00	.00	115,636.35
12/04/2012	AP	206.0001	Greater Newport Chamber of Crc	211.15	.00	115,847.50
12/04/2012	AP	207.0001	Greater Newport Chamber of Crc	600.00	.00	116,447.50
			12/31/2012 (12/12) Period Totals ***	33,541.15	.00	116,447.50
01/04/2012	AP	244.0001	Greater Newport Chamber of Crc	400.00	.00	116,847.50
08/06/2012	AP	873.0001	CBS OUTDOOR	.00	(1,500.00)	115,347.50
11/30/2012	AP	467.0001	News-Times	229.00	.00	115,576.50
12/19/2012	AP	979.0001	Oregon Live	2,500.00	.00	118,076.50
02/01/2013	AP	1107.0001	On Display Advertising	27,995.00	.00	146,071.50
			01/31/2013 (01/13) Period Totals ***	31,124.00	(1,500.00)	146,071.50
01/20/2013	AP	471.0001	COASTCOM, INC	1,066.38	.00	147,137.88
01/20/2013	AP	472.0001	COASTCOM, INC	19.38	.00	147,157.26
01/22/2013	AP	616.0001	Visitor's Choice	5,000.00	.00	152,157.26
01/31/2013	AP	328.0001	News-Times	89.10	.00	152,246.36
02/05/2013	AP	915.0001	CBS OUTDOOR	4,400.00	.00	156,646.36
02/18/2013	AP	1052.0001	Visitor's Choice	3,000.00	.00	159,646.36
02/20/2013	AP	1048.0001	Oregon Coast Magazine	3,072.75	.00	162,719.11
02/25/2013	CR	1002810.0001	**CHANGE DESCRIPTION** - oregon live / r	.00	(2,500.00)	160,219.11
			02/28/2013 (02/13) Period Totals ***	16,647.61	(2,500.00)	160,219.11
02/20/2013	AP	229.0001	COASTCOM, INC	1,085.76	.00	161,304.87
02/26/2013	AP	254.0001	OREGON COAST TODAY	230.00	.00	161,534.87
02/26/2013	AP	255.0001	OREGON COAST TODAY	230.00	.00	161,764.87
02/26/2013	AP	256.0001	OREGON COAST TODAY	230.00	.00	161,994.87
02/26/2013	AP	257.0001	OREGON COAST TODAY	230.00	.00	162,224.87
02/26/2013	AP	258.0001	OREGON COAST TODAY	230.00	.00	162,454.87
02/26/2013	AP	259.0001	OREGON COAST TODAY	257.60	.00	162,712.47
02/26/2013	AP	260.0001	OREGON COAST TODAY	230.00	.00	162,942.47
02/26/2013	AP	261.0001	OREGON COAST TODAY	230.00	.00	163,172.47
02/26/2013	AP	262.0001	OREGON COAST TODAY	243.00	.00	163,415.47
03/01/2013	AP	637.0001	Eugene Magazine	1,895.00	.00	165,310.47
03/06/2013	AP	307.0001	Celtic Heritage Alliance	348.00	.00	165,658.47
03/07/2013	AP	886.0001	CBS OUTDOOR	10,000.00	.00	175,658.47
03/11/2013	AP	887.0001	CBS OUTDOOR	14,130.00	.00	189,788.47
03/15/2013	AP	775.0001	Greater Newport Chamber of Crc	400.00	.00	190,188.47
03/20/2013	AP	858.0001	COASTCOM, INC	1,085.76	.00	191,274.23
03/25/2013	AP	1092.0001	EUGENE EMERALDS BASEBALL CLUB	11,200.00	.00	202,474.23
03/31/2013	JE	15.0002	Cor GL No - Celtic Heritage Alliance	.00	(348.00)	202,126.23
			03/31/2013 (03/13) Period Totals ***	42,255.12	(348.00)	202,126.23
03/28/2013	AP	834.0001	MEDIAmerica	3,200.00	.00	205,326.23
03/31/2013	AP	549.0001	News-Times	99.00	.00	205,425.23
03/31/2013	AP	812.0001	OREGON COAST TODAY	280.00	.00	205,705.23
04/01/2013	AP	943.0001	1859 - Oregon's Magazine	1,450.00	.00	207,155.23

Date	Journ	Reference	Description	Debit Amount	Credit Amount	Balance
			04/30/2013 (04/13) Period Totals ***	5,029.00	.00	207,155.23
04/24/2013	AP	121.0001	MADDEN PREPRINT MEDIA, LLC	1,460.75	.00	208,615.98
04/28/2013	AP	463.0001	Chamber Comm Corp	4,700.00	.00	213,315.98
04/28/2013	AP	464.0001	Chamber Comm Corp	300.00	.00	213,615.98
04/30/2013	AP	452.0001	OREGON COAST TODAY	1,120.00	.00	214,735.98
04/30/2013	AP	453.0001	CBS OUTDOOR	20,050.00	.00	234,785.98
04/30/2013	AP	485.0001	KFIR Radio	200.00	.00	234,985.98
04/30/2013	AP	619.0001	News-Times	89.00	.00	235,074.98
05/31/2013	AP	930.0001	Greater Newport Chamber of Crc	550.00	.00	235,624.98
			05/31/2013 (05/13) Period Totals ***	28,469.75	.00	235,624.98
05/03/2013	AP	521.0001	OREGON COAST TODAY	280.00	.00	235,904.98
05/07/2013	AP	736.0001	MEDIAmerica	950.00	.00	236,854.98
05/10/2013	AP	522.0001	OREGON COAST TODAY	280.00	.00	237,134.98
05/17/2013	AP	523.0001	OREGON COAST TODAY	280.00	.00	237,414.98
05/24/2013	AP	524.0001	OREGON COAST TODAY	280.00	.00	237,694.98
05/26/2013	AP	217.0001	Chamber Comm Corp	4,700.00	.00	242,394.98
05/26/2013	AP	218.0001	Chamber Comm Corp	300.00	.00	242,694.98
05/30/2013	AP	85.0001	Greater Newport Chamber of Crc	70.00	.00	242,764.98
05/31/2013	AP	86.0001	Greater Newport Chamber of Crc	800.00	.00	243,564.98
05/31/2013	AP	525.0001	OREGON COAST TODAY	280.00	.00	243,844.98
05/31/2013	AP	553.0001	KFIR Radio	200.00	.00	244,044.98
06/04/2013	AP	357.0001	Greater Newport Chamber of Crc	847.96	.00	244,892.94
06/10/2013	AP	358.0001	Greater Newport Chamber of Crc	275.00	.00	245,167.94
06/19/2013	AP	888.0001	News-Times	22,000.00	.00	267,167.94
06/24/2013	AP	814.0001	Greater Newport Chamber of Crc	225.20	.00	267,393.14
			06/30/2013 (06/13) Period Totals ***	31,768.16	.00	267,393.14
06/30/2013	AP	433.0001	OREGON COAST TODAY	1,120.00	.00	268,513.14
06/30/2013	AP	436.0001	Chamber Comm Corp	4,700.00	.00	273,213.14
06/30/2013	AP	437.0001	Chamber Comm Corp	300.00	.00	273,513.14
06/30/2013	AP	458.0001	KFIR Radio	200.00	.00	273,713.14
07/01/2013	AP	435.0001	On Display Advertising	8,000.00	.00	281,713.14
07/03/2013	AP	86.0001	Greater Newport Chamber of Crc	800.00	.00	282,513.14
			06/30/2013 (13/13) Period Totals ***	15,120.00	.00	282,513.14
			06/30/2013 (14/13) Period Totals ***	.00	.00	282,513.14
			07/01/2013 (00/13) Period Totals ***	.00	.00	.00
07/25/2013	AP	472.0001	Greater Newport Chamber of Crc	741.20	.00	741.20
			07/31/2013 (07/13) Period Totals ***	741.20	.00	741.20
			08/31/2013 (08/13) Period Totals ***	.00	.00	741.20

