



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, March 20, 2014, 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, March 20, 2014, 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 -February 27, 2014, meeting minutes review and approve
 - b. Review of Accts., February 2014
- IV. Public Comment
- V. Media Consideration
 - a. 1859 Oregon's Magazine
 - b. Portland Guide Discover
- VI. Other
- VII. Discussion and Action
- VIII. Adjournment

CALL TO ORDER

The February 27, 2014, meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Lil Patrick, Carrie Lewis and Lorna Davis by phone. Also in attendance was Cindy Breves, Executive Assistant, Spencer Nebel, City Manager and Dean Sawyer, Councilor. Visitors included, Steve Beck, Jamie Rand, John Stafford, Leigh Deinert, Mike Cavanaugh.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the January 16, 2014, meeting;
- B. Review of Account, January 2014

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

MEDIA CONSIDERATIONS

1859 Presentation highlighted advertisement DNC did last year with the magazine. He highlight some statistics for the magazine and then focused his presentation the social media aspect of advertising they have to offer. John Stafford did not give any pricing with his presentation.

The committee reviewed the Skies America information that was provided via email. Committee decided to pass on this offer at this time.

OTHER

Media considerations that were not included in the agenda packet but added to the agenda by the committee.

Leigh Deinert from CBS Outdoor presented a poster campaign for Washington State, similar to the poster campaign the destination Newport Committee did in Oregon a few years ago. The locations for this poster campaign will start to be available in April and they would run through the entire fiscal year until June 30, 2015. She just wanted us to have this option, she wasn't sure where we were with her outdoor advertising.

Mike Cavanaugh from the City of Newport Recreation Department, presented a tourism marketing grant proposal for the upcoming bike race here in Newport. I believe this is the second year of the race. The race had a successful beginning last year. 72% of the participation are from non-residents meaning the people come to town and stay in order to participate in this bike race. 7% of the disputed are actually from outside of the state of Oregon. This would be the second year the destination Newport committee

would have supported this event with a tourism marketing grant. The group is requesting \$2000 for marketing.

MOTION was made by Davis, seconded by Patrick to approve a tourism marketing grant for the Newport bike race of \$2000. The motion carried unanimously in a voice vote.

The Committee interviewed Steve Beck for one of the two vacancies on the Destination Newport Committee. The Committee discussed the purpose of Destination Newport Committee with the interviewee. After a discussion, the Committee is recommending that the Mayor appoint Steve Beck and Judy Kuhl to the Destination Newport Committee.

DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

MOTION was made by Clark, seconded by Patrick, to approve Madden Media proposal for 1/16 page ad in the Travel Oregon Spring insert campaign, for a renewal rate of \$1460.75. The motion carried unanimously in a voice vote.

MOTION was made by Davis, seconded by Clark, to approve 1895 magazine ad for the May/June edition in the same format as last year, not to exceed \$2000. The motion carried unanimously in a voice vote.

Committee discussed picture for use in the Oregon Coast ad, it was the consensus of the committee to use the picture of the girl. The committee felt that this picture was different than anything that destination Newport has done in the past and therefore stood out.

Jamie Rand discussed the use of Basecamp for communication on creative material only for the destination Newport committee. Rand is proposing that he be able to post pictures and graphics for media considerations on base camp so that committee members can give timely input into graphics being considered. Breves expressed concern as to whether or not this would be legal under the committee rules of operation. Breves will check with Peggy Hawker the city recorder and or the city attorney to find out whether or not the committee can use basecamp for this specific purpose.

Next meeting will be March 20, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:15 P.M.



In Partnership with

1859

LIVE • THINK • EXPLORE
Into the Soul of Oregon

Print Proposal 2014/2015

1859 Media would like to propose a consistent ½ page print display ad for the upcoming fiscal year for Discover Newport.

1859 Oregon's Magazine has just entered its 6th year of publishing to an affluent, intelligent and active local that loves all things Oregon. With nearly 68% of our readers in or within an hours drive of Portland and a strong readership in the south Willamette Valley (Eugene/Springfield), Southern Oregon, Central Oregon as well as neighboring states, California, Idaho and Washington, we are confident we can drive your message to the right people and businesses. (Media kit specific demographics attached)

Proposal:

