



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, June 12, 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, June 12, 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 -May 15, 2014, meeting minutes review and approve
 - b. Review of Accts., May 2014
- IV. Development of Focus for Advertising for FY 2014-15
- V. Public Comment
- VI. Media Consideration at 3 PM
 - a. On Display-Mike Maloney
 - b. CBS Outdoors-Leigh Deinert
 - c. Concierge to Go-Marti Staprans
 - d. KGAL-Richard Eads
 - e. KFIR-Joe Van Ras
 - f. KEZI- Randy Joss
 - g. Portland Guide-
 - h. Seattle Magazine- Frankie O'Rourke
 - i. Northwest Travel Magazine-Tim Park
 - j. Driftworks Video Production-Michael Blakeley
 - k. Comcast Spotlight-Cindy Hansen
- VII. Other
- VIII. Discussion and Action
- IX. Adjournment

CALL TO ORDER

The May 15, 2014, meeting of the Destination Newport Committee was called to order at approximately 2:01 P.M. In attendance were John Clark, Judy Kuhl, Steve Beck, Lil Patrick and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant. Visitors included, Randy Joss, Mike Maloney, Jamie Rand, Leigh Deinert, Marty Staprns.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the April 17, 2014, meeting;
- B. Review of Account, April 2014

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

MEDIA CONSIDERATIONS

Mike Maloney of OnDisplay presented his proposed outdoor advertising and Lloyd Center for the next fiscal year. He review data on social strategy and previous advertising DNC has done with On Display. In the proposed outdoor advertising for 2014-15 fiscal year offer five options. The first option is what we now have the skyscraper on 4th St. in Portland. The second was two billboards one on I-84 and the other on I-5. The third option was eastside and westside comb. The fourth was the wall on the side of the home of the Portland Trail Blazers. The last option was for the Lloyd center in the food court area. All option were the same price of \$9,000 per four week run except option four which was \$13,000 for a four week run. For details on each option see packet.

Marty Staprns updated the committee on the advertising we did with them this past year and highlighted a few added features.

Leigh Deinert of CBS Outdoors presented the Woodburn location which we are currently advertising on and two other locations in Washington that are open for a limited time at a reduced rate.

Randy Voss from KEZI updated the committee on the advertising that is currently running. He will provide a proposal for the 2014-15 fiscal year at the next meeting.

Committee Reviewed Kgal proposal and decided to decide on it at the meeting in June after the committee had knew the focus for spending for the 2014-15 fiscal year.

The Grothouse 18 wheeler proposal was discussed and the committee had legal issues with advertising on a truck that the city has no idea what is in the truck. The committee feels the liability to the city is too great.

Portland guide will be discussed at the June meeting.

OTHER

Jamie Rand of the News-times review several art selections for upcoming ads. The group gave him direction on the art work they wanted.

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.

The committee decided to pass on the CBS Outdoor new locations in Washington.

Bring back the OnDisplay option 1 for the June meeting for discussion and decision.

MOTION was made by Kuhl, seconded by Clark, to approve Eugene Emeralds of 9,500 for Package #2 out of this fiscal year. The motion carried unanimously in a voice vote.

The committee discussed the June meeting agenda. It was decided to meet as a committee at 2 PM to discuss the focus for the advertising dollars for the fiscal year 2014-15. The committee will then meet with advertisers at 3 PM. Davis reviewed the advertising that the committee has done this year. She will provide a spreadsheet of advertising and the dates they end.

Next meeting will be June 19, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:58 P.M.

PDX-129
central east

INTERSTATE
84

Perfectly Placed! 14' x 48'
Reads to:

I-84 on-ramp
from I-5 South

The merging of many traffic patterns at this site make for a slow crawl passing this great board throughout the day.

This board is a can't miss for airlines or any advertiser trying to catch the eye of the business traveler as they must pass this to get to Portland International Airport.

Massive traffic counts, particularly during Portland's slow PM commute, make this a great anchor unit for any campaign.



 OnDisplay
ADVERTISING



Thank you for your business and for the opportunity to earn the City of Newport's business in 2014/2015. Attached are the photo information sheets of the billboards that I believe will work well to promote visiting Newport with overnight stays. Below I will list out the annual rate for each location including production as well as note if the location is renewal. I have also including an overall map of the locations so the committee can see the coverage and reach possible with CBS Outdoor.

Grande Ronde 17613B- renewal- \$15,950 – with new vinyl
Newberg 17505A –renewal \$15,950 – with new vinyl
Woodburn 06305A- existing location. Available starting 8/25- \$47,800 with new vinyl

Wood Village 06449A – available 8/25 - \$20,500
Albany 000159 – available 8/25- \$17,250
Eugene 1-5 digital – available in July upon completion \$39,000 unlimited copy change-outs (great way to promote events and unique activities)
Eugene- Beltline-0E-0B1762 – available 7/7 -\$27,000
Springfield I-105 1788C.D - available 7/14- \$20,500
Creswell 17539A- available immediately - \$16,600
Sutherlin 0A2003 -available immediately - \$14,000
Roseburg 17597A -available 7/21 -\$20,500
Canyonville 17601A- available immediately- \$20,500
Rogue River 06428A- available immediately- \$17,250
Klamath Falls 0A1766 –available immediately -\$4,000
Winston 0A1653- available immediately - \$5,000
Florence 17589A- available immediately- \$11,550

All quoted annual rates include initial production and installation. Any copy change-outs will be billed at \$3.75 per square foot. I look forward to meeting with the committee and reviewing the options. We do reserve space upon receipt of signed paperwork and inventory may change. I appreciate the opportunity to earn your business. Have a great day.

Leigh Deinert
Account Representative
CBS Outdoor
541-953-0979



NORTH WEST NON-METRO - Grand Ronde, Or #17613B



NOTES:

Production Material: Vinyl
This location is illuminated.
Latitude: 45.058543 Longitude: -123.631065

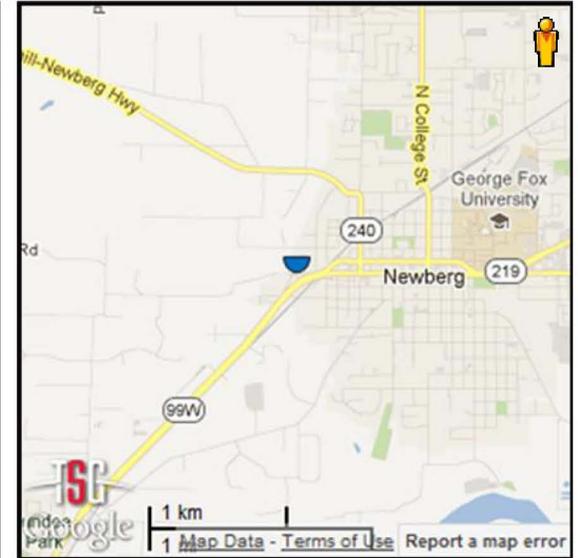
N/L HWY 18 310 FT W/O FORD RD E / Facing E - 12'x48'
Adults 18+ Weekly Impressions: 33,184



135 Silver Lane, Suite 230 • Eugene • OR • 97404 • (541) 607-9355 • WWW.CBSOUTDOOR.COM



NORTH WEST NON-METRO - Newberg, Or #17505A



NOTES:

Production Material: Vinyl
This location is illuminated.
Latitude: 45.3 Longitude: -122.984962

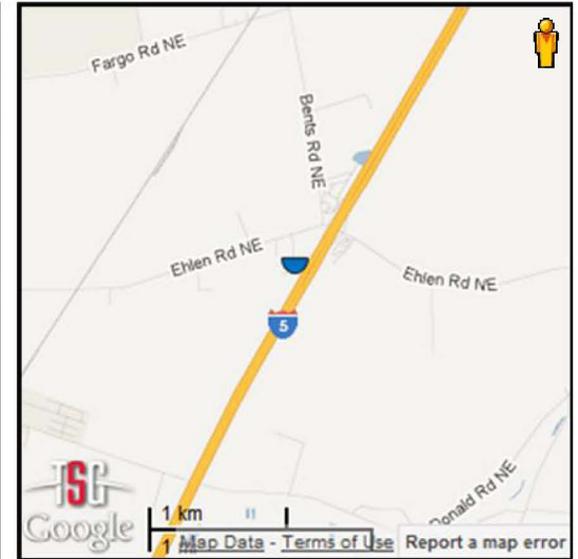
W/L HWY 99 45 FT S/O 2ND WAY N / Facing N - 12'x24'
Adults 18+ Weekly Impressions: 86,279



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NORTH WEST NON-METRO - Woodburn, Or #06305A



NOTES:
Production Material: Vinyl
This location is illuminated.
Latitude: 45.231167 Longitude: -122.810696

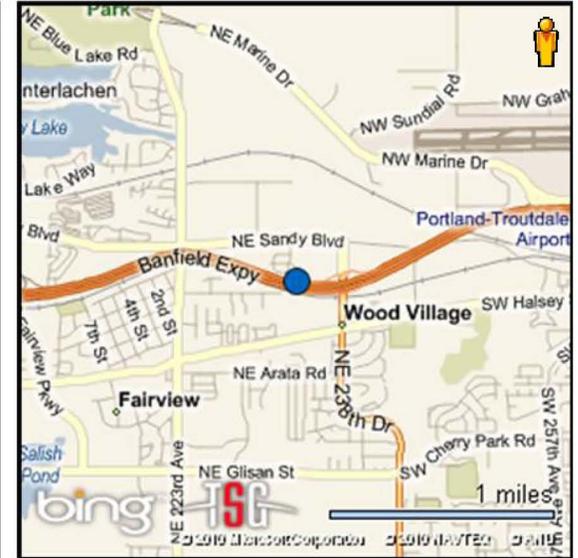
**W/L I-5 .32 MI S/O EXIT 278 EHLEN RD NE N / Facing N - 12'x44'
Adults 18+ Weekly Impressions: 281,138**



135 Silver Lane, Suite 230 • Eugene • OR • 97404 • (541) 607-9355 • WWW.CBSOUTDOOR.COM



NORTH WEST NON-METRO - Wood Village, Or #06449A



NOTES:

Production Material: Vinyl
This location is illuminated.