Report Criteria:

Account: 403-4310-6207 ADVERTISING & MARKETING EXP
 Periods: 07/12 to 08/13
 Amount type: Actual
 Display: Reference detail
 Order by: Date/Journal/Reference number

From: Brad Parsons [<mailto:bparsons@meadowoutdoor.com>]
Sent: Thursday, August 08, 2013 4:46 PM
To: Lorna Davis
Subject: Destination Newport proposed units - Meadow Outdoor

Hi Lorna,

I have gone through every available location we have, including all renewals through November, and have put together this list of our best locations. The only Grand Ronde Hwy 18 available unit we have is heading east to Spirit Mountain from Lincoln City. It cannot be used as a directional but it does hit the same returning traffic at a lower cost. The Eugene Wall is a very unique opportunity and targets the heavy morning traffic exiting of I-105 into downtown.

I will be flying to Florida on Thursday 8/15 so will not be able to make the meeting. However, my cell # is 503-737-9355 and I am happy to answer any questions the committee might have that your wish to place on my voicemail. I land in Orlando at 6p EST so can call back then to follow up with you or anyone on the committee and answer any questions.

Thank you for the opportunity for Meadow to present our units.

Sincerely,

Brad

Brad Parsons
Regional Manager



www.meadowoutdoor.com

Read here about our Company History & The Meadow Difference <http://meadowoutdoor.com/about>

In what other states may I help you?

CALIFORNIA-IDAHO-MONTANA-OREGON-UTAH-WASHINGTON-WYOMING

800-221-4114 Office
503-344-4657 Direct
503-737-9355 Cell
541-296-1855 Fax

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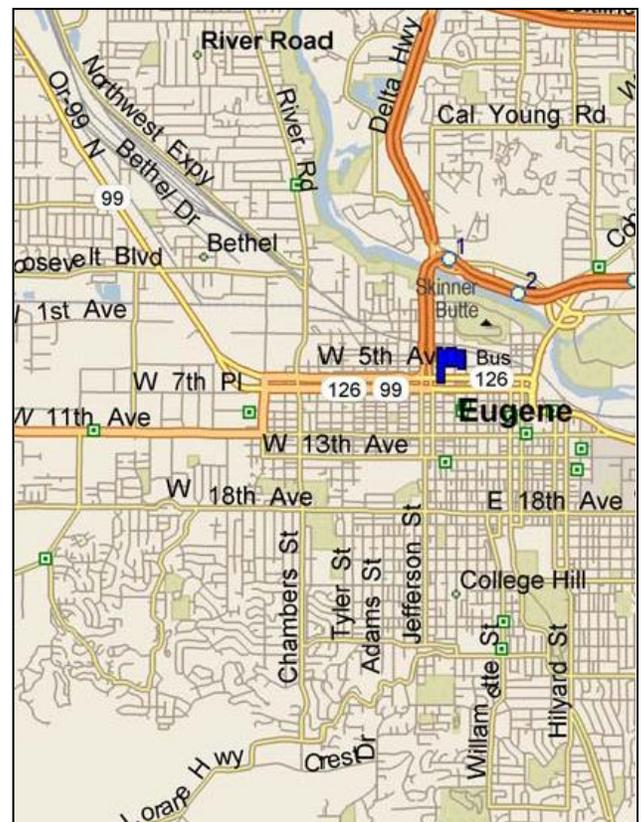
MEADOW

OUTDOOR ADVERTISING



L#TO-1023
 Eugene, Lane County, Oregon
 East Facing

FEATURES
LOCATION: I-105 east line @ 6 th Avenue
SIZE: 9' x 28' Illuminated
TRAFFIC COUNT/DEC: 30,400 / 19,942.4
LATITUDE: +44.05281
LONGITUDE: -123.09992
DESCRIPTION
Located in the heart of Eugene near the University of Oregon, this display reads to traffic at the I-105 Junction and to traffic continuing on this major arterial toward the junctions with Hwy 99 and Hwy 126.
PRICING
12 Month Term: \$975.00 (net) Per Month



Brad Parsons
 503-737-9355
 bparsons@meadowoutdoor.com
www.meadowoutdoor.com

MEADOW

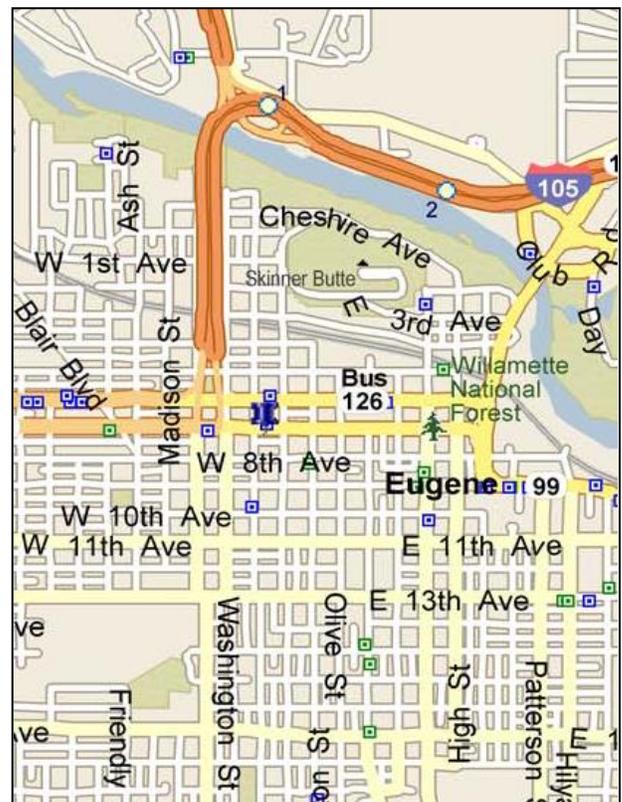
OUTDOOR ADVERTISING



L# WALL 22
Eugene, Lane County, Oregon
West Facing

FEATURES
LOCATION: West 7 th Avenue south line 100' east of Lawrence Street *Text/Logo limited to 92 sq.ft. of copy but you can use the entire space for graphics.
SIZE: 10' x 30' / Illuminated
TRAFFIC COUNT/DEC: 31,000 / 20,336
LATITUDE: +44.052068
LONGITUDE: -123.098453
DESCRIPTION
Right hand, eye level read on a major one way arterial that delivers traffic into downtown Eugene. One mile from the UO campus.
PRICING
12 Month Term: \$1,695.00 (net) Per Month Includes (1) vinyl production & installation

