



### 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, September 25, 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, September 25, 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 -August 14, 2014 meeting minutes review and approve
  - b. Review of Accts., August 2014
- IV. Media Consideration
  - a. Seattle Magazine - Frankie O'Rourke
  - b. Visitor's Choice - Ted Bainbridge
  - c. Comcast Spotlight - Josh Logan
  - d. All Classic Radio - Eric Behny
  - e. OSU Visitors Guide - Crystal Harris
- V. Other
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment



## **CALL TO ORDER**

The August 14, 2014, special meeting of the Destination Newport Committee was called to order at approximately 2:06 P.M. In attendance were John Clark, Steve Beck, Carrie Lewis, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant.

## **INTRODUCTIONS**

None needed.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the August 14, 2014, meeting;
- B. Review of Account, August 2014

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

## **MEDIA CONSIDERATIONS**

Concierge to go-Marti Staprans introduced the new Bed & Breakfast component to their app and revisited their proposal from a previous meeting.

KOOL 103.5 Radio proposal was presented and considered.

CBS Outdoor-Leigh Deinert present some new last minute poster program opportunities now available to the committee.

Oregon Central Coast Visitors Guide-Gale Hart presented the opportunities for the 2015 guide.

## **OTHER**

The committee discussed the upcoming shoot for the Next Stop segment that will be shooting in September 19-20. The committee decided on the content of the Newport segment. It was decided to use picture of local attractions with a narrative over the pictures due to the shortness of the segment. The committee felt that video clips would need to be too long to be effective. The committee asked Davis to discuss the content of the segment with Next Stop on behalf of the committee.

## **DISCUSSION AND ACTION**

MOTION was made by Beck, seconded by Clark, to approve a 9 month renewal of Concierge ToGo for the amount of \$225.00 a month. The motion carried unanimously in a voice vote.

After a discussion the committee decided to revisit the KOOL 103.5 proposal in spring, they would like more information on out-of-the-area visitors from the area of focus for this station before making a decision.

After a discussion the committee decide to postpone a possible poster campaign until the new artwork for the ad campaign is available.

MOTION was made by Beck, seconded by Lewis, to approve Central Coast Visitors Guide for a 1 page back cover for one year for the amount of \$3,600. The motion carried unanimously in a voice vote.

Next meeting will be September 18, 2014.

### **ADJOURNMENT**

Having no further business, the meeting adjourned at approximately 3:05 P.M.

DNC ADVERTISING 2014-2015	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUN	NOTES	COST
OUTDOOR														
ON DISPLAY (PDX BILLBOARD)							*	*	*	*	*	*	APPROVED	\$87,000
CBS OUTDOOR GRANDE RONDE	X	X	X	X	RENE	X	X	X	X	X	X	X		15,950
CBS OUTDOOR NEWBERG	X	X	X	X	X	X	X	RENE	X	X	X	X	RENEW THROUGH '16 Feb	15,950
PRINT														
OREGON COAST TODAY PRINT	X	X							X	X	X	X	26 WEEK ENDS AUGUST	4,800
1859 MAGAZINE FALL AND SPRING	X	X	X	X	X	X	X	X	X	X	X	X	6 ISSUES THROUGH JUNE	8,700
SCENIC BYWAYS-MEDIA AMERICA	X	X	X	X	X	X	X	X	*	*	*	*	TENTATIVE RENEW	3,200
VISITORS CHOICE BEND HDCVR	X	X	X	X	X	X	X	X					THROUGH NEXT PRINT	PAID IN 13- 14 FISCAL
VISITORS CHOICE COAST HDVR	X	X	X	X	X	X	X	X					THROUGH NEXT PRINT	PAID IN 13- 14 FISCAL
VISITORS CHOICE SOFT CVR	X	X	X	X	X	X	X	X					THROUGH NEXT PRINT	PAID IN 13- 14 FISCAL
OREGON COAST MAGAZINE (MILEX/MILE)	X	X	X	X	X	X							THROUGH NEXT PRINT	PAID IN 13- 14 FISCAL
TRAVEL OREGON GUIDE-MEDIA AMERICA	X	X	X	X	X	X	X	X	*	*	*	*	TENTATIVE RENEW	3,200
101 THINGS TO DO	X	X	X	X	X	X	X	X	X	X	X		THROUGH NEXT PRINT	PAID IN 13- 14 FISCAL
MADDEN MEDIA PRINT	X	X	X							X	X	X	RENEW IN APRIL	1,600
TRAVEL NEWPORT	X	X	X	X	X	X	X	X	X	X	X	X	SUMMER/ WINTER	0
VINO MAGAZINE (NEWS TIMES)				X	X	X	X	X	X				SUMMER/ WINTER	0
CULTURAL ARTS BROCHURE	*	*	*	*	*	*	*	*	*	*	*	*	WHEN IT PRINTS	0
NEWPORT BROCHURE	X	X	X	X	X	X	X	X	X	X	X	X	ONGOING	22,000