Latitude: 45.540272 Longitude: -122.422653

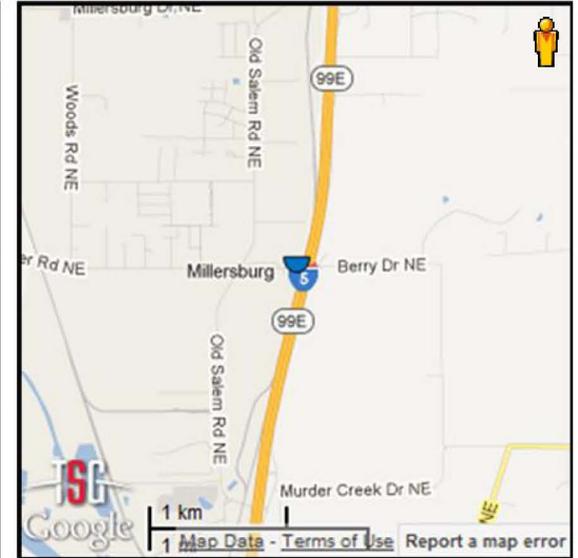
N/L I-84 .21 MI W/O EXIT 16 238TH DR E / Facing E - 12'x44'
Adults 18+ Weekly Impressions: 188,774



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NORTH WEST NON-METRO - Albany, Or #000159



NOTES:

Production Material: Vinyl
This location is illuminated.

Latitude: 44.680396 Longitude: -123.055437

W/L I-5 1.4 MI S/O EXIT 238 JEFFERSON N / Facing N - 14'x48'
Adults 18+ Weekly Impressions: 204,536



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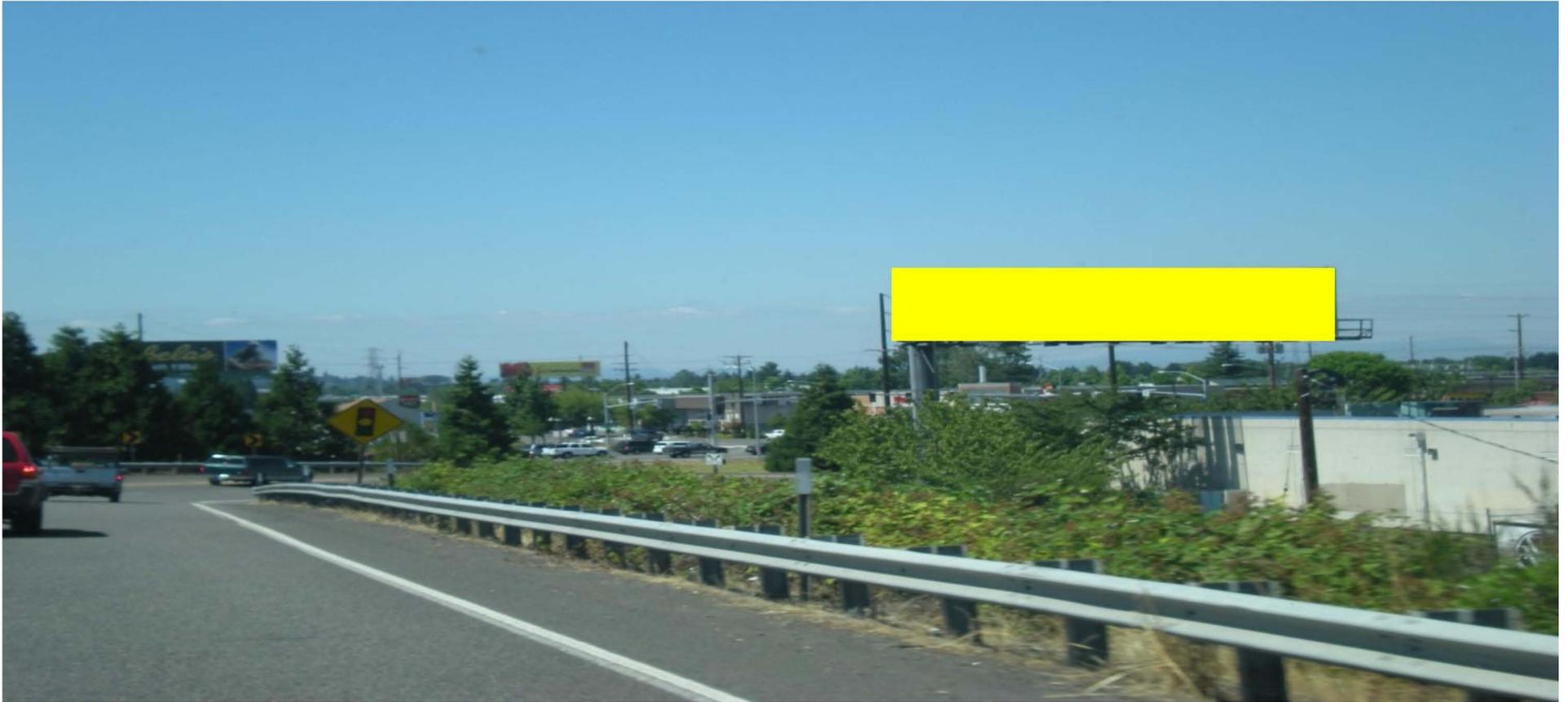


Northwest: 541.607.9355

135 Silver Lane, Suite 230, Eugene OR 97404



www.cbsoutdoor.com



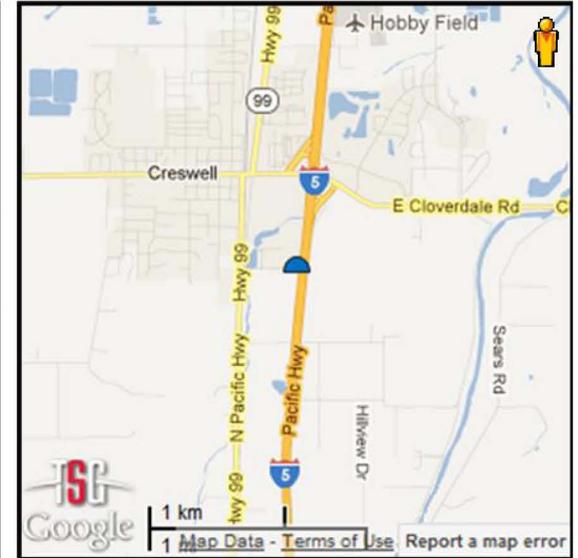
Northwest: 541.607.9355

135 Silver Lane, Suite 230, Eugene OR 97404



www.cbsoutdoor.com

NORTH WEST NON-METRO - Creswell, Or #17539A



NOTES:

Production Material: Vinyl
This location is illuminated.

Latitude: 43.910736 Longitude: -123.013878

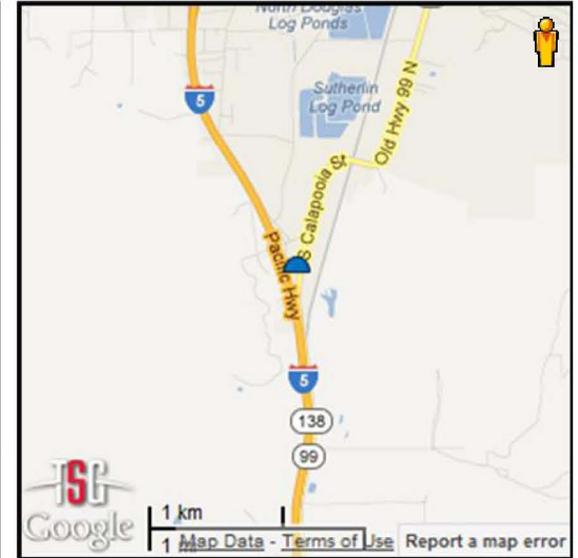
W/L I-5 .51 MI S/O EXIT 182 CRESWELL S / Facing S - 14'x48'
Adults 18+ Weekly Impressions: 89,262



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NORTH WEST NON-METRO - Sutherlin, Or #0A2003



NOTES:

Production Material: Vinyl
This location is illuminated.