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www.meadowoutdoor.com



MEADOW

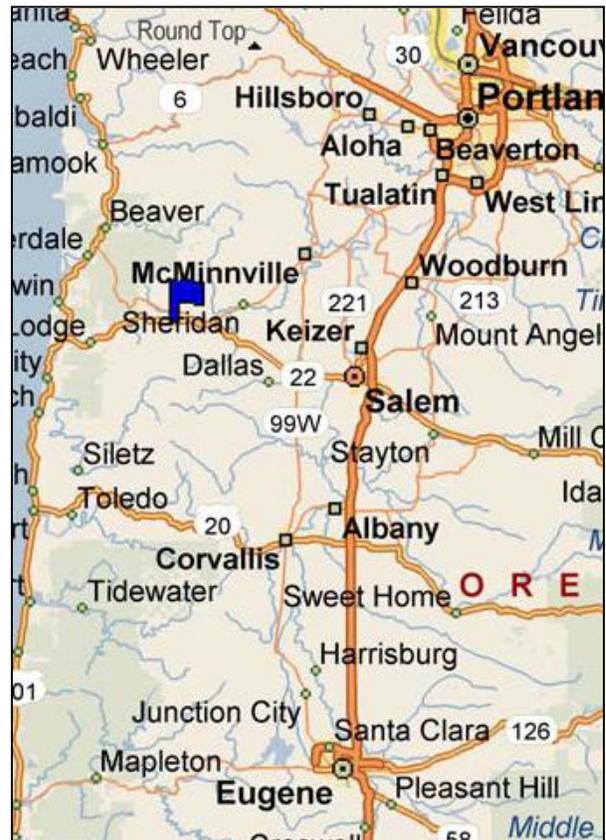
OUTDOOR ADVERTISING



L#10086
Grand Ronde, Polk County, Oregon
West Facing

FEATURES
LOCATION: Hwy 18 north line 2218' W/O Firehall Road
SIZE: 14' x 48' / Illuminated
TRAFFIC COUNT/DEC: 7,400 / 4,854.4
LATITUDE: +45.0583652
LONGITUDE: -123.628184
DESCRIPTION
This sign offers an incredible view of the advertisers message to motorist traveling between the Oregon Coast and the I-5 corridor through the Grand Ronde Valley and the Spirit Mountain Casino development.
PRICING
12 Month Term: \$625.00 (net) Per Month

Brad Parsons
503-737-9355
bparsons@meadowoutdoor.com
www.meadowoutdoor.com



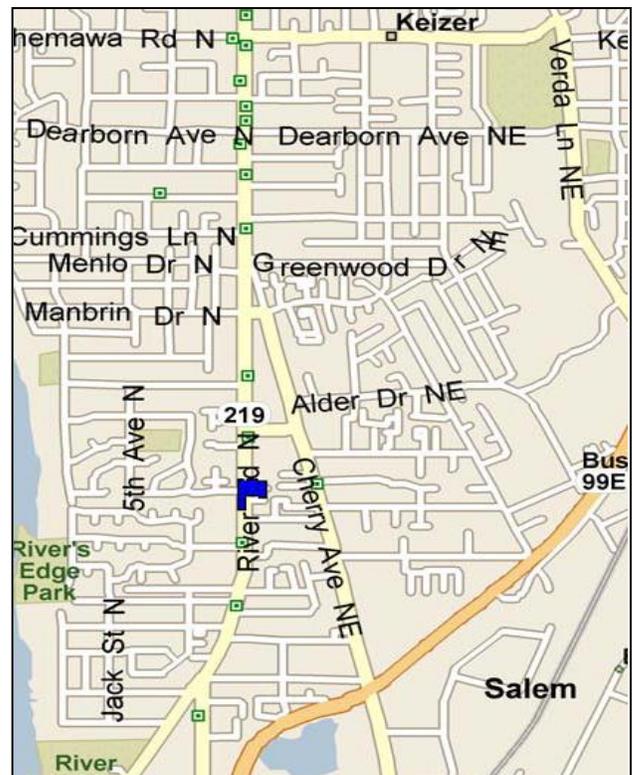
MEADOW

OUTDOOR ADVERTISING



L# 10108
Keizer, Marion County, Oregon
South Facing

FEATURES
LOCATION: River Road WL .2 mi N/O Glynbrook
SIZE: 12' x 24' / Illuminated SMARTLINK
TRAFFIC COUNT/DEC: 29,160 / 19,128.96
LATITUDE: +44.98125
LONGITUDE: -123.026783
DESCRIPTION
Display reads to motorists traveling north toward commercial residential areas of Keizer on a high traffic arterial.
PRICING
12 Month Term: \$625.00 (net) Per Month AVAILABLE 10/2/13



Brad Parsons
503-737-9355
bparsons@meadowoutdoor.com
www.meadowoutdoor.com

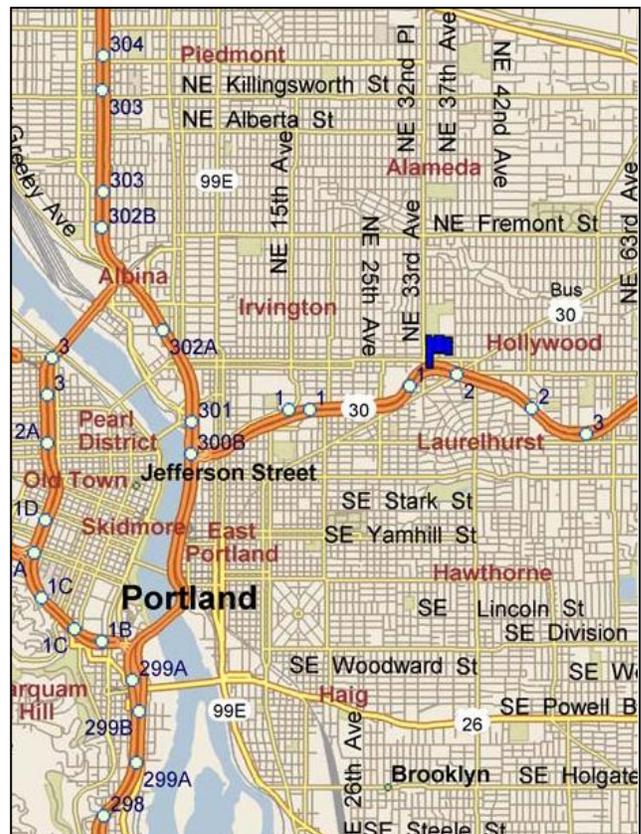
MEADOW

OUTDOOR ADVERTISING



L#TC-2050
 Portland, Multnomah County, Oregon
 West Facing

FEATURES
LOCATION: I-84 north line 750 feet west of 33 rd Avenue
SIZE: 14' x 48'/Illuminated
TRAFFIC COUNT/DEC: 171,700 / 112,635.2
LATITUDE: +45.533026
LONGITUDE: -122.633021
DESCRIPTION
Display reads to traffic traveling east from downtown Portland and surrounding commercial districts, and eastbound traffic arriving from north or south I-5. Slow moving traffic during commuter hours with routine congestion for long reads. Also reads to MAX train commuters. Highest traffic count in Oregon.
PRICING
12 Month Term: \$5,500.00 (net) Per Month AVAILABLE NOVEMBER 2013