PAYMENTS

\$118,900

15950

15950

1195

2900

NW TRAVEL MAGAZINE			X	X	X	X	X	X	X	X	X	X	THROUGH AUGUST 2015	12,710	56,210	
COCA GUIDE						X	X	X	X	X	X	X	THROUGH DEC	\$3,700		
<b>TELEVISION</b>																
COAST COM KEG WEBCAM	X	X	X	X	X	X	X	X	X	X	X	X	ONGOING	13,200	3258	
KEZI EUGENE TV COMMERCIALS			X	X	X									15,000	28,200	
NEXT STOP				X	X	X	X	X	X	X	X	X	EPISODE AVAILABLE	5,000		
<b>RADIO</b>																
KFIR RADIO	X	X	X	X	X	X	X	X	X	X	X	X		3,600	300	
															3,600	
<b>OTHER</b>																
CORVALLIS KNIGHTS	X	X	X										THROUGH SEASON	PAID IN 13- 14 FISCAL		
EUGENE EMERALDS	X	X	X										THROUGH SEASON	PAID IN 13- 14 FISCAL		
OR WELCOME CENTER RACKS	X	X	X	X	X	X	X	X	X	X	X	X	ONGOING	500	500	
CONCIERGE/HOSPITALITY VIS	X	X	X	X	X	X	X	X	X	X	X	X		\$2,025	3 MO FREE	2025
<b>SERVICES</b>																
PR ANDRE	X	X	X	X	X	X	X	X	X	X	X	X	ONGOING	5,000	800	
CERTIFIED DISPLAY/BROCHURE DISTRIBUTION	X	X	X	X	X	X	X	X	X	X	X	X	ONGOING	11,000		
NEWS TIMES SERVICES	X	X	X	X	X	X	X	X	X	X	X	X	ONGOING	28,500	17000	
MADDEN LEAD POSTAGE	X	X	X								X	X	VARIES	2,300	46,800	402
<b>TOTAL</b>														<b>\$264,935</b>		
<b>CONTINGENCY</b>														<b>25,000</b>		
<b>BUDGET</b>														<b>325,000</b>		
<b>DIFFERENCE REMAINING</b>														<b>\$35,065</b>		

CONSIDERING

TOURISM GRANT FUNDING

OCCC-OYSTER CLOYSTER

X X X EVENT

TO  
INCREASE  
ATTENDAN  
CE FROM  
OUT OF



## Report Criteria:

Actual Amounts

All Accounts

Summarize Payroll Detail

Print Grand Totals

Page and Total by Fund

All Segments Tested for Total Breaks

Restricted to department: 1020 CITY MANAGER,1025 INFORMATION TECHNOLOGY,1010 COUNCIL &amp; MAYOR,4310 ROOM TAX,1052 HUMAN RESOURCES

[Report].Account Number = "40343106207"