Latitude: 43.365492 Longitude: -123.328544

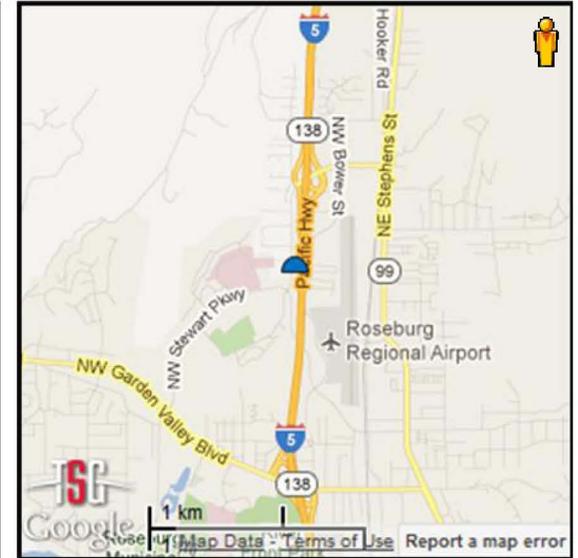
**E/L I-5 900 FT S/O EXIT 135 SUTHERLIN S / Facing S - 12'x44'
Adults 18+ Weekly Impressions: 74,953**



135 Silver Lane, Suite 230 • Eugene • OR • 97404 • (541) 607-9355 • WWW.CBSOUTDOOR.COM



NORTH WEST NON-METRO - Roseburg, Or #17597A



NOTES:
Production Material: Vinyl
This location is illuminated.
Latitude: 43.240775 Longitude: -123.361053

W/L I-5 .5 MI S/O EXIT 127 EDENBOWER S / Facing S - 12'x48'
Adults 18+ Weekly Impressions: 79,104



135 Silver Lane, Suite 230 • Eugene • OR • 97404 • (541) 607-9355 • WWW.CBSOUTDOOR.COM



NORTH WEST NON-METRO - Canyonville, Or #17601A



NOTES:

Production Material: Vinyl
This location is illuminated.
Latitude: 42.92266 Longitude: -123.27852

**W/L I-5 700 FT S/O EXIT 98 CANYONVILLE S / Facing S - 14'x48'
Adults 18+ Weekly Impressions: 49,997**



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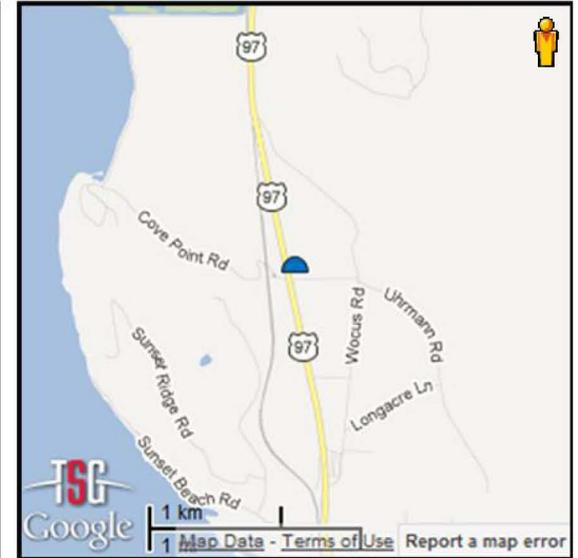


EXIT 48

City of
Rogue River →

GUARANTY RV TRAVEL CENTER
in Junction City
GUARANTY

NORTH WEST NON-METRO - Klamath Falls, Or #0A1766



NOTES:

Production Material: Vinyl
This location is illuminated.

Latitude: 42.282909 Longitude: -121.813397

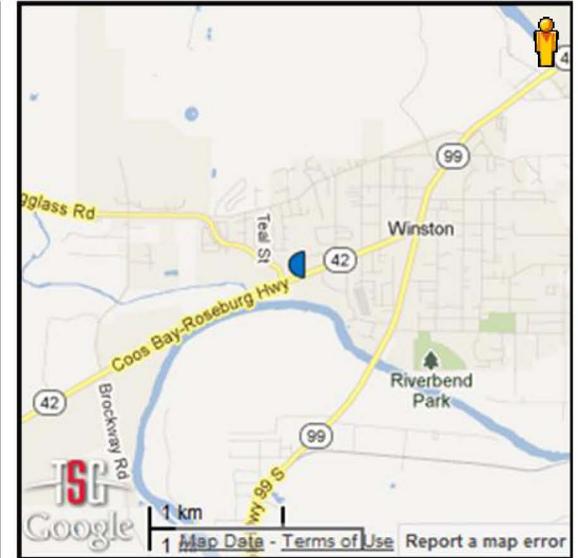
E/L HWY 97 20 FT S/O COVE POINT RD S / Facing S - 10'x40'
Adults 18+ Weekly Impressions: 29,783



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NORTH WEST NON-METRO - Winston, Or #0A1653



NOTES:
Production Material: Vinyl
This location is not illuminated.
Latitude: 43.118802 Longitude: -123.424155

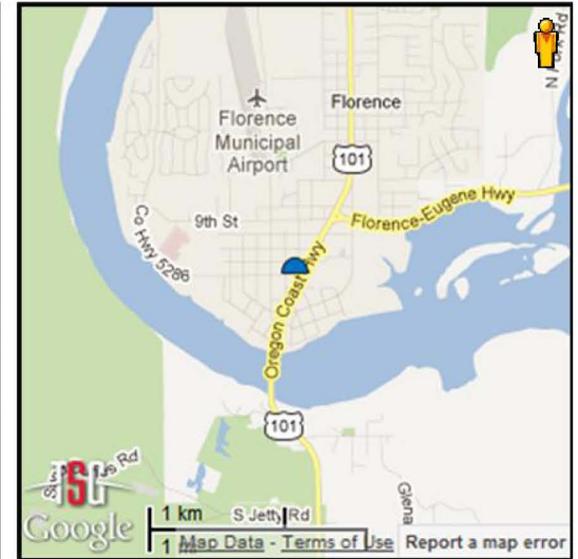
**S/L HWY 42 600 FT W/O NW BRANTLEY DR E / Facing E - 10'x24'
Adults 18+ Weekly Impressions: 15,043**



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NORTH WEST NON-METRO - Florence, Or #17589A



NOTES:
Production Material: Vinyl
This location is illuminated.
Latitude: 43.970538 Longitude: -124.106407

W/L HWY 101 180 FT N/O 4TH ST S / Facing S - 12'x24'
Adults 18+ Weekly Impressions: 28,627



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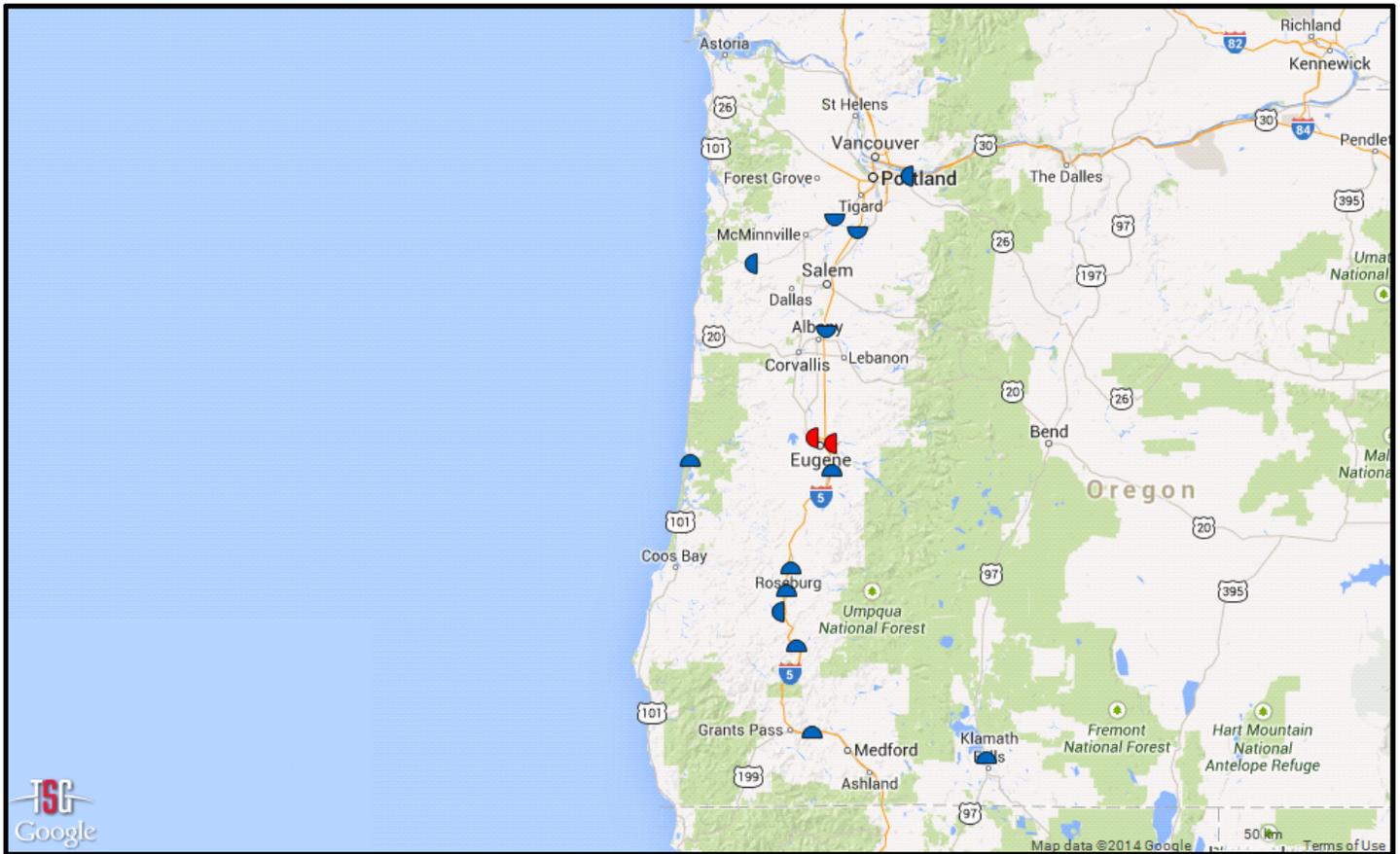
SPRINGFIELD I-5 LED / STATIC BOARD