- July/Aug 2014 - ½ page - \$1450
- Sept/Oct 2014 - ½ page - \$1450
- Nov/Dec 2014 - ½ page - \$1450
- Jan/Feb 2015 - ½ page - \$1450
- Mar/Apr 2015 - ½ page - \$1450
- May/June 2015 - ½ page - \$1450
- Medium Rectangle Web Banner on 1859magazine.com May 2014 through June 2015 (14 months) \$0

MEDIA KIT

LIVE

THINK

EXPLORE

Into the Soul of Oregon



About 1859 - Oregon's Magazine

1859 - *Oregon's Magazine* is a statewide lifestyle magazine named for Oregon's year of statehood. 1859 captures the true Oregon for Oregonians, its admirers and visitors.

Oregon is a wealth of recreational, ecological, historical and entrepreneurial intrigue. We're pioneers in the sustainable movement, we're bike geeks and techies, Native Americans and cowboys, financiers and vintners. We're urban, suburban, rural and ranch. 1859 - *Oregon's Magazine* is the vehicle that folks from Pendleton to The Pearl, from Bend to Bandon, recognize as their own.

In an intelligent and beautiful format, 1859 explores the landscapes, the personalities, the movers and shakers, the history and the architecture that is the jewel of the Pacific Northwest. For Oregonians, 1859 is an exploration of the state's rich history, its incredible destinations and colorful personalities.

Demographics

1859 is a perfect bound, four-color magazine targeting an affluent, informed, active and highly educated reader who lives in, owns a second home in, or vacations in Oregon.

- Household income: \$100k+
- Median age 47
- OPB members
- Gender: 56% women, 44% men
- Own their own home: 97%
- Environmentally conscious
- Frequent travelers (3+ trips in the past 12 months)
- College educated
- Active lifestyle

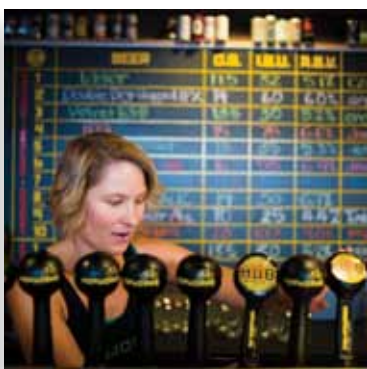


1859magazine.com

Deschutes Media, LLC
70 SW Century Drive, Suite 100-335
Bend, Oregon 97702

541.550.7081 / Bend
503.278.5493 / Portland
541.306.6510 / Fax

CIRCULATION OVERVIEW



Copies Distributed

16,000 Newsstand
18,000 Subscribers
4,500 Targeted Mail Recipients
1,500 copies for Strategic Marketing

Newsstand Locations

1859 is available on newsstands in 7 states including Oregon, California, Washington, Idaho, Alaska, Wyoming and Colorado.

Safeway stores
Fred Meyer Stores
Powell's Books
Borders Books & Music
Barnes & Noble
Whole Foods Markets
COSTCO

Albertsons
Zupan's Markets
Walmart
QFC
New Seasons Market
Market of Choice
Ray's Food Place

Lamb's Thriftway
Roth's
Haggan's
Portland Airport
Eugene Airport
Made in Oregon
Local bookstores & markets

Total Readership: 138,000

Readers per issue: 3.45

Total Circulation: 40,000

Digital Readership

1859 - Oregon's Magazine is also available as a digital edition for the iPad, iPhone, MAC or PC. 1859 advertisers are able to extend their reach to over 3.5 million online readers at no additional charge. Speak to your advertising representative to learn about the various added-value opportunities that are available with our digital edition.

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PRINT ADVERTISING

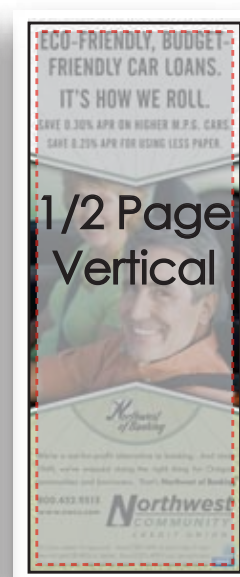
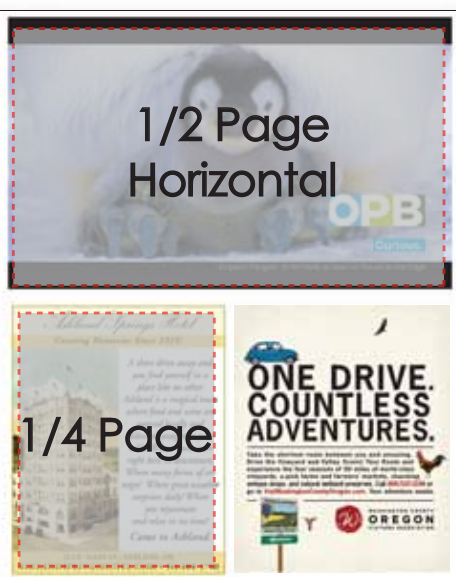
1859 Magazine is a perfect bound, four-color, lifestyle magazine, distributed to over 138,000 readers throughout the west