1020 CITY MANAGER,1025 INFORMATION TECHNOLOGY,1010 COUNCIL & MAYOR,4310 ROOM TAX,1052 HUMAN RESOURCES Accounts:  
10001000,10110204000-10110207999,10001000,10110254000-10110257999,10110104000-10110107999,40343104000-40343107999,10110524000-10110527999,10101000

Date	Payee or Description	Debit Amount	Credit Amount	Balance
ADVERTISING & MARKETING EXP	07/01/2014 (00/14) Balance			.00
07/01/2014	1859 - Oregon's Magazine	1,450.00		
07/15/2014	News-Times	17,000.00		
07/15/2014	COASTCOM, INC	1,085.76		
07/21/2014	Greater Newport Chamber of Crc	400.00		
07/01/2014	Pre-paid Exp. to FY 14/15 Expense-CoastCom	1,085.76		
Total 714:		21,021.52	.00	.00
ADVERTISING & MARKETING EXP	07/01/2014 (00/14) Balance			.00
07/31/2014	Greater Newport Chamber of Crc	801.41		
07/31/2014	OREGON COAST TODAY	1,195.00		
07/31/2014	KFIR Radio	300.00		
08/01/2014	1859 - Oregon's Magazine	1,450.00		
08/05/2014	CBS OUTDOOR	15,950.00		
08/05/2014	CBS OUTDOOR	15,950.00		
08/06/2014	Newport Marine & RV Service, Inc.	17.59		

Date	Payee or Description	Debit Amount	Credit Amount	Balance
08/15/2014	COASTCOM, INC	1,085.76		
08/15/2014	HospitalityVision	2,025.00		
YTD Encumbrance	.00 YTD Actual .00 Total	.00 YTD Budget	.00 Over/(Under)	.00
Total 814:		38,774.76	.00	.00
Number of Transactions: 14 Number of Accounts: 2		Debit	Credit	Proof
Total ROOM TAX FUND:		59,796.28	.00	.00
Number of Transactions: 14 Number of Accounts: 2		Debit	Credit	Proof
Grand Totals:		59,796.28	.00	59,796.28

## Report Criteria:

Actual Amounts

All Accounts

Summarize Payroll Detail

Print Grand Totals

Page and Total by Fund

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10110527999,10101000

seattle  
magazine

smart.  
savvy.  
essential.

# seattle magazine

&



*The COAST YOU REMEMBER.*

## Suggested campaigns:

### Full page in 8 issues:

- Total cost \$32,000 (reg. \$55,600)
- Per issue \$4,000 (reg. \$6,950)

### Half page in 8 issues:

- Total cost \$22,400 (reg. 37,360)
- Per issue \$2,800 (reg. \$4,670)

## BONUS with 8x campaign:

- WIN It! Giveaway (extra promotion in print, online in Enews and on social media. Must supply prize.
- 4-month “below-the-fold” web banner (value \$1,600)

## The 8 issues–

October – **TRAVEL** – published Sept 18

November – published October 23

December – **TRAVEL** – published Nov 20

March – published Feb 20

April – published Mar 20

May – **TRAVEL** – published April 24

August – **TRAVEL** – published July 24 (special **Coast Travel** section)

September – published August 21

\*Seattle magazine is published monthly – these are 8 suggested issues based on content and/or timing