Expected completion late July 2014

Sign location shown in modified photo below: 14' x 48' LED panel



2012 northbound DEC = 47,265 (using 24 hour display and car load factor of 1.38)



Icon	#	Unit	Location Description	Media	Market
	1	06428A	E/L I-5 .33 MI S/O EXIT 48 ROGUE RIVER S	Bulletins	North West Non-Metro
	2	06449A	N/L I-84 .21 MI W/O EXIT 16 238TH DR E	Bulletins	North West Non-Metro
	3	17613B	N/L HWY 18 310 FT W/O FORD RD E	Bulletins	North West Non-Metro
	4	17505A	W/L HWY 99 45 FT S/O 2ND WAY N	Bulletins	North West Non-Metro
	5	06305A	W/L I-5 .32 MI S/O EXIT 278 EHLEN RD NE N	Bulletins	North West Non-Metro
	6	000159	W/L I-5 1.4 MI S/O EXIT 238 JEFFERSON N	Bulletins	North West Non-Metro
	7	0B1762	S/L BELTLINE 380 FT W/O NW EXP WAY E	Posters	North West Non-Metro
	8	17688C	N/L I-105 400 FT E/O EXIT 5 PIONEER E	Posters	North West Non-Metro
	9	17539A	W/L I-5 .51 MI S/O EXIT 182 CRESWELL S	Bulletins	North West Non-Metro
	10	0A2003	E/L I-5 900 FT S/O EXIT 135 SUTHERLIN S	Bulletins	North West Non-Metro
	11	17597A	W/L I-5 .5 MI S/O EXIT 127 EDENBOWER S	Bulletins	North West Non-Metro



CBS Location Map

	12	17601A	W/L I-5 700 FT S/O EXIT 98 CANYONVILLE S	Bulletins	North West Non-Metro
	13	0A1766	E/L HWY 97 20 FT S/O COVE POINT RD S	Bulletins	North West Non-Metro
	14	0A1653	S/L HWY 42 600 FT W/O NW BRANTLEY DR E	Bulletins	North West Non-Metro
	15	17589A	W/L HWY 101 180 FT N/O 4TH ST S	Bulletins	North West Non-Metro



These locations are not on hold, this list is for proposal purposes only. For availabilities contact your sales representative.



Eads Broadcasting Corporation
P.O. Box 749 Albany, OR 97321
(541) 926-8683 / 451-5425 FAX: (541) 451-5429
E-Mail: Charlie@kgal.com Cell: (541) 990-6055

**Summer Advertising proposal to Destination Newport
April 26, 2014**

Objective: Keep Newport top of mind all through the key summer months

Start Date: June 1, 2014

End Date: Labor Day Weekend, 2014

Stations & Sites: KGAL 1580AM, KSHO 920AM, www.kgal.com www.ksho.net
The Action Stream- www.willamettevalleysports.com

Ad Copy: Thirty and Sixty second ads professionally produced and approved by the Destination Newport Committee. These ads would be available for your Use on other stations if desired.

Schedule: 93 days coverage. Ads placed to cover all dayparts every day. There would Be a minimum of 3000 plays over the 5 stations (2 broadcast & 3 Internet).

Investment: Normal combo pricing for this full campaign would be \$12,000. I am offering this summer saturation campaign for \$5000 to be billed as follows:
June- \$1666.67 July- \$1666.67 August- \$1666.66

Accountability: In additional to pre-approval of all ad copy, the committee will be provided with days and times of all ads via mail, email or regular mail.

Respectfully submitted,

Richard C. Eads
Owner/General Manager

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)

seattle
magazine

smart.
savvy.
essential.

seattle magazine

&



The COAST YOU REMEMBER.



Average age: **43** years old

Female **64%** Male **36%**

Average household income: **\$210K**

Average net worth: **1.59M**

50% of our readers visit a website after seeing an ad in the magazine

93% of our audience took a domestic trip in the last **12 months**

82% of our readers read the last **4 out of 4 issues**

70% of our readers spend **.5 to 1.5 hours** with each issue

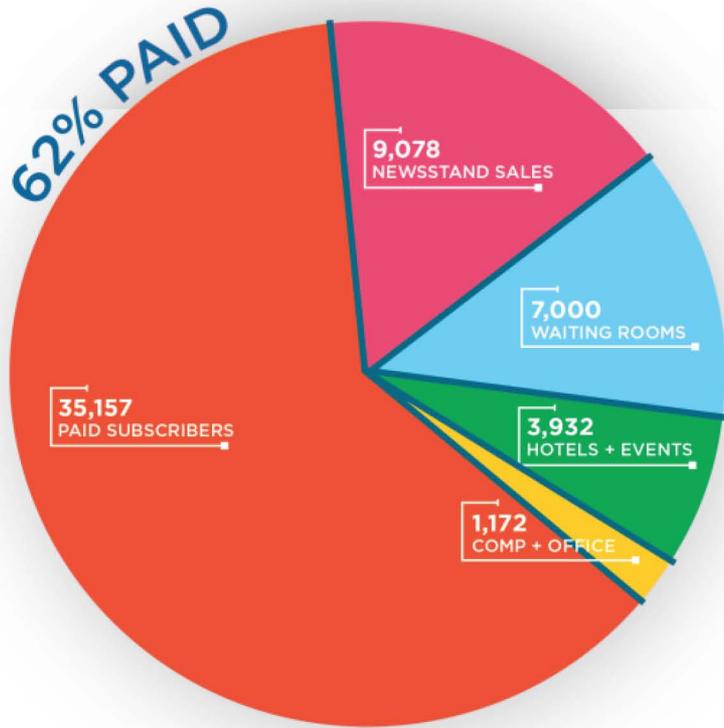
22% own secondary or vacation residence

42% spend **\$250+** dining out

81% attend a concert/dance/ballet/live theatre in the last **12 months**

69% went to a museum in the last **12 months**

The most subscribed-to city publication in Washington!



Seattle Magazine

Circulation: 56,339

Readership: 270,000

Seattlemag.com

Unique Visitors:

180,000+/month

Page Views:

800,000+/month

Circulation Growth Over Time

Seattle magazine has seen growth in net circulation and subscriptions year over year:

- 60% increase in subscriptions since 2012
- 17% increase in newsstand sales since 2012

Time/Period	Circulation	Subscriptions
March 2012	43,729	22,227
March 2013	51,147	29,965
March 2014	56,339	35,157

Source: CVC Audit Statement, 2012 -2014

Social Media

Twitter

Current Followers: 49,600+

Facebook

Current Followers: 10,800+

Print Options:

Seattle Magazine: 8 full pages \$40,000

- Your full page rate: \$5,000* (reg. \$6,925)
- 8 Issues: Aug (with coast cover story), Sept, Oct, Nov, Mar, Apr, May, June

Seattle Magazine: 8 half pages \$28,000

- Your half page rate: \$3,500* (reg. \$4,670)
- 8 Issues: Aug (with coast cover story), Sept, Oct, Nov, Mar, Apr, May, June

*Secure low rate of \$5,000/full or \$3,500/half when you sign up for Aug issue with Coast section

Note: Travel themes and/or cover stories in August, October, December, May issues

Web Options:

SeattleMag.com: 6-months \$2,490

- Your rate: \$415* (reg. \$825)
- 6 months: Sept, Oct, Nov, Mar, Apr, May
- **Above the Fold** Leaderboard (728x90) or Tile 1 (300x250)

*Pay 50% less on web ads when booking print schedule

Contact:

Frankie O'Rourke

Frankie.orourke@tigeroak.com

206-452-2993 (desk)

413-775-3843 (cell)



Media Kit 2014



In cities for coffee, tech-savvy residents, intelligence & wireless coverage

Travel + Leisure magazine, Oct 2011

Most charitable city Daily Beast, Dec 2011

Tech city in the U.S. Scientific American, 2011

4th

**GREENEST
CITY IN NORTH
AMERICA**

Siemens Corp. and
the Economist
Intelligence Unit,
June 2011

5th

**MOST
EDGY CITY**

Sperling's Best
Places, 2011

6th

**MOST WALKABLE
CITY OF THE 50
LARGEST CITIES
IN THE U.S.**

WalkScore.com,
July 2011

7th

**TOP 10 IN U.S.
CITIES FOR JOBS
NOW**

Monster.com, 2011

8th

**MOST
PHOTOGRAPHED
CITY IN THE
WORLD**

Cornell University, 2011

9th

**BEST
AMERICAN
CITIES FOR
FAMILIES**

Parenting
magazine,
July 2011

10th

**FAVORITE
DESTINATION IN
THE TRAVELERS'
CHOICE 2011
POLL**

TripAdvisor, 2011

seattle
magazine
smart. savvy. essential.