2014 Production Calendar

JAN FEB 2014	MAR APR 2014	MAY JUNE 2014	JULY AUG 2014	SEP OCT 2014	NOV DEC 2014
ON SALE January 1, 2014	ON SALE March 1, 2014	ON SALE May 1, 2014	ON SALE July 1, 2014	ON SALE September 1, 2014	ON SALE November 1, 2014
RESERVE SPACE November 22, 2013	RESERVE SPACE January 17, 2014	RESERVE SPACE March 21, 2014	RESERVE SPACE May 16, 2014	RESERVE SPACE July 18, 2014	RESERVE SPACE September 12, 2014
MATERIALS DUE November 29, 2013	MATERIALS DUE January 24, 2014	MATERIALS DUE March 28, 2014	MATERIALS DUE May 23, 2014	MATERIALS DUE July 25, 2014	MATERIALS DUE September 19, 2014

2014 Print Advertising Rates

AD SIZE	6X	4X	1X
¼ PAGE	\$750	\$900	\$1050
½ PAGE (vertical & horizontal)	\$1450	\$1700	\$1950
FULL PAGE	\$2450	\$2850	\$3250
INSIDE COVER	\$3650	\$3650	\$3650
PREMIUM COVER	\$3650	\$3650	\$3650



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PRINT SPECIFICATIONS

Submissions

FILE TRANSFER

Please use our transfer site
<https://1859.wetransfer.com/>

MAIL

70 SW Century Drive,
Suite 100-335
Bend, OR 97702

PHONE

541-550-7081 main
541-306-6510 fax

EMAIL

art@1859magazine.com

Print Advertising Specifications

AD SIZE	BLEED TYPE	AD SPECS	TRIM AREA	LIVE AREA
¼ PAGE	NO BLEED	4.0W X 5.06H	N/A	4.0W X 5.06H
½ PAGE HORIZONTAL	FULL BLEED NO BLEED	9.25W x 5.625H * 8.25W X 5.06H	9.0W x 5.4375H N/A	8.75W X 5.3125H 8.25W X 5.06H
½ PAGE VERTICAL	FULL BLEED NO BLEED	4.625W X 11.125H ** 4.0W X 10.375H	4.5W x 10.875H N/A	4.375W X 10.675H 4.0W X 10.375H
FULL PAGE	FULL BLEED NO BLEED	9.25W X 11.125H 8.25W X 10.375H	9.0W X 10.875H N/A	8.75W X 10.675H 8.25W X 10.375H
INSIDE COVERS	FULL BLEED NO BLEED	9.25W X 11.125H 8.25W X 10.375H	8.75W X 10.875H N/A	8.5W X 10.675H 8.25 W X 10.375H
BACK COVER	FULL BLEED NO BLEED	9.25W X 11.125H 8.25W X 10.375H	9.0W X 10.875H N/A	8.75W X 10.675H 8.25W X 10.375H

*1/2 page horizontal full bleed: 1/8" bleed top or bottom depending on placement.

**1/2 page vertical full bleed: 1/8" bleed left or right depending on placement.

Ad Size

Bleed permitted on all sizes with the exception of 1/4 page ads. Please refer to advertising spec chart for exact dimensions. Account for gutter (inside margin) when running type and art across left- and right-hand pages of a spread ad. Two-page spread materials must be supplied as single pages, as per the full page display size.