Brad Parsons
 503-737-9355
bparsons@meadowoutdoor.com
www.meadowoutdoor.com

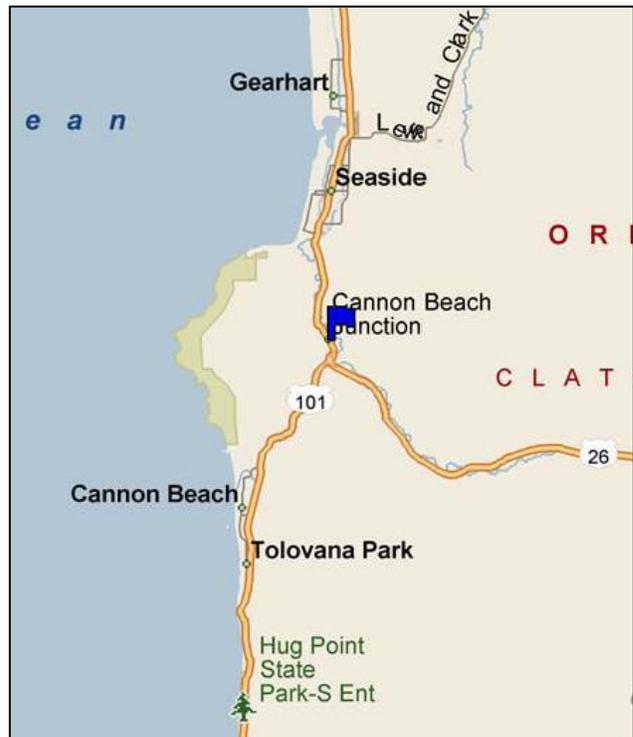
MEADOW

OUTDOOR ADVERTISING



L#10021
 Seaside, Clatsop County, Oregon
 North Facing

FEATURES
LOCATION: Highway 101 west line .25 mile north of Junction Highway 26
SIZE: 8' x 24'/Illuminated
TRAFFIC COUNT/DEC: 10,200 / 6,691.2
LATITUDE: +45.94507
LONGITUDE: -123.92172
DESCRIPTION
Right hand reader reads to beach visitors traveling southbound toward Cannon Beach, or going inland on Hwy 26.
PRICING
12 Month Term: \$795.00 (net) Per Month



Brad Parsons
 503-737-9355
 bparsons@meadowoutdoor.com
www.meadowoutdoor.com

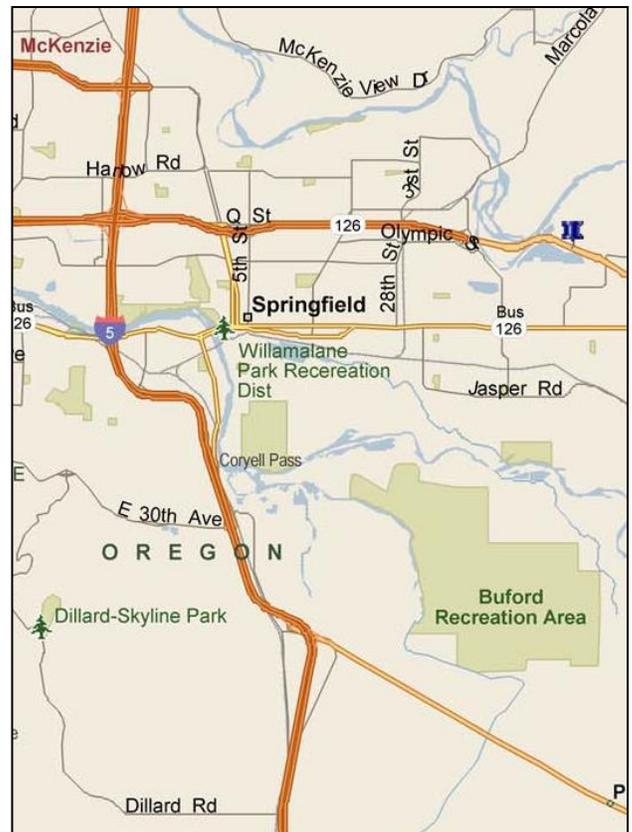
MEADOW

OUTDOOR ADVERTISING



L#10119
Springfield, Lane County, Oregon
East Facing

FEATURES
LOCATION: I-105 north line .3 miles west of 52 nd
SIZE: 14' x 40' / Illuminated
TRAFFIC COUNT/DEC: 30,300 / 19,876.8
LATITUDE: +44.058452
LONGITUDE: -122.946383
DESCRIPTION
Right hand reader displays to westbound traffic traveling toward central Springfield, Eugene and the I-5 junction.
PRICING
12 Month Term: \$900.00 (net) Per Month AVAILABLE 10/8/13



Brad Parsons
503-737-9355
bparsons@meadowoutdoor.com
www.meadowoutdoor.com

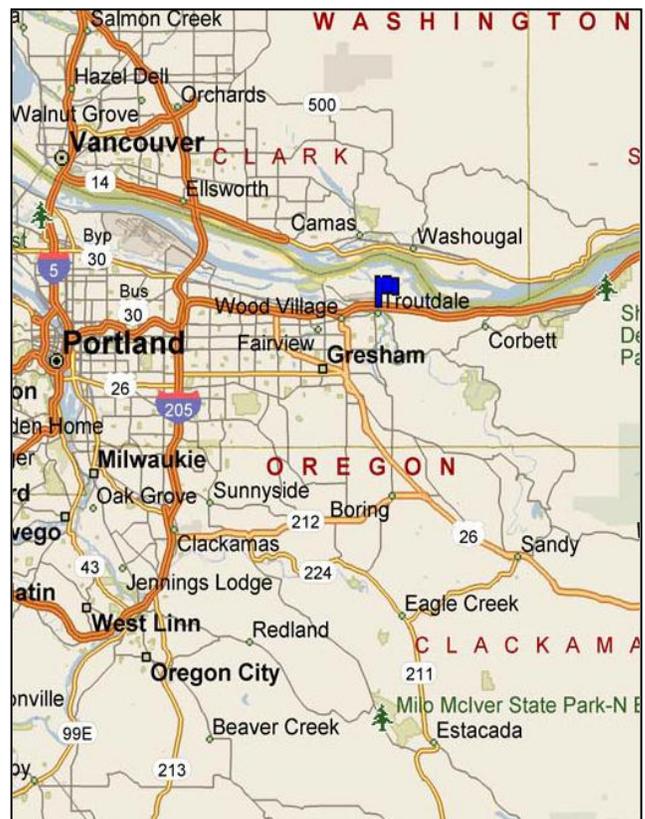
MEADOW

OUTDOOR ADVERTISING



L#TC-2053
 Troutdale, Multnomah County, Oregon
 East Facing

FEATURES
LOCATION: I-84 south line 1,000 feet west of Sandy River
SIZE: 14' x 48' / Illuminated
TRAFFIC COUNT/DEC: 28,100 / 18,433.6
LATITUDE: +45.544488
LONGITUDE: -122.387821
DESCRIPTION
This display greets thousands of motorists entering the Portland Metro market traveling from the majestic Columbia River Gorge from Eastern Oregon.
PRICING
12 Month Term: \$1,695.00 (net) Per Month
AVAILABLE 7/13/13



Brad Parsons
 503-737-9355
 bparsons@meadowoutdoor.com
www.meadowoutdoor.com

Cindy Breves

From: Lorna Davis <lorna@newportchamber.org>
Sent: Monday, August 05, 2013 9:11 AM
To: Cindy Breves
Subject: FW: Today

Hi Cindy, another one for the agenda.

From: Marti Staprans Barlow [mailto:marti@hospitalityvision.net]
Sent: Thursday, August 01, 2013 1:47 PM
To: Lorna Davis
Subject: Today

Hi Lorna,
It was great seeing you today – let me know if we can work together on your lobby hd tv display!

Also, thanks for arranging to have me on the Destination Newport agenda to talk about our Visitor Hotel Info channel via HospitalityVision and Newport's new virtual concierge via Concierge ToGo.

If you send me what you would like on you ad for the Tv's that we trade out for membership, I will get it updated. The one we have been running is several years old and outdated. This way hotel guests can be directed to your website and your visitor center.