OUR EDITORIAL

Editorial Mission

Seattle magazine is **the authoritative voice** for a vibrant, rapidly evolving city.



SMART, SAVVY, AND THE ESSENTIAL RESOURCE, Seattle magazine keeps over 270,000 readers connected to the best of Seattle every month; it's the most subscribed-to city publication in Washington State!

Seattle magazine is the only local magazine relevant to the city's active urbane-minded sophisticates; inspiring our readers to celebrate the creativity and culture of our community and inviting them to engage with their city.

The #1 subscribed-to city magazine in Washington State!

Editorial Content

Seattle magazine has been locally loved for **47+ years.**

OUR REGULAR EDITORIAL CONTENT INCLUDES:

EAT AND DRINK DINING GUIDE

Dining editor Allison Scheff's smart take on the city's hottest restaurants with reviews and dining perspective; cheap eats spots and local producers

KEY INGREDIENT

A local gourmand cooks up something unique

COOK'S ADVENTURES

Forager Langdon Cook's column

TASTING NOTES

The best in Washington wines & spirits

FASHION AND SHOPPING AROUND

New shops, local goods and designers

OUTDOORS

Exploring our natural paradise

SEATTLEITE

Personality profiles

PARENTAL GUIDANCE

News your family can use

FLASH + TALK

Tales and snapshots from our vibrant social and fundraising scene

SPOTLIGHT

Focus on emerging local artists

DATEBOOK & THE MUST-LIST

Arts and Culture editor Brangien Davis's arts and events picks

HOT TOPIC

A newsy issue Seattle is buzzing about

GRAY MATTERS

Legendary local journalist Knute Berger sounds off on city politics, zeitgeist and development



Our Readers

Engage with our 270,000 affluent and educated readers.



OUR READERS' DEMOGRAPHICS

ESTABLISHED DECISION-MAKERS

Female: 64%
Male: 36%
Average age: 43

AFFLUENT

Average household income: \$210,000
Average net worth: \$1.59M
Average value of home: \$645K

WELL EDUCATED

94% have completed some college
78% have one or more college degrees
33% have graduate degrees

INVESTED IN THEIR HOME

92% are homeowners
22% own a secondary/vacation residence

MARRIED

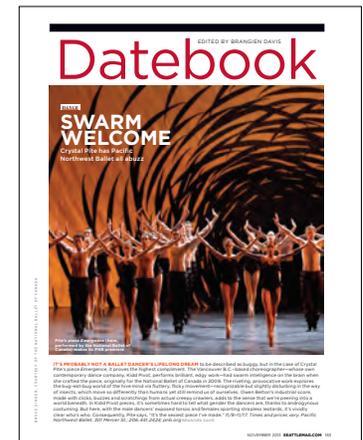
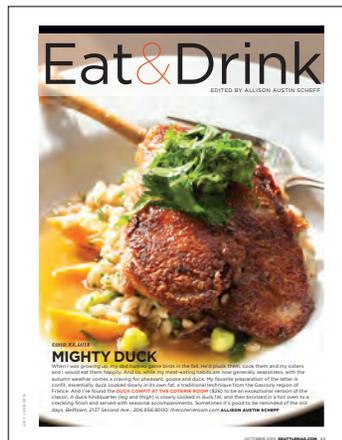
70% are married
15% are single, never married
10% divorced/separated

LOYAL READERS

82% of our readers read the last 4 out of 4 issues
70% of our readers spend ½ hour - 1 ½ hours with each issue
50% of our readers visit a website after seeing an ad in the magazine

Our Consumers

Connect with our powerful consumers.



OUR READERS' PURCHASING HABITS

DINING

- 81% drank wine in the last 30 days
- 56% drank beer in the last 30 days
- 42% spend \$250 or more dining out

JEWELRY

- 62% of our audience is planning on purchasing fine jewelry in the next 12 months
- Our readers plan to spend \$6,120 on fine jewelry in the next 12 months

BEAUTY

- 60% of our audience exercises at health clubs
- 53% of our audience visits a spa
- Our readers plan to spend \$2,470 on cosmetic surgery in the next 12 months

AUTO

- 85% of our readers are more likely to drive a luxury automobile
- 63% of our readers plan to purchase/lease a new automobile in the next 12 months

HOME

- 31% are planning major remodeling/renovation in the next 12 months and are planning to spend an average of \$4,500
- 50% are planning to purchase a home theater/entertainment system in the next 12 months
- 55% plan to spend \$5,640 on home furnishings in the next 12 months

TRAVEL

- 93% of our audience took a domestic trip in the last 12 months
- 91% of our audience has a valid passport
- 51% of our audience has traveled to Europe in the last 3 years

CULTURE & ARTS

- 81% attended a concert/dance/ballet/live theatre in the last 12 months
- 69% went to a museum in the last 12 months
- 64% went to a charity event in the last 12 months

Circulation: 56,339

Reach our audience of over **270,000 readers** where they live, work and play.

62% OF OUR CIRCULATION

Affluent mailboxes

16% OF OUR CIRCULATION

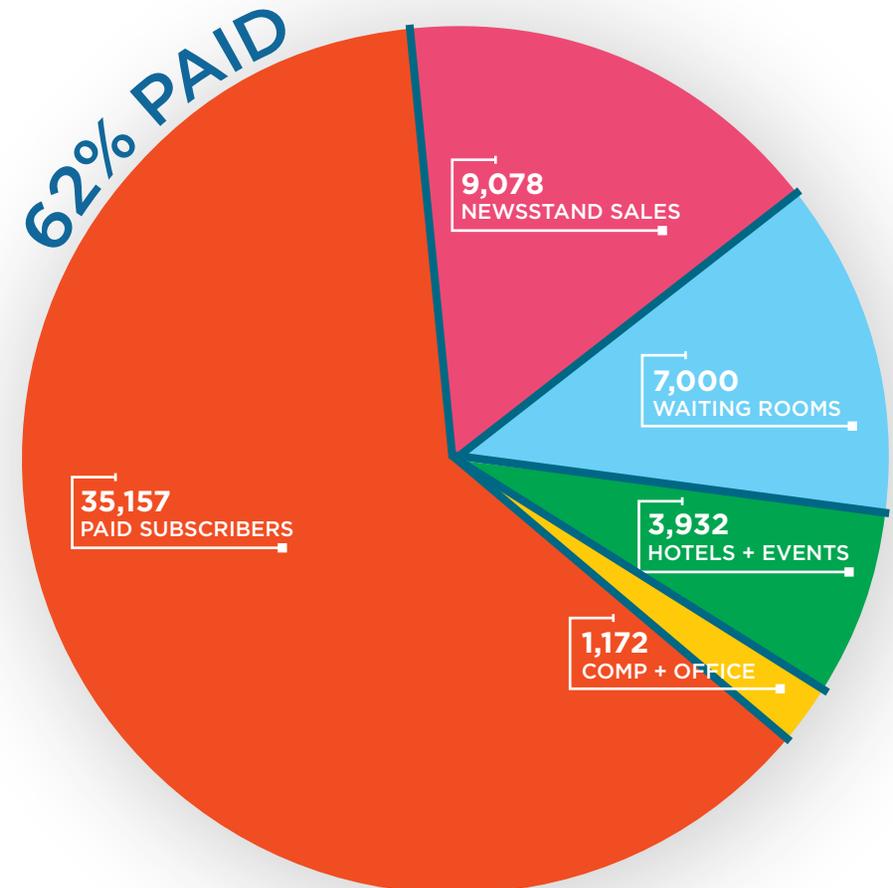
Gourmet groceries
Bookstores
Other retail outlets
Over 900 newstands

12% OF OUR CIRCULATION

Physicians
Spas/salons
Clubs

7% OF OUR CIRCULATION

Luxury hotels
(Fairmont Olympic, Four Seasons,
Hotel 1000, W Hotel, Kimpton Hotels)



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OUR MEDIA PLATFORMS

Interact with our audience through several media platforms.

Print



Print Magazine
BUILD BRAND AWARENESS
270,000 total readership

Digital



Web: seattlemag.com

DIRECT ENGAGEMENT

180,000+ unique website visitors
800,000+ page views per month

Social Media

CREATE BUZZ

Facebook fans & Twitter
followers: over 50,000

e-Newsletters

IMMEDIATE RESPONSE

over 35,000 e-newsletter
subscribers weekly



Events



Special Events

CONNECT WITH CUSTOMERS FACE-TO-FACE

Sponsors reach over 5,000
people

Print + Digital



Inside Seattle

PROMOTIONAL SPOTLIGHT

promotional spotlight across multiple platforms:
over 700,000 impressions

Social Media



Facebook & Twitter

CONTESTS VIA SOCIAL MEDIA

promotional spotlight across our
social media platforms:

10,300+ followers on Facebook
47,600+ followers on Twitter

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OUR MAGAZINE



Print Rates

71% of our readers say advertising has influenced their decision on where to dine and shop.