Media

PDFs may be submitted via FTP, email or CD-ROM. Deschutes Media is not responsible for PDF files submitted with spot color graphics or compressed file formats embedded. **These files may yield unsatisfactory results when printed.**

Graphics Colors and Fonts

GRAPHICS **MINIMUM RESOLUTION OF 300 dpi (color or grayscale files) and 1200 dpi** (bitmap or line art files). **IMAGES AND LOGOS FROM WEBSITES ARE NOT USABLE FOR PRINT IF THEY ARE LOW RESOLUTION (72 dpi).** Images should be placed at 100% in document. Never re-sample up images, rather scan at high resolution to start. Files must be uncompressed.

COLOR CMYK process colors only (no RGB file accepted). Spot colors are available for an additional fee. Please contact a Deschutes Media sales representative for pricing prior to file submission. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or color profiles.

FONTS Outline all fonts and strokes in PDF files.

Formats

Deschutes Media requires that all ad files be submitted as a single page, high-resolution PDF/x files. Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Please contact Deschutes Media for design specification questions.

EXPORTED PDF Use PDFX-4 settings when exporting from layout programs. Outline all fonts and strokes.

DISTILLED PDF Create postscript file from a page layout program. Use trim area size for document paper size, then distill through Acrobat Distiller v.4 or later using PDFX-4 settings, all layers flattened and all fonts embedded and/or outlined. No native files/film please.



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PRINT EXPLORE GUIDE

Our Explore Guide is an affordable way to reach 1859 readers who travel around the state to enjoy everything Oregon has to offer.

EXPLORE SOUTHERN OREGON

EVENTS

September 5 & 12
Thanksgiving Week

September 28
Jazz Festival

October 19
Oregon Wine Festival

JACKSONVILLE INN

The Jacksonville Inn offers 10 guest rooms in a historic setting with a full-service restaurant, a bar, and a lounge. The inn also offers more than 1000 acres of beautiful grounds, including a golf course, tennis courts, and a swimming pool. The inn is located on a quiet street in the heart of downtown Jacksonville, just a few blocks from the city center.

THE EDENVALE WINERY

The Edenvale Winery and vineyard is located on a beautiful 100-acre property in the heart of the Willamette Valley. The winery produces a variety of wines, including Pinot Noir, Chardonnay, and Merlot. The vineyard is open to the public for tours and tastings.

HELLGATE RETREAT EXCURSIONS

Hellgate Retreat offers a variety of guided tours and excursions in the Willamette Valley. The tours include wine tasting, hiking, and sightseeing. The retreat is located in a beautiful setting with a full-service restaurant and a bar.

DEL RIO VINEYARDS

Del Rio Vineyards is a family-owned and operated winery in the Willamette Valley. The winery produces a variety of wines, including Pinot Noir, Chardonnay, and Merlot. The vineyard is open to the public for tours and tastings.

EXPLORE CENTRAL OREGON

EVENTS

September 4-8
Cascadia National Championships

September 28
Oregon Wine Festival

October 5
Jazz Festival

CASCADE LAKES BREWING COMPANY LODGE

Cascade Lakes Brewing Company Lodge is a beautiful resort located in the heart of the Willamette Valley. The lodge offers a variety of amenities, including a full-service restaurant, a bar, and a lounge. The lodge is also open to the public for tours and tastings.

RODES-SMITH

Rodes-Smith is a family-owned and operated business in the Willamette Valley. The business offers a variety of services, including landscaping, construction, and maintenance. The business is open to the public for tours and tastings.

HIGH DESERT MUSEUM

High Desert Museum is a natural history museum located in the heart of the Willamette Valley. The museum offers a variety of exhibits, including a large diorama of the Willamette Valley. The museum is open to the public for tours and tastings.

LAKE CREEK LODGE

Lake Creek Lodge is a beautiful resort located in the heart of the Willamette Valley. The lodge offers a variety of amenities, including a full-service restaurant, a bar, and a lounge. The lodge is also open to the public for tours and tastings.

Packed with regional events and attractions, restaurants, and accommodations, our Explore Guides:

- Showcase regional businesses in an attractive, four-color portfolio of selected attractions and services.
- Quickly and efficiently connect your business to a qualified audience interested in buying your products or services, and visiting your destinations.
- Achieve statewide exposure at a regional rate.

Your Explore Profile includes up to 100 words of copy and up to two color images (300 dpi required). Our editorial department will copy edit your text for consistency, voice and grammar, and we will lay out the profile for you.