## Our readers:

47% are 35-54 years old

74% are female 26% are male

\$240K average household income

1.59M average net worth

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

70% of our audience say advertising has influenced where they dine and shop

92% own homes

22% own a secondary or vacation home

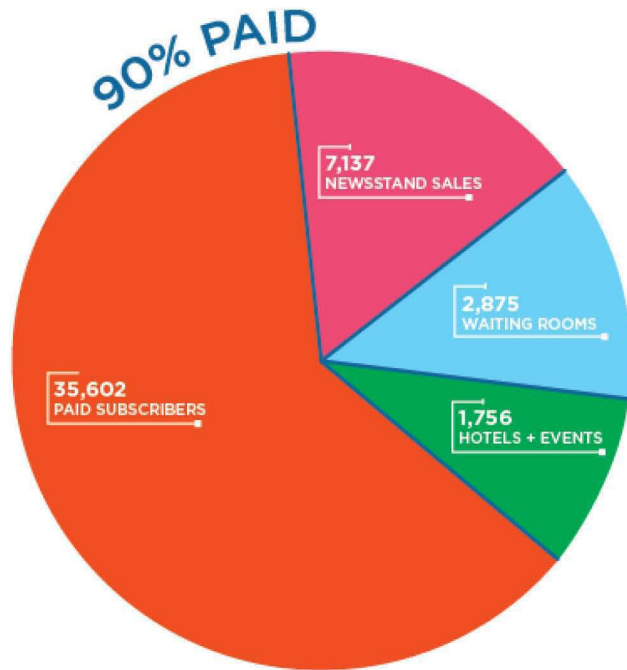
63% of our readers enjoy vacation travel annually

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

Readers travel 8x/year in Washington State



The most subscribed-to city publication in Washington!



## Seattle Magazine

**Circulation:** 47,370

**Readership:** 190,000

## Seattlemag.com

**Unique Visitors:**

180,000+/month

**Page Views:**

800,000+/month

## Subscription Growth Over Time

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

- **62% increase** in subscriptions since 2012

Time/Period	PAID Subscriptions
March 2012	22,227
March 2013	29,965
March 2014	35,602*

Source: CVC Audit Statement, 2012 -2014

\*47,370 Total 2014 Circulation including newsstands & waiting rooms & hotels

## Must List Enewsletter

**Subscribers:** 9,400

**Open rate:** 36-41%

## Social Media

**Twitter:** 50,000+

**Facebook:** 10,300+

## Build your own campaign: Rates & Issues

### Rates for Newport:

Full page	(1x) \$6,950	(4x) \$4,500	(8x) \$4,000	(12x) \$3,600
2/3 page	(1x) \$6,320	(4x) \$3,800	(8x) \$3,500	(12x) \$3,200
1/2 page	(1x) \$4,670	(4x) \$3,100	(8x) \$2,800	(12x) \$2,400
1/3 page	(1x) 3,115	(4x) \$2,000	(8x) \$1,600	(12x) \$1,400

### Issues:

October - **TRAVEL** - published Sept 18

November - published October 23

December - **TRAVEL** - published Nov 20

January - published Dec 26

February - published Jan 23

March - published Feb 20

April - published Mar 20

May - **TRAVEL** - published April 24

June - published May 22

July - published June 19

August - **TRAVEL** - published July 24 (**Coast Travel** section)

September - published August 21

Frankie O'Rourke

206.452.2993

413.775.3843 (cell)

[frankie.orourke@tigeroak.com](mailto:frankie.orourke@tigeroak.com)

1417 Fourth Avenue, Suite 600  
Seattle, WA 98101

## **Oregon Coast**

It appears business is good on the Coast as 61 out of 66 advertisers from last year renewed their ads. We actually ended up with 80 total advertisers. As we have started sales 3 weeks ago, it looks like business remains strong. In fact, I have never seen so many visitors on the Coast. August was just packed which is just great for everyone.

## **Summary**

### **Hard cover**

- 6,500 hotel rooms
  - 104 hotels
  - if the hotels have a 40% annual occupancy rate, that's a potential readership of 965,000 people who are on the Coast
- Full page opposite "Welcome to the Oregon Coast" editorial \$6,000

### **Soft cover**

- 100,000 copies
  - available in more than 125 locations on the Central Coast (Tillamook-Florence)
  - ordered by 82 AAA offices, VCB's, Chamber of Commerce in Oregon and Washington
- Full page opposite Table of Contents \$4,400

## **Central Oregon**

### **Hard cover**

- 3,700 + hotel rooms
  - 50 hotels (Bend, Sunriver, Redmond, Sisters, Madras)
  - 80% of the people that go to Central Oregon are Oregonians. They are the same people who travel to the Coast a couple of times a year.
- Full page inside back cover \$5,500

### **Discount for multiple buys**

- buy 2 publications (Oregon Coast hard and soft cover) \$8,800
- buy all 3 publications \$12,000

I would like to attend the Sept 18th meeting. Please confirm that I can be on the agenda.