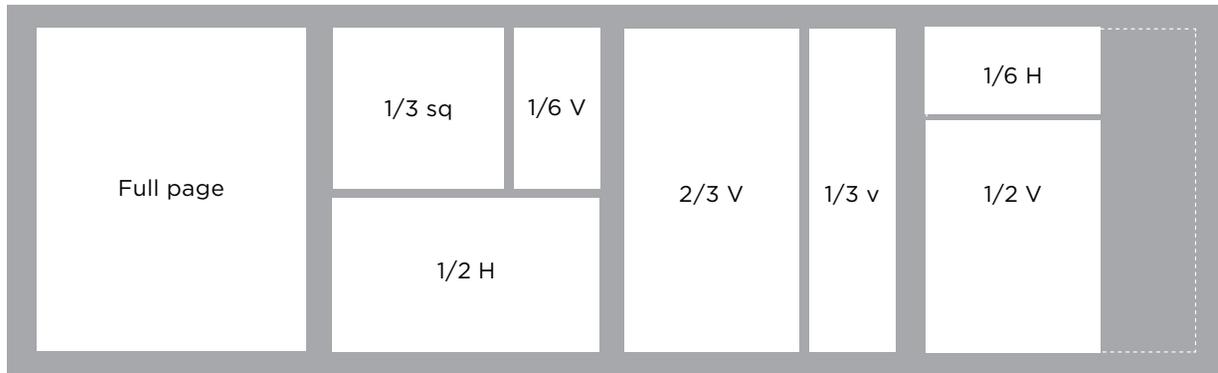
2014 RETAIL RATES (THESE RATES ARE NET)				
FOUR COLOR	1X	4X	8X	12X
2 page spread	\$12,080	\$10,268	\$9,664	\$9,060
Full Page	\$6,925	\$5,886	\$5,540	\$5,194
2/3	\$6,230	\$5,296	\$4,984	\$4,673
1/2	\$4,670	\$3,970	\$3,736	\$3,503
1/3	\$3,115	\$2,648	\$2,492	\$2,336
1/6	\$2,075	\$1,764	\$1,660	\$1,556
Cover 2	\$8,500			
Cover 3	\$8,100			
Cover 4	\$9,470			

A fee of \$150 will be charged if a file is received after 12:00 noon, two business days after Materials Close date.

NEED SOMETHING SPECIAL?			
POSITION	AVAILABLE UPON REQUEST	AD PRODUCTION RATES	
<p>Guaranteed positions available for 15% premium of space charge.</p> <p>Preferred positions are on a space-available basis as deemed by publisher. Please check with your account executive.</p>	<p>Reprints</p> <p>Inserts</p> <p>Gatefolds</p> <p>Cover Wrap</p> <p>Poly Bags</p> <p>Business Reply Cards</p>	<p>We can create your ad for you.</p> <p>The production charges (right) are minimum rates for up to one hour of production and two rounds of adjustments. Additional time spent will be billed at \$125/hour in quarter-hour increments.</p>	<p>1/6 page: \$250</p> <p>1/3 page: \$250</p> <p>1/2 page: \$500</p> <p>2/3 page: \$500</p> <p>Full Page: \$500</p>

50% of our readers visit a website after seeing an ad in the magazine.

Print Sizes & Specs



	WIDTH	HEIGHT	BLEED, TRIM & GUTTER
2 page spread	17.25"	11.375"	*BLEED SPECIFICATIONS Material intended to bleed must be furnished with a minimum of .25" image area beyond the trim (8.875" x 11.375"). TRIM SIZE 8.375" x 10.875" Live Area All type or graphics not intended to trim should be positioned .3125" from trim. GUTTER SAFETY All copy should be placed .375" from either side of trim.
Full page (non-bleed)	7.75"	10.25"	
Full page (bleed)*	8.875"	11.375"	
2/3 page (vertical)	4.625"	10.0"	
1/2 page (horizontal)	7.75"	4.875"	
1/2 page (vertical)	4.625"	7.25"	
1/3 page (square)	4.625"	4.875"	
1/3 page (vertical)	2.25"	10.0"	
1/6 page (horizontal)	4.625"	2.3125"	
1/6 page (vertical)	2.25"	4.875"	

DIGITAL FILES

Ads should be supplied on a CD or via FTP or email as a high-res PDF (CMYK, 300 DPI, fonts embedded).

All fonts should be converted to outlines or supplied.

Please provide a color proof produced under SWOP specification (www.swop.org) when you submit new color ad material. We will do our best to match the proof that you supply, but due to CMYK magazine printing standards, we cannot guarantee color accuracy.

We do not accept Film.

If using large fields of black in a full-color ad, please use a 4-color build instead of 100% black. (i.e., C20/M20/Y20/K100).

SHIPPING INSTRUCTIONS

CD: Please mail to:

Tiger Oak Media
1417 1st Avenue #600
Seattle, WA 98101
ATTN: Ad Sales

EMAIL: Ads under 10MB can be sent via email to ads@tigeroak.com

FTP: Ads up to 150 MB can be submitted via FTP. Files need to be compiled into one folder and stuffed or compressed.

Please include the advertiser name in the folder name.

In any web browser, go to: <http://ads.tigeroak.com>.

When prompted, enter:

Username: advertiser

Password: top207

And then follow the instructions for entering pertinent information and uploading files.

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OUR WEBSITE

Web Rates & Specs

SeattleMag.com is the destination for essential daily news on arts, events, style and city happenings! Gain immediate access to our digital audience.

SEATTLEMAG.COM AD OPPORTUNITIES: MINIMUM OF 25,000+ MONTHLY IMPRESSIONS

	WIDTH	HEIGHT	RATES	FILE INFORMATION
Top Leaderboard Tile 1	728px 300px	90px 250px	\$825/month	FILE REQUIREMENTS: RGB color • 72 dpi • Maximum file size: 50K
Bottom Leaderboard Tile 2	728px 300px	90px 250px	\$390/month	ACCEPTED FILE TYPES: .jpg, .gif, .swf*, 3rd party tags
Pop-up Ads: Ads seen once by each unique visitor to site.	550px	480px	\$1,000/week	.SWF FILE REQUIREMENTS: Must have the following in the ActionScript: on (release) {getURL(clickTag,"_blank");}
Web Ad Built by Us			+ \$100	PUBLISH SETTINGS: Player: Flash 8 Script: ActionScript 2.0

Unique visitors:
180,000+ / month

Page views:
800,000+ / month



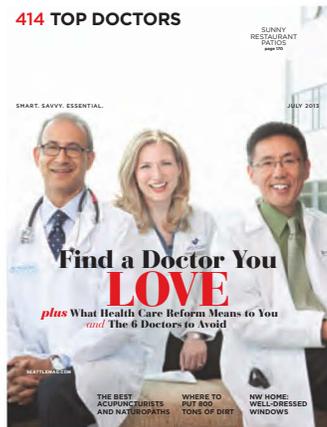
Seattle magazine's digital platforms are always on the pulse of what's HOT!

2014 Schedule

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ISSUE	COVER + FEATURES	ADVERTISING SECTION	EVENTS	SPACE CLOSE & AD BUILDS	PROVIDED ADS	ON SALE DATE
JANUARY	Dining SHELTER: Kitchens	Parenting, Hawaii		11/15	11/21	12/26
FEBRUARY	Work Life	Charitable Events Guide, Casino Guide, Bridal Guide, Valentine's Day Guide, Vet & Pet Profiles		12/6	12/13	1/23
MARCH	Real Estate Spring Arts SHELTER: Organizing Solutions	Parenting, Hawaii, Neighborhood Guide		1/17	1/23	2/20
APRIL	Best Restaurants 14th Annual Best Restaurants Best New Drinks Fashion			2/14	2/20	3/20
MAY	Travel SHELTER: Top Shops	Idaho		3/21	3/27	4/24
JUNE	Summer/City Guide	Attractions		4/18	4/24	5/22
JULY	14th Annual Top Doctors SHELTER: Outdoor Living	Doctor Profiles, Dentist Profiles		5/16	5/22	6/19
AUGUST	Getaways 8th Annual Washington Wine Awards	Auction of Washington Wine		6/20	6/26	7/24
SEPTEMBER	Arts 7th Annual Seamless in Seattle Fashion & Shopping SHELTER: AIA Home Tour	Hawaii		7/18	7/24	8/21
OCTOBER	Travel	Beer, Parenting, Women's Health, Fall Getaways		8/15	8/21	9/18
NOVEMBER	Dining 8th Annual People of the Year/ Most Influential SHELTER: Small Spaces	Winter Sports, Idaho		9/19	9/25	10/23
DECEMBER	Luxury 14th Annual Best of/Year in Review	Gift Guide, Dentist Profiles		10/17	10/23	11/20

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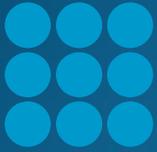
LISA LEE
Senior Account Executive
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KAREN COUTURE
Sales Representative (New York)
917.821.4429
karen@couturemarketing.com

LOREN MALENCHEK
Sales Representative (Hawaii)
808.283.7122
loren@hawaii.rr.com

TREY MARSHALL
Sales Representative (New York)
646.498.0650
trey@couturemarketing.com



Central Coast Tourism Opportunity



**Tourism Package for May - September
Targeting Eugene, Portland and/or the Valley**

Presented by
Cindy Hanson
Account Executive
Comcast Spotlight
541-272-7657





Targeted and Powerful

Precision Targeting is Your Advantage

Focus on Geography

Cable television allows you to target your advertising to specific zones where coastal visitors live. Advertise only in a specific zone, across multiple zones or throughout the entire valley, affordably.