	TEXT	IMAGES	4X RATE	6X RATE
LARGE EXPLORE GUIDE	100 words	up to 4" x 3"	\$700	\$600
SMALL EXPLORE GUIDE	75 words	up to 2" x 2"	\$350	\$300

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ONLINE BANNER ADS

1859magazine.com reflects the magazine's commitment to delivering the latest on Oregon people, cuisine, travel, arts, living, outdoors, events and more. Add an online component to your magazine display ad to increase your reach to the savvy online reader.

Online banner ad prices per channel / per month

	AD SIZE	1X	3X	6X	12X
A Leaderboard	728x90	\$150	\$130	\$110	\$90
B Mini Rectangle	300x125	\$125	\$110	\$95	\$70
C Medium Rectangle	300x250	\$100	\$85	\$70	\$55

Ads are available in the following channels:

TRAVEL
FOOD+DRINK
HOME+DESIGN
OUTDOORS
ART+MUSIC
LOCAL+BLOGS
CALENDAR

FILE TYPES ACCEPTED: GIF, JPEG, HTML & JavaScript

RESOLUTION: 72 dpi for web-ready

LINK: Include exact URL for link.

LEADTIME: 4 business days



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2014-15 Custom Proposals for Destination Newport

*No one reaches Affluent VISITORS better than
PORTLAND GUIDE, Discover Oregon
Travelers have extra spending power!*

Option A: 2 of 4 Quarterly issues (ie: Summer 2014 & Spring 2015?)

1/2 page color ads in 2 of 4 Quarterly issues

\$3,610 2X 1/2 page color gross rate

- 78% CONFIDENTIAL Discount!

= \$800 Net for each Quarter

X 2 Quarterly issues

= \$1,600 Total for 1.00 total ad pages in 200,000 Print copies over 6 months

+ online e-Mag & free iPad App for 2 Seasons**

Option B: 3 of 4 Quarterly issues (ie: Summer & Fall 2014 + Spring 2015?)

1/2 page color ads in 3 of 4 Quarterly issues

\$3,335 3X 1/2 page color gross rate

- 82% CONFIDENTIAL Discount!

= \$600 Net for each Quarter

X 3 Quarterly issues

= \$1,800 Total for 1.50 total ad pages in 300,000 Print copies over 9 months

+ online e-Mag & free iPad App for 3 Seasons**

PLUS... COMPLIMENTARY NEWPORT E-BROCHURE!!

**** BOTH Digital editions include Interactive client features such as Video/Audio clip, Photo Slideshow, 360 Virtual Tour + automatic Hotlinks to YOUR Website etc.**

Each Quarterly Ad secures Bonus Coverage in ALL 3 Editions:

- ◆ Photo, Edit & Events in **Oregon Coast Roadtrips section**
- ◆ ALSO, Listing with LINK on our Web Site: www.theportlandguide.com
- ◆ AND, Quarterly Distribution Copies, if desired

PORTLAND GUIDE, Discover Oregon is the best of BOTH Worlds:

- ◆ More Print in more Locations upon arrival
- ◆ Most cutting-edge Digital editions PRE-trip
- ◆ 65 years in publication & ranked the #1 free iPad App for Portland Travel!

2014-15 Custom Proposals
for Destination Newport
No one reaches Affluent RESIDENTS better than
Portland's Performing Arts—
Show-goers have extra spending power!

Option 1: 4 Programs (of approx. 35 each season)

1/2 page color ads

\$1,575 6X 1/2 page color gross rate

- 50% CUSTOM Discount!

= \$785 Net each

X 4 Programs

= **\$3,140 Total for 2.00 total ad pages** (Print Circulations & Dates vary per show)

+ **online e-Mag & free iPad App****

Option 2: 6 Programs

1/2 page color ads

\$1,575 6X 1/2 page color gross rate

- 65% CONFIDENTIAL Discount!

= \$550 Net each

X 6 Programs

= **\$3,300 Total for 3.00 total ad pages** (Print Circulations & Dates vary per show)

+ **online e-Mag & free iPad App****

**** BOTH Digital editions include Interactive client features such as Video/Audio clip, Photo Slideshow, 360 Virtual Tour + automatic Hotlinks to YOUR Website etc.**

(Portland Performing Arts includes Oregon Symphony, Portland Opera, Broadway Across America Portland, Oregon Ballet Theatre & Portland Jazz Festival)