Thanks Lorna,

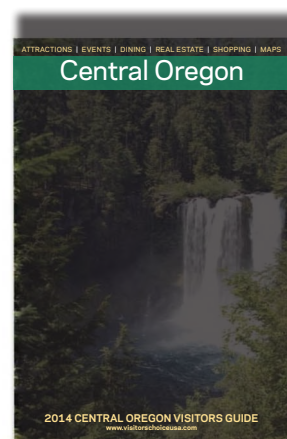
Ted

--

Ted Bainbridge  
Visitor's Choice  
541.410.1554  
[www.visitorschoiceusa.com](http://www.visitorschoiceusa.com)

# DISTRIBUTION OF VISITOR'S CHOICE FOR CENTRAL OREGON

The following hotels have signed distribution agreements to feature our Central Oregon edition of Visitor's Choice on the desk top or bureau top of each guest room of their property.



## BEND

Bend Inn and Suites .....	100 rooms
Bend Riverside Motel & Suites.....	150 rooms
Central Oregon Accommodations .....	40 rooms
Comfort Inn Bend.....	60 rooms
Days Inn .....	75 rooms
Doubletree Inn .....	117 rooms
Entrada Lodge.....	80 rooms
Hilton Garden Inn.....	96 rooms
Holiday Inn Express Hotel & Suites .....	99 rooms
La Quinta.....	65 rooms
Marriott Fairfield Inn & Suites .....	80 rooms
Marriott Town Place Suites.....	49 rooms
McMenamins Old St. Francis School .....	24 rooms
Mount Bachelor Village .....	130 rooms
The Oxford Hotel .....	59 Rooms
Pine Ridge Inn.....	20 rooms
Quality Inn .....	51 rooms
Rainbow Motel.....	50 rooms
Red Lion Inn.....	75 rooms
Rodeway Inn .....	60 rooms
Seventh Mountain Resort.....	150 rooms
Shilo Inns .....	151 rooms
Sugarloaf Mountain Motel .....	149 rooms
Super 8 Motel.....	80 rooms
Tetherow Lodges.....	50 rooms
Three Sisters Inn & Suites .....	100 rooms

*2,160 Total Bend Rooms*

Best Western Ponderosa Lodge .....	49 rooms
Black Butte Ranch .....	125 rooms
Five Pines Conference Center .....	31 rooms
Lake Creek Lodge .....	18 rooms
Metolius River Lodges .....	13 rooms
Metolius River Resort .....	11 rooms
Sisters Inn & Suites.....	50 rooms
Suttle Lake Lodge Resort.....	15 rooms

*312 Total Sisters/Camp Sherman Rooms*

## SUNRIVER

Bennington Properties LLC.....	140 rooms
Mountain Resort Properties .....	70 rooms
Stoneridge Townhomes.....	36 rooms
Sunriver Adventures.....	4 rooms
The Pines at Sunriver.....	68 rooms
The Rental Connection .....	16 rooms
Village Properties .....	140 rooms

*1,018 Total Sunriver Rooms*

## REDMOND & BEYOND

Best Western Rama Inn - Madras .....	48 rooms
Best Western Rama Inn - Redmond.....	48 rooms
Comfort Suites - Redmond Airport.....	92 rooms
Eagle Crest Resort .....	220 rooms
Inn at Cross Keys Station - Madras.....	72 rooms
Pronghorn Residence Club .....	48 rooms
Redmond Inn .....	46 rooms
Sleep Inn Redmond.....	72 rooms
Sunview Motel and Resort - Crooked River Ranch .....	30 rooms
Super 8 Motel - Redmond .....	85 rooms