Have a great day, Marti



The AAA brand impacts readership and buying habits



Via proudly serves AAA members in Oregon and southern Idaho . The magazine is fueled by the strength and integrity of AAA, one of the country's oldest and most respected brands. This AAA connection brings credit and integrity to our content which, in turn, drives readers to use the magazine as a travel resource and planning tool. Advertising in Via is the only way marketers can gain access to all of our club members and the purchasing power they represent.

Via's circulation of 435,000 reaches one in four homes in the region and boasts market penetration greater than any other regional media --- broadcast or print. The magazine is published six times a year and features travel, automotive and lifestyle editorial. The club's consistently high member renewal rate supports Via's robust circulation growth. Add in impressive readership statistics and you'll see evidence of a reader trust that delivers results for advertisers.





Audience Profile

- ◆ On average, Via reader households earn \$14,100 more than non reader households in Oregon and Southern Idaho.
- ◆ Via readers are 51% more likely to have a post graduate degree than the average Oregon or Southern Idaho adult.
- ◆ Each issue of Via Oregon/Idaho is delivered to one fourth of all households in Oregon and Southern Idaho.



		Audience	Composition	Coverage	Index
Men		472,000	47%	25%	95
Women		529,000	53%	28%	105
Married		621,000	62%	29%	110
Household Income					
\$60,000+		535,000	53%	33%	126
\$75,000+		359,000	36%	35%	134
\$100,000+		240,000	24%	52%	197
\$150,000+		73,000	7%	66%	250
\$200,000+		23,000	2%	71%	271
Average HHI	\$74,700				
Median HHI	\$62,900				
Age					
18-34		170,000	17%	15%	57
35-54		285,000	29%	21%	81
55-64		272,000	27%	39%	148
65+		274,000	27%	42%	161
Median Age	56.8 years				
Education					
Attended College		747,000	75%	30%	115
Bachelor's Degree+		465,000	46%	40%	151
Home					
Own Home		814,000	81%	34%	128
Median Home Value	\$269,989				
Mean Home Value	\$296,557				

Source: 2012 Doublebase, prototype; GfK MRI

via





Editorial Calendar 2013

January/February 2013 Closes November 1

Vegas Bargains
Ethnic Neighborhoods
Waimea Canyon
Turkey
Weekender: Hillsboro, Oregon

March/April 2013 Closes January 2

Wildflowers
Australia
The Portland Loop
Carlsbad, California
Weekender: Depoe Bay, Oregon

May/June 2013 Closes March 1

Volcanoes
Road Food
Victoria, B.C.
Biking
Eugene, Oregon
Weekender: Rockaway Beach, Oregon

July/August 2013 Closes May 1

Great Drives
Salmon Fishing
Rocky Mountains
Delicious Berries
Weekender: Walla Walla, Washington

September/October 2013 Closes July 1

San Francisco Waterfront
The Galápagos
Willamette Valley Wine
Coos Bay, Oregon
Weekender: Cottage Grove, Oregon

November/December 2013 Closes September 2

Monterey
Zinfandel Wine
Downtown Vegas
Lincoln Memorial
Washington, D.C.
Idaho for Foodies
Weekender: The Dalles, Oregon



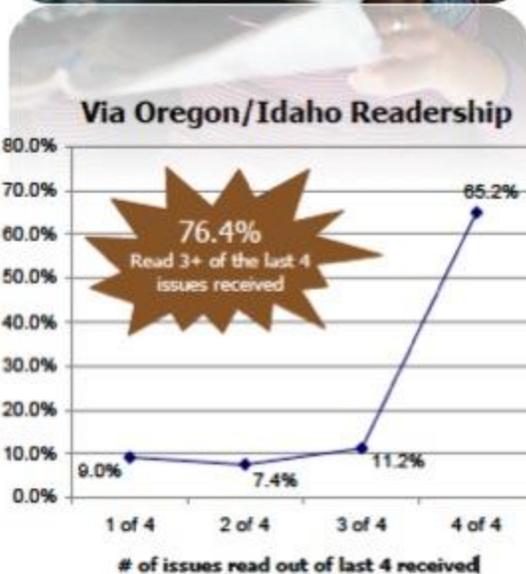


Readership

- ◆ Via is one of the best read AAA titles in the U.S.. It maintains a loyal and involved audience issue after issue. Readers spend, on average, 28.3 minutes out of their busy schedule to enjoy the magazine. It is this attentive audience that produces results for Via advertisers.
- ◆ In 2011 Via Magazine was a Bronze Winner of the Lowell Thomas Award for Best Travel Magazine, acknowledging the consistently excellent quality of its editorial and photographic content.

Actions taken as a result of reading Via in the past year:

Took any action	70.3%
Became aware of AAA discount(s) or Used/Received AAA discount(s)	44.8%
Visited/contacted AAA office	35.2%
Used AAA Tour Book	23.4%
Traveled to a destination advertised or written about	20.1%
Visited AAA.com	16.6%
Planned or modified existing plans for a trip	15.1%
Made reservations or bought tickets	13.0%
Visited an advertiser's website	9.6%
Obtained information on a product or service advertised	8.3%
Called a toll-free number	8.0%
Called or visited AAA Travel Agent	6.7%
Visited AAA Magazine website	5.1%
Sent for information using AAA Magazine Reader Service Card	3.2%
Called an advertiser directly for information	3.0%



Source: 2011 Via Oregon+Idaho Reader Profile Study, GfK MRI





Regional Travel

Circulation:
435,000

Audience:
1,000,500

Circulation Region:
Oregon and Southern Idaho



- ◆ The Northwest is the most popular reader vacation spot
- ◆ 81.3% of Via Oregon/Idaho readers took at least one overnight domestic trip in the past year

Top areas visited in the past year:

Oregon Coast	54.9%
Portland	39.7%
Seattle	28.0%
Central Oregon	27.0%
Columbia River Gorge	26.6%
Northern California	25.5%
Willamette Valley	24.3%
Bend/Mt. Bachelor	23.3%
Southern California	22.7%
Southern Oregon	17.6%
Eastern Oregon	16.1%
Las Vegas, NV	16.1%
San Francisco Bay Area	13.7%
Boise, ID	13.5%
Los Angeles Area	11.9%
Coastal Washington	10.9%
Phoenix/Scottsdale, AZ	10.0%
Reno, NV	8.3%
Salt Lake City, UT	7.8%
Orange County, CA	7.2%
Shasta/Cascades	7.2%
California Wine Country	6.8%
Spokane, WA	6.7%
Sacramento, CA	6.6%
Central California Coast	6.4%
San Diego County	6.3%
Palm Springs Area	6.2%
Monterey/Carmel, CA	5.1%
Yellowstone	5.1%
Lake Tahoe	4.8%
New York City, NY	4.7%
Yakima, WA	4.0%
Jackson Hole, WY	3.6%
Laughlin, NV	3.1%
Sun Valley, ID	3.1%
San Juan Islands, WA	3.0%
Santa Fe, NM	2.5%
Yosemite	2.0%
Sedona, AZ	1.7%

Source: 2011 Via Oregon+Idaho Reader Profile Study, GfK MRI

via





Travel Planning and Booking

It is no surprise that Via readers turn to the magazine as a primary source of travel information and guidance. Whether planning for a specific trip or seeking new travel ideas, Via consistently provides sound advice and valuable inspiration.

Via is also a respected and helpful travel companion, accompanying many members on local and regional trips with plenty of ideas for sights to see and adventures to experience.