Reach the Right People

Wherever your visitors are, we can help you find them based on gender, age, income level and more. The excitement of television offers programming that appeals to each demographic.





Invite Visitors from Eugene, the Valley and Portland to the Oregon Coast

TV delivers your story to the right people in a memorable and trusted way.

Expand your tourism business by reaching into Eugene, the Valley and Portland with exposure on these high-profile networks:



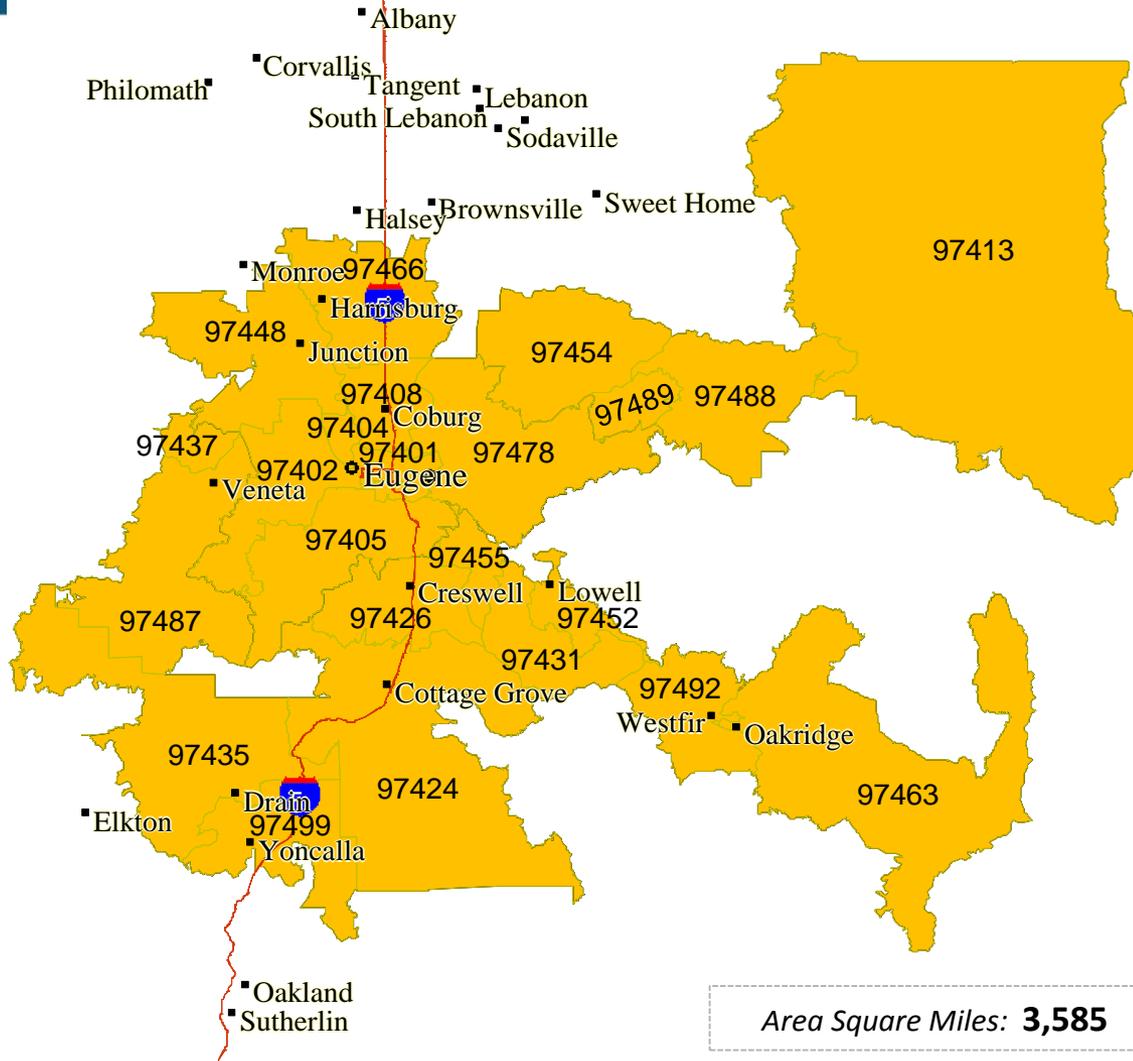
WE KNOW DRAMA™



EUGENE METRO ZONE

Comcast Spotlight
Cable Households:
74,704

Effective Q3 2013



Area Square Miles: **3,585**

EUGENE METRO	
Eugene	97401
Eugene	97402
Eugene	97403
Eugene	97404
Eugene	97405
Eugene	97408
Blue River	97413
Cottage Grove/Curtin	97424
Creswell	97426
Dexter	97431
Drain	97435
Elmira	97437
Harrisburg	97446
Junction City	97448
Lowell	97452
Marcola	97454
Pleasant Hill	97455
Oakridge	97463
Springfield	97477
Springfield	97478
Veneta	97487
Vida	97488
Walterville/Leaburg	97489
Westfir	97492
Yoncalla	97499

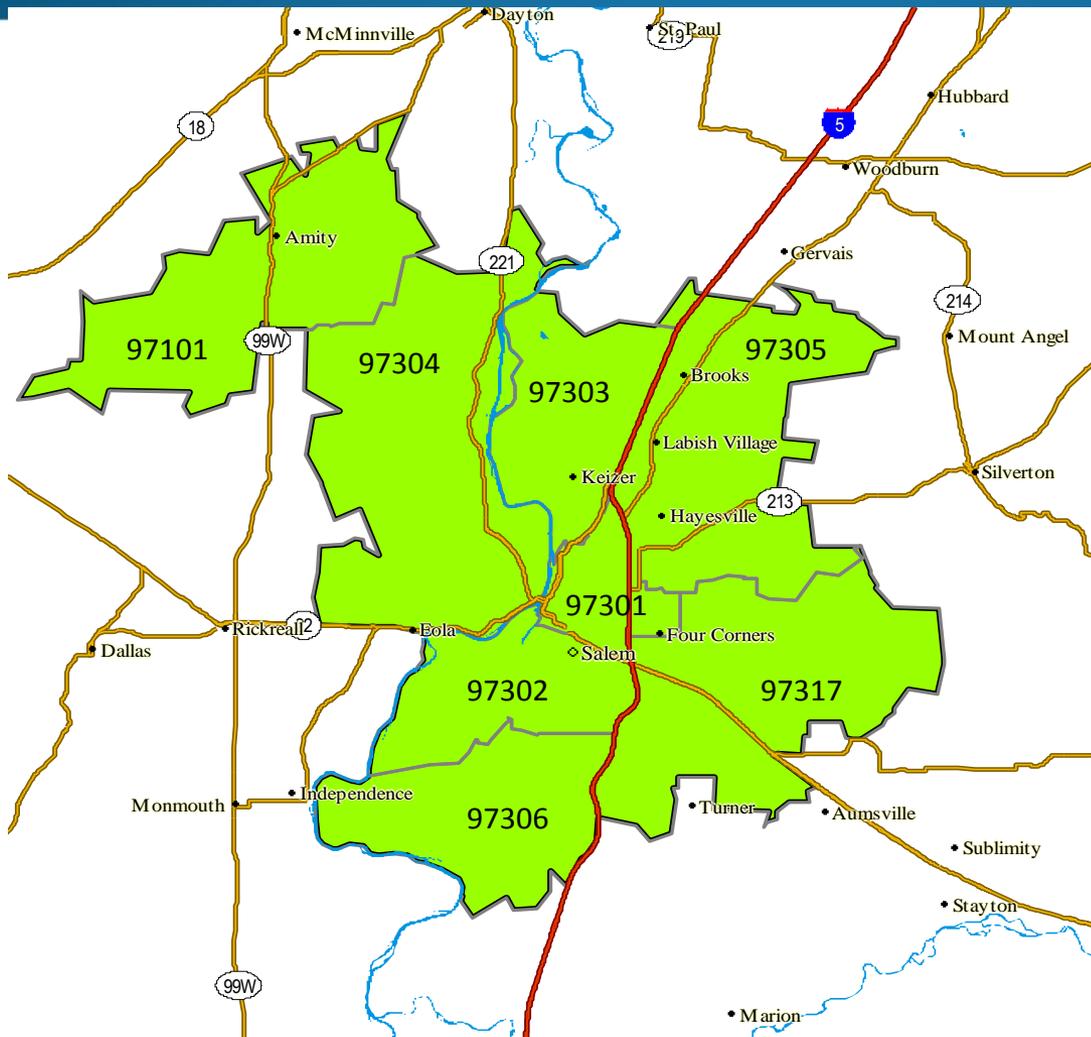
DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion universe estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint interconnect universe estimate. Zone estimates are generated by using Nielsen interconnect universe estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen universe estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These four periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.