*761 Total Redmond & Beyond Rooms*

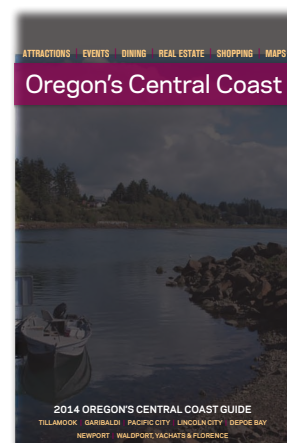
## SISTERS/CAMP SHERMAN

**TOTAL PROPERTIES TO DATE - 49 • TOTAL GUEST ROOMS 3,707**

[www.visitorschoiceusa.com](http://www.visitorschoiceusa.com) • Like us on  • Follow us on 

# DISTRIBUTION OF INTERNATIONAL GUIDE FOR THE OREGON COAST

The following hotels have signed distribution agreements to feature our Oregon Coast edition of International Guide on the desk top of bureau top of each guest room of their property.



## ASTORIA

Best Western Lincoln Inn	75 rooms
Comfort Suites	75 rooms
Hilton Garden Inn	71 rooms
Holiday Inn Express	78 rooms
Shilo Astoria/Warrenton	63 rooms
<i>5 Properties, 362 Total Astoria Rooms</i>	

## GEARHART

Gearhart by the Sea	72 rooms
Gearhart Ocean Inn	12 rooms
<i>2 Properties, 84 Total Gearhart Rooms</i>	

## SEASIDE

Best Western Oceanview Resort	107 rooms
Comfort Inn & Suites Boardwalk	65 rooms
Ebb Tide Resort	100 rooms
Edgewater Inn on the Prom	15 rooms
Hillcrest Inn	27 rooms
Hi-Tide Resort	65 rooms
Holiday Inn Express	87 rooms
Inn at Seaside	48 rooms
Inn at the Shore	18 rooms
Lanai at the Cove Condos	20 rooms
Microtel Inn & Suites	60 rooms
Motel 6 Seaside	53 rooms
Ocean Front Motel	35 rooms
River Inn at Seaside	48 rooms
Rivertide Suites	70 rooms
Roger Inn Rentals	32 rooms
Sand and Sea	30 rooms
Seashore Inn	54 rooms
Seaside Beach Club	20 rooms
Shilo Seaside East	58 rooms
Shilo Inn Suites Oceanfront	112 rooms
Seaside Oceanfront Inn	15 rooms
Tides By The Sea	47 rooms
<i>23 Properties, 1,186 Total Seaside Rooms</i>	

## CANNON BEACH

Cannon Beach Conference Center	138 rooms
Cannon Beach Hotel Lodging	37 rooms
Hallmark Inn & Resort	142 rooms
Haystack Lodgings	62 rooms
Haystack Resort	23 rooms
Inn at Cannon Beach	40 rooms
Land's Inn Motel	15 rooms
Schooner's Cove Inn	30 rooms
The Waves	50 rooms
The Wayside Inn	22 rooms
Tolovana Inn	175 rooms
<i>11 Properties, 734 Total Cannon Beach Rooms</i>	

## ARCH CAPE

Inn at Arch Cape	6 rooms
<i>1 Property, 6 Total Arch Cape Rooms</i>	

## TILLAMOOK

Ashley Inn & Suites	51 rooms
Comfort Inn Garibaldi	50 rooms
Shilo Inn	101 rooms
<i>3 Properties, 202 Total Tillamook Rooms</i>	

## PACIFIC CITY

Inn at Cape Kiwanda	35 rooms
Inn at Pacific City	16 rooms
Pacific City Inn	17 rooms
Sea View Vacation Rentals	56 rooms
Shorepine Properties	38 rooms
<i>5 Properties, 162 Total Pacific City Rooms</i>	