Sources of information when planning a trip:

Friends or relatives	54.9%
Via Magazine	39.3%
Other websites	33.6%
Direct from accommodations/travel provider	26.7%
Other magazines/newspapers	25.9%
Books	23.6%
AAA Travel Agency	19.4%
AAA website	16.4%
Television	15.5%
Other travel agency	13.2%

Source: 2011 Via Oregon+Idaho Reader Profile Study, GfK MRI



via





General Ad Rates 2013*

Rate Base:
435,000

Total Readers:
1,000,500

Circulation Region:
Oregon and
Southern Idaho



	1x	3x	6x
4 Color			
Full Page	\$10,480	\$9,960	\$9,430
2/3 Page	7,350	6,980	6,620
1/2 Page	6,300	5,990	5,670
1/3 Page	3,980	3,780	3,580
1/6 Page	2,420	2,300	2,180
2 Color			
Full Page	\$9,480	\$8,960	\$8,490
2/3 Page	6,620	6,290	5,960
1/2 Page	5,680	5,400	5,110
1/3 Page	3,590	3,410	3,230
1/6 Page	2,170	2,060	1,950
B&W			
Full Page	\$8,390	\$7,970	\$7,550
2/3 Page	5,870	5,580	5,280
1/2 Page	5,040	4,790	4,540
1/3 Page	3,510	3,330	3,160
1/6 Page	1,920	1,820	1,730
Covers			
Cover 2	\$12,060	\$11,460	\$10,850
Cover 3	11,540	10,960	10,390
Cover 4	13,140	12,480	11,830

*All rates are gross

via





Travel Guide Ad Rates 2013*

Rate Base:
435,000

Total Readers:
1,000,500

Circulation Region:
Oregon and
Southern Idaho



	1x	3x	6x
4 Color			
1/3 Page	\$4,020	\$3,820	\$3,620
4 inch	2,010	1,910	1,810
3 inch	1,510	1,430	1,360
2 inch	1,010	960	910
1 inch	530	500	480
B&W			
1/3 Page	\$3,200	\$3,040	\$2,880
4 inch	1,600	1,520	1,440
3 inch	1,200	1,140	1,080
2 inch	820	780	740
1 inch	430	410	390

*All rates are net

Ads may not be less than 1 column inch in depth. Columns are 2 – 1/8" wide. Ads exceeding 4" will be billed at the rate of a 4" ad plus the incremental inches.

No Agency Discounts.

via





Ad Close Dates 2013

Rate Base:
435,000

Total Readers:
1,000,500

Circulation Region:
Oregon and
Southern Idaho



Issue Date

Ad Close

Materials Due

January/February

11/01/12

11/05/12

March/April

01/02/13

01/07/13

May/June

03/01/13

03/05/13

July/August

05/01/13

05/06/13

September/October

07/01/13

07/05/13

November/December

09/02/13

09/06/13

via





Ad Specifications

Trim size: 8" x 10.5" Bleed size: 8.25 x 10.75"



Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (Bleed)

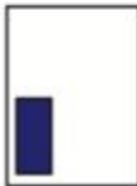


1/3 Page
Vertical:
2.25" wide x 9.5" high

Square:
4.625" wide x 4.625" high



2/3 Page
Vertical:
4.625" wide x 9.5" high



1/6 Page
Vertical:
2.25" wide x 4.625" high



1/2 Page
Horizontal:
7" wide x 4.625" high



Travel Guide

1/3 Travel Guide: 4.5" wide x 4" high
4 inch: 2.125" wide x 4" high
3 inch: 2.125" wide x 3" high
2 inch: 2.125" wide x 2" high
1 inch: 2.125" wide x 1" high

Back Cover — New Size



Back Cover Size:
8" wide x 8.5" high

Live Copy Area:
(align at the top)
7" wide x 8" high

Bleed:
(bleeds three sides only)
8.25" wide x 8.75"

DIGITAL REQUIREMENTS

Ad Materials will be accepted in the following digital formats: CD, Macintosh Platform required, preferred programs, specifically, InDesign, Quark X-Press, Illustrator and Photoshop. Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CMYK. High resolution PDF files are acceptable.

If ad size is 6 mb or smaller, email file to:
mira.roytman@viagemagazine.com

For larger files use: mirasroytman@gmail.com

PROOF REQUIREMENTS

Laser prints are acceptable.

AD CORRECTIONS

Ad corrections requested prior to Materials Due date can be made at prevailing rates.

CONTACT INFORMATION

All ads sent must include a contact person, phone number, fax number and email address.

EXTENSIONS

No extensions will be granted without approval of the Advertising Art and Production Director. For extensions contact: Mira Roytman 510.596.5316
mira.roytman@viagemagazine.com

SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcalá,
1900 Powell Street, Suite 1200, Emeryville, CA 94608



New Advertiser Rates For Limited Time Only



Via is offering *new* advertisers* an exclusive opportunity to have your sales message seen by more than 1 million AAA readers --- in 435,000 member homes in Oregon and Idaho. These special rates for full and half page ads --- *35% below published rate card* --- are available for a limited time only*.

Full Page Rate \$5,990 Net

Half Page Rate \$3,480 Net

AAA members turn to Via as a favorite vacation planning tool. Now you can harness the power of AAA at unprecedented discounts. Hurry... space at these low rates is limited!

Call your Via representative to reserve space TODAY!

Mike Dirkx

Office: 503.636.1850

Cell: 503.577.7454

mikedirkx@comcast.net

via

*Advertisers must not have been in any issue of Via Oregon/Idaho during the past year. Based on space availability. First come, first served. Offer good through January/February 2013 issue.

Via Travel Guide Special Discounted Rates for New Advertisers



Via is offering *new* advertisers* an exclusive opportunity to appear in Via's popular Travel Guide, delivered to 435,000 AAA homes in Oregon and Idaho--- reaching more than 1 million readers. These deeply discounted full color rates --- *35% below rate card* --- are available for a limited time only*.

	1X	3X
1/3 Page	\$2,613	\$2,483
4 inch	1,307	1,242
3 inch	982	930
2 inch	657	624
1 inch	345	325

AAA members turn to Via often as a favorite vacation planning tool. Now you can put the power of AAA to work for you at unprecedented discounts. Hurry... space at these rates is limited!



Mike Dirkx
Office: 503.636.1850
Cell: 503.577.7454
mikedirkx@comcast.net



*Advertisers must not have been in any issue of Via during the past year. Based on space availability. First come, first served. Offer good through January/February 2013 issue.

Cindy Breves

From: Lorna Davis <lorna@newportchamber.org>
Sent: Friday, July 26, 2013 4:25 PM
To: Randy Joss
Cc: Cindy Breves
Subject: RE: Hello From KEZI 9

Hi Randy, yes, if you would like to make another appearance we meet on the third Thursday of each month. The next meeting is the 15th of August at 2 pm at City Hall. All proposals and agenda requests should be in no later than 10 days prior. I will be out at a conference but planned on conferencing in so they will have a quorum. Bear in mind that the proposal/running has been over \$5000 so it has to go before council, which delays things a little for final stamp of approval.

Thank you, and thank you for the extra coverage. It goes a long way!
Lorna

From: Randy Joss [mailto:rjoss@cmc.net]
Sent: Friday, July 26, 2013 4:22 PM
To: Lorna Davis
Subject: Hello From KEZI 9

Hi Lorna,
Hope you are having a great summer. I wanted to let you know that since we ended our paid schedule in June, I have continued to add in extra runs of the Discover Newport commercials. I will continue doing this as I have time available.

Last year we ran September through November also as part of the paid campaign. It would be great to do this again. Should I make another presentation at your next meeting?

I would be glad to do it.