SALEM ZONE

Comcast Spotlight
Cable Households:
53,178

Effective Q4 2012



SALEM	
Amity	97101
Salem	97301
Salem	97302
Salem/Keizer	97303
Salem	97304
Salem	97305
Salem	97306
Salem	97317
PO Box: State Govt	97310
PO Box: State Govt	97312

Area Square Miles: **319**

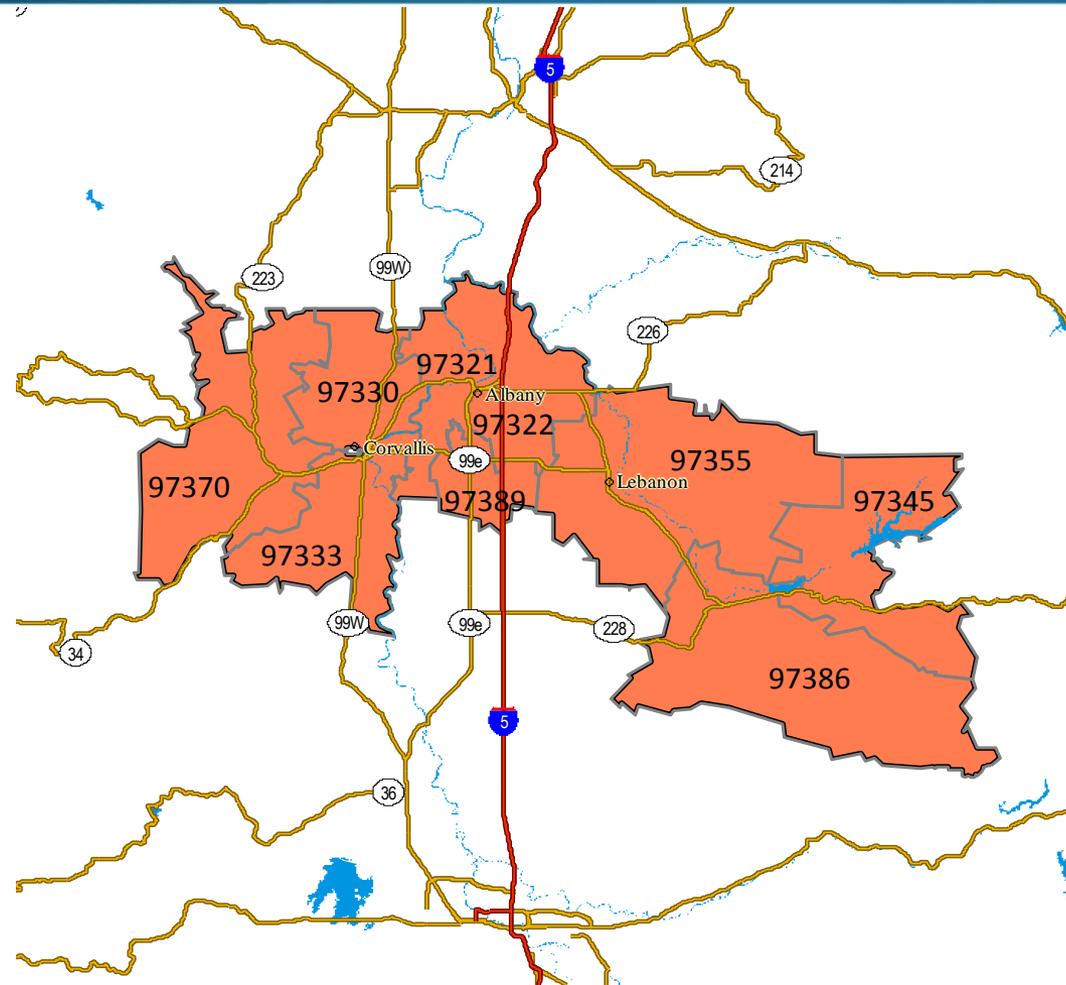
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Comcast
SPOTLIGHT.

CORVALLIS ZONE

Comcast Spotlight
Cable Households:
37,143

Effective Q4 2012



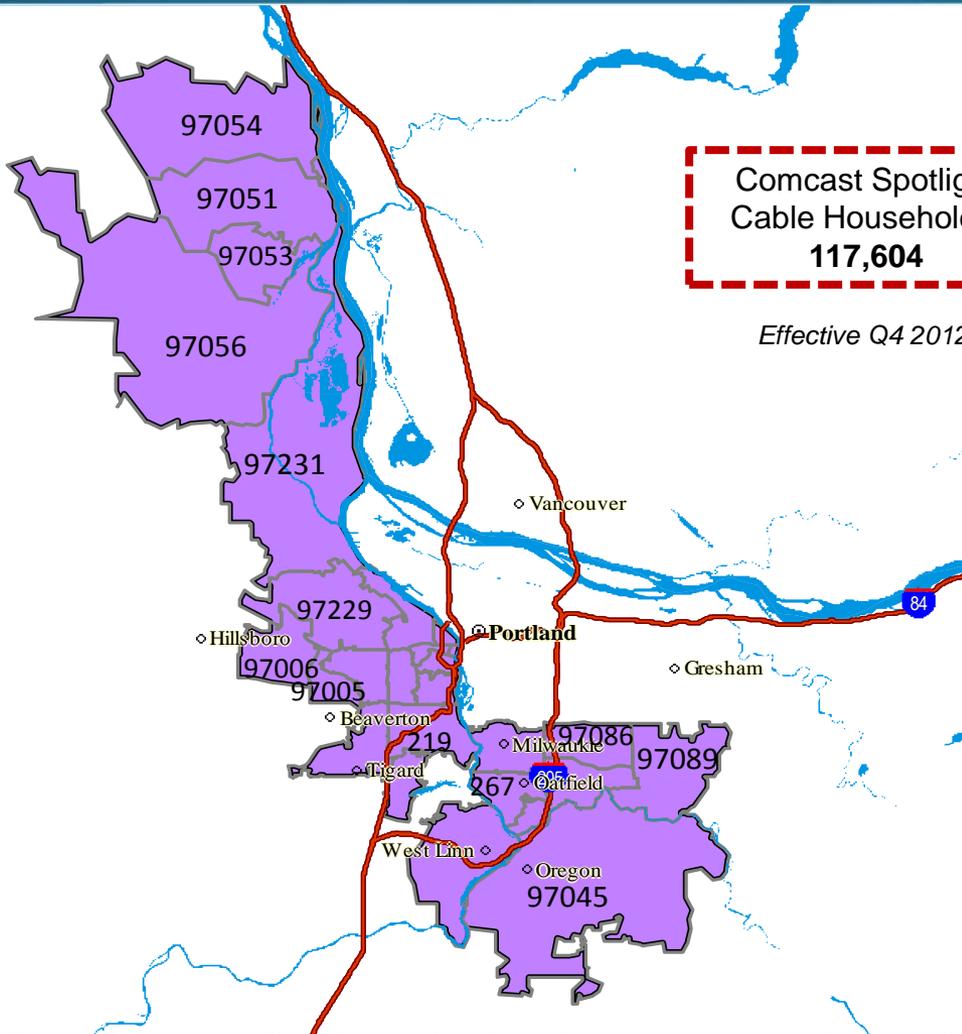
CORVALLIS	
Albany	97321
Albany	97322
Corvallis/Adair Village	97330
Corvallis	97333
Foster	97345
Lebanon	97355
Philomath	97370
Sweet Home	97386
Tangent	97389
PO Box: OSU	97331

Area Square Miles: **1,126**

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Comcast
SPOTLIGHT.

PORTLAND SKYLINE ZONE



PORTLAND SKYLINE

Beaverton	97005
Beaverton	97006
Happy Valley	97015
Columbia City	97018
Gladstone	97027
Lake Oswego	97035
Oregon City	97045
Saint Helens	97051
Warren	97053
Deer Island	97054
Scappoose	97056
West Linn	97068
Happy Valley	97086
Damascas	97089
Portland	97201
Portland	97204
Portland	97205
Portland	97209
Portland	97210
Portland	97219
Portland	97221
Milwaukie	97222
Portland	97223
Portland	97225
Portland	97229
Portland	97231
Portland	97239
Johnson City	97267

Area Square Miles: 544

Red ZIPs are shared with another zone.

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Comcast
SPOTLIGHT.



Creative Ad Production

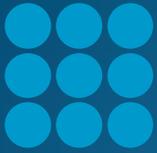
Production Quoted by Driftworks Productions

One Generic Spot: \$500

Three Donut Spots: \$1,000
(Same open & close with different details in middle)

Driftworks' producers will work with you to create an eye-catching ad targeting coastal visitors.





Custom Build Your Schedule

Choose any combination:

Zone	40 Commercials Per Week	100 Commercials Per Week
Salem	\$120 per week	\$200 per week
Corvallis-Albany	\$120 per week	\$200 per week
Eugene	\$120 per week	\$200 per week
West Portland (Skyline)	\$240 per week	\$400 per week
East Portland	\$240 per week	\$400 per week
TOTAL		

Rotators (Best available slots)

Client Signature _____ Date _____