Thanks again for all you have done with our station.

Have a nice weekend.

Randy Joss
KEZI 9 ABC
541-225-1159 direct
rjoss@cmc.net

Newport Tourism



The COAST YOU REMEMBER. 1-800-COAST111



Follow us on Facebook

HOME EAT/SLEEP/DO ACTIVITIES ABOUT NEWS CONTACT US

EVENTS

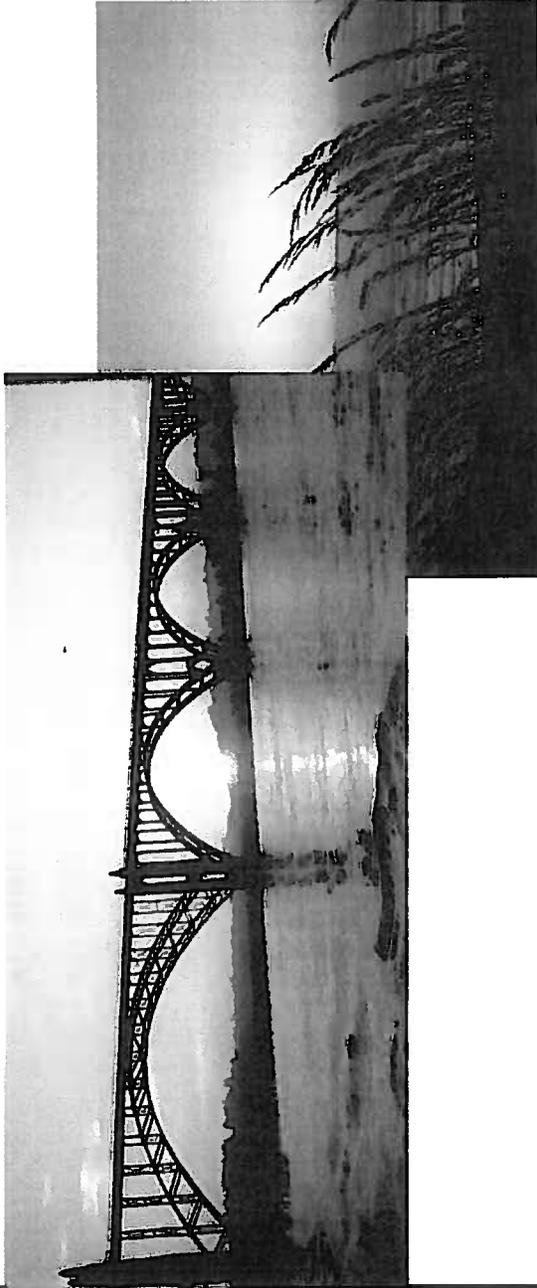
FRESH ROUGH

SEVENA HARBOR

EVENTS

Search

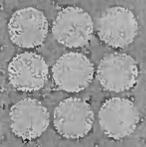
See also: [The Newport Chamber of Commerce Calendar of Events](#) for a complete listing of events in Newport.



COMCAST
SPOTLIGHT

Putting the power of Comcast Spotlight to
work for Newport Oregon

Presented by Cindy Hanson & Norm Pytel



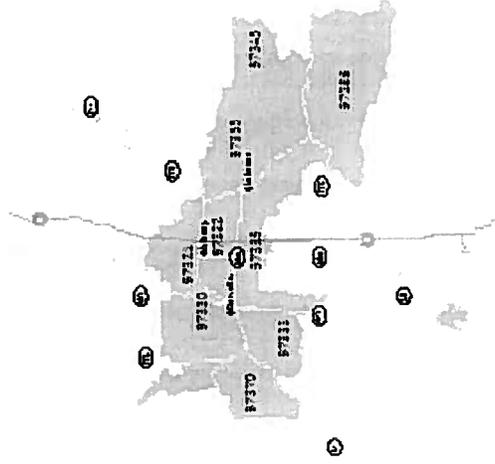
What we heard:

- Markets: Eugene, Springfield, Albany, Corvallis and Bend
- Currently using Broadcast to reach Eugene Market KEZI - successful
 - measured by increase in visitors Seafood/Wine Festival
 - Number of hits on website
- Targets
 - Soccer Moms
 - Retirees
- Season: August - November & February - June
- Added Value – important

What we recommend (cont):

- Goal #2: Targeted – Soccer Mom/Retiree schedule in Albany/Corvallis
 - 300 spots per month

CORVALLIS ZONE



Comcast Spotlight
 200 S. 2nd St.
 Corvallis, OR 97331
 Phone: 503.325.3333

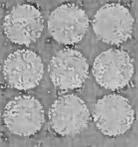
Zip Code	Area
97330	Albany
97331	Albany
97332	Albany
97333	Albany
97334	Albany
97335	Albany
97336	Albany
97337	Albany
97338	Albany
97339	Albany
97340	Albany
97341	Albany
97342	Albany
97343	Albany
97344	Albany
97345	Albany
97346	Albany
97347	Albany
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97349	Albany
97350	Albany
97351	Albany
97352	Albany
97353	Albany
97354	Albany
97355	Albany
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97357	Albany
97358	Albany
97359	Albany
97360	Albany
97361	Albany
97362	Albany
97363	Albany
97364	Albany
97365	Albany
97366	Albany
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97375	Albany
97376	Albany
97377	Albany
97378	Albany
97379	Albany
97380	Albany
97381	Albany
97382	Albany
97383	Albany
97384	Albany
97385	Albany
97386	Albany
97387	Albany
97388	Albany
97389	Albany
97390	Albany
97391	Albany
97392	Albany
97393	Albany
97394	Albany
97395	Albany
97396	Albany
97397	Albany
97398	Albany
97399	Albany

Comcast Spotlight
 200 S. 2nd St.
 Corvallis, OR 97331
 Phone: 503.325.3333



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Total Investment to Reach all three goals:

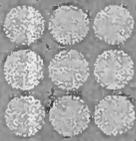
Monthly investment*

Goal #1: Enhance current TV investment	\$2,500 Eugene Metro/Cottage Grove
Goal #2: Target Corvallis/Albany market	\$1,000
Goal #3: Reach Portland without BIG \$	\$5,000 Xfinity Online Portland DMA

Total Investment:

\$8,500

* Tailorable to any combination of goals, festival/events or seasonable needs

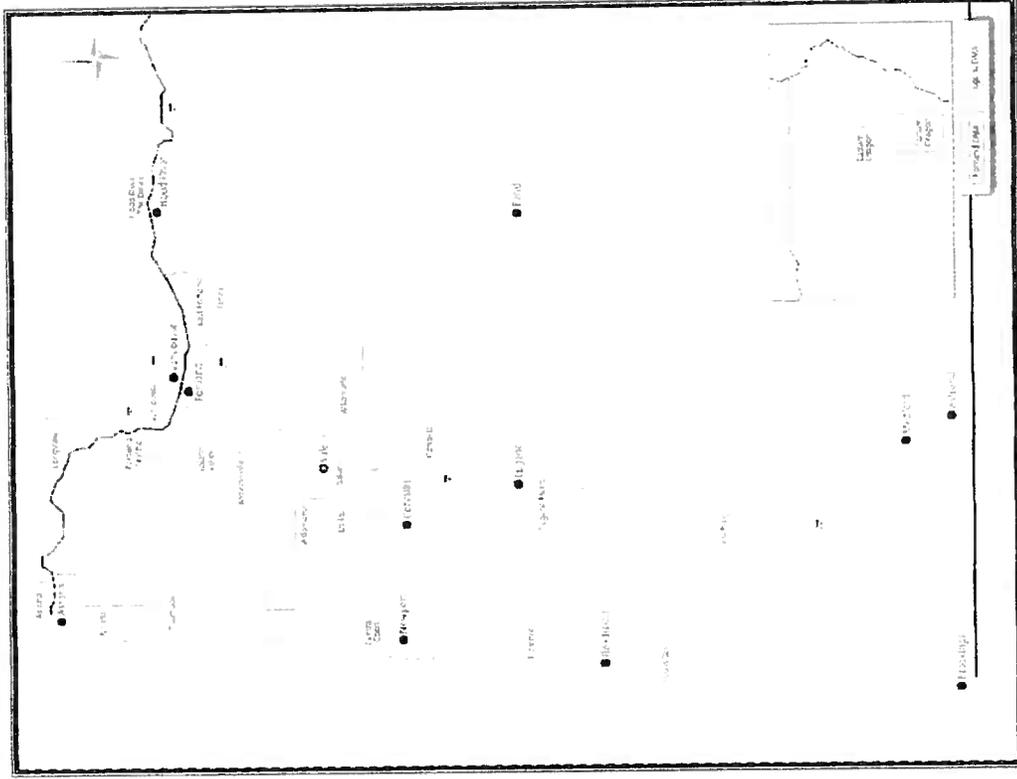


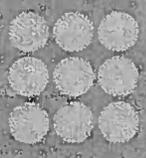
Target specific Areas Without Waste

Targeted Regional Advertising

Accomplish targeted goals:

- Overlay frequency schedule to complement investment in KEZI Eugene market
- Target Corvallis/Albany with cable
- Enhance current creative to reach the normally too expensive Portland market





Cable Networks recommendations

TARGET: Retirees (60+)
and Soccer Moms (18+ With Children Age 6 – 11 In Household)

Hallmark
Nickelodeon
History
ABC Family
CNN
Fox news
E!
The Weather Channel
National Geographic
MSNBC
Oxygen
Xfinity

Eugene Cable Viewers love to drive to the Coast

Cable Subscribers	Persons	% of Target
Vacation By Car	94,866	72.7%
Hunt, Fish, Or Camp	63,143	48.4%
Vacation By Air Travel	60,604	46.4%
Hiking Or Backpacking	42,178	32.3%
Snow Skiing	15,015	11.5%

Top Domestic Travel Destinations for Eugene Cable Subscribers:

Cable Subscribers	Persons	% of Target
Travel To Bend Or Central Oregon		
Plan To Purchase In Next 6 Months	52,797	40.5%
Travel To Oregon Coast		
Plan To Purchase In Next 6 Months	75,849	58.1%
Travel To Southern Oregon		
Plan To Purchase In Next 6 Months	40,246	30.8%
Online Activities Used-Pst30 Days		
Travel Information Or Services	89,331	68.4%

- Nearly three quarters of all Eugene cable subscribers said they vacation by car
- Almost half hunt, fish or camp
- Over 46% Vacation by Air travel
- Nearly one-third enjoy hiking or backpacking
- Just over 15,000 cable subscribers in Eugene enjoy snow skiing.
- Over half of Eugene cable subscribers plan to travel to the Oregon coast in the next six months
- Over 68% of Eugene Cable Subscribers used the internet in the past month for travel information or services

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Portland Xfinity.com Users Love to drive to the Coast

Visited Xfinity.com (30 days)	Index
#Air Rnd-Trps/Cont US Pst12 Mnths	133
3+	
# Air Bus. Trips Taken In US Ps Yr	140
3+	
#Air Per/Vac Trips Taken US Ps Yr	260
5+	
#Air Trips:Combined Bus/Per Ps Yr	159
5+	
Domestic Places Visited Past Year	
Ashland-Medford Area	104
Bend-Sisters Area	121
Canada	136
Cannon Beach	112
Las Vegas	134
Lincoln City	117
Los Angeles	127
Newport	138
Seaside	104
Seattle	151
Other California	106
Oth U.S. Place Excl Alaska&Hawaii	138
Other Washington	109
Ways Used Internet Past 30 Days	
Trvrsvtns(AirIn,Htl,AutoRntl,E)	150
Prof Serv Used By HH Pst 12 Mnths	
Travel Agent	152
Items/Serv.HH Plans Buy Nxt12 Mos	
Second Home	137
RV (Motor Home)	146
Personal Watercraft	132

Top Domestic Travel Destinations for

Portland Xfinity.com Visitors:

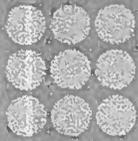
Domestic Places Visited Past Year	Persons	% of Target
Lincoln City	128,087	30.1%
Seattle	116,427	27.4%
Bend-Sisters Area	84,201	19.8%
Oth U.S. Place Excl Alaska&Hawaii	82,719	19.4%
Newport	80,127	18.8%

Portland Xfinity.com Users love to do

Outdoor and Tourist Activities:

Leisure Activities Past 12 Months	Persons	% of Target
Camping	194,288	45.7%
Fishing	108,865	25.6%
Golf	56,543	13.3%
Hiking-Backpacking	143,552	33.8%
Jogging-Running	117,313	27.6%
Photography	150,156	35.3%

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SPOTLIGHT

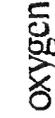


Destination Newport

Advertise where your customers are watching!

Eugene Metro/Cottage Grove and Corvallis/Albany Zones

You will get 600 total spots on the following networks:



xfinity

Online ad - 325,000 impressions in Portland DMA (includes Portland and valley with a link to your website)

Total: \$8,500 per month

Signature _____

date _____

COMCAST
SPOTLIGHT

From: Joe Van Ras [<mailto:joe@kfir720am.com>]
Sent: Thursday, June 27, 2013 1:25 PM
To: Lorna Davis
Subject: New proposal

Hi Lorna,

Attached is the new proposal moving forward after June. Please let me know how and when you would like to present it or if you would like me to present it.

Joe

P.S. I will be available via cell phone next week if we need to talk.

Joe Van Ras
Sales Manager
KFIR Radio
"The Voice of the Valley"
Office: (541) 367-5117
Cell: (541) 844-5324
Email: joe@kfir720am.com

KFIR 720AM

“The Voice of the Valley”

28041 Pleasant Valley Rd. Sweet Home, Oregon 97386
Tel (541) 367-5117 Fax (541) 367-5233 Email: joe@kfir720am.com

www.kfir720am.com

DISCOVER NEWPORT PHASE TWO CONSISTENCY SELLS!

*With phase one complete and having created the high frequency that tells the listeners of KFIR to “**Discover Newport**” it is now time to move forward with the consistency part of the equation.*

Frequency and consistency are the two key components a long with a compelling message that make for a quality advertising campaign. Having created a compelling message(s) with listener interaction commercials “What do you like about Newport” KFIR would like to offer one of the two consistency programs that are available for the remaining 9-months of this offer.

Here’s how it works. . .

\$250 Monthly plan:

KFIR “The Voice of the Valley” will run (2) :30 second commercials per day every day of the month over the next 9-months. That’s 60 commercials per month. All commercials will run between 6am and 8pm. Total of 540 commercials

\$400 Monthly plan:

KFIR “The Voice of the Valley” will run (4) :30 second commercials per day every day of the month over the next 9-months. That’s 120 commercials per month. All commercials will run between 6am and 8pm. Total of 1080 commercials.

In addition, banner placement is available on the KFIR website. Customer must supply 768 X 90 banner.

Authorized Signature

Date

Printed name

Title