## LINCOLN CITY

Ashley Inn	76 rooms
Best Western Landmark Inn	64 rooms
Chinook Winds Casino Resort	247 rooms
Coho Oceanfront Lodge	50 rooms
Cozy Cove	70 rooms
Crown Pacific Inn	42 rooms
Dock of the Bay	50 rooms
D'Sands Condominium Motel	63 rooms
Inn at Spanish Head	156 rooms
Liberty Inn	76 rooms
Lincoln City Inn	60 rooms
Looking Glass Inn	36 rooms
Nordic Oceanfront Inn	53 rooms
Ocean Terrace Condominiums	34 rooms
Palace Inn & Suites	51 rooms
Pelican Shores	36 rooms
Sea Echo Motel	18 rooms
Sea Horse Oceanfront Lodging	58 rooms
Seahaven Vacation Rentals	83 rooms
Shearwater Inn	30 rooms
Siletz Bay Lodge	44 rooms
Surfrider Resort	53 rooms
Surftides Resort	141 rooms
<i>23 Properties, 1,591 Total Lincoln City Rooms</i>	

## GLENEDEN BEACH

Beach Combers Haven Vacation Rentals	15 rooms
Salishan Golf Resort	205 rooms
<i>2 Properties, 220 Total Gleneden Beach Rooms</i>	

## DEPOE BAY

Channel House	12 rooms
Harbor Lights Inn	11 rooms
Inn at Arch Rock	20 rooms
Trollers Lodge	15 rooms
Whale Cove Inn	8 rooms
<i>5 Properties, 66 Total Depoe Bay Rooms</i>	

## OTTER ROCK

Inn at Otter Crest	160 rooms
<i>1 Property, 160 Total Otter Rock Rooms</i>	

## NEWPORT

Best Western Agate Beach Inn	148 rooms
Comfort Inn	71 rooms
Econo Lodge	43 rooms
Elizabeth Street Inn	74 rooms
The Embarcadero	57 rooms
Hallmark Resort	158 rooms
The Whaler	75 rooms
Shilo Inn	179 rooms
Starfish Point	6 rooms
The Landing at Newport	57 rooms
Vacation Internationale	37 rooms
<i>11 Properties, 905 Total Newport Rooms</i>	

## SOUTH BEACH

Holiday Inn Express	85 rooms
Inn at Yaquina Bay	52 rooms
La Quinta Inn	71 rooms
<i>3 Properties, 208 Total South Beach Rooms</i>	

## WALDPORT

Howard Johnson Waldport	78 rooms
<i>1 Property, 78 Total Waldport Rooms</i>	

## YACHTS

Adobe Resort	108 rooms
Yachats Inn	36 rooms
Overleaf Inn	45 rooms
Fireside Motel	43 rooms
<i>4 Properties, 232 Total Yachats Rooms</i>	

## FLORENCE

Best Western Pier Point Inn	57 rooms
Driftwood Shores Resort & Conf Ctr	125 rooms
Holiday Inn Express	52 rooms
Three Rivers Casino	93 rooms
<i>4 Properties, 327 Total Florence Rooms</i>	

**TOTAL PROPERTIES - 104 • TOTAL GUEST ROOMS - 6,523**

**www.visitorschoiceusa.com • Like us on  • Follow us on **



# City of Newport Tourism

“Come make a new memory”



Spread the word about all of the amazing attractions  
Newport has to offer by advertising with Comcast.

COMCAST  
SPOTLIGHT®

Prepared by Josh Logan

# Your Objectives

- **Reach Your Desired Markets**
  - Eugene
  - Salem
  - Corvallis
  - Portland
- **Target Your Visitors**
  - Soccer Moms
  - Retirees
- **Enhance Your Important Seasons**
  - No contracts mean you only advertise when it makes sense!

# Networks to reach likely visitors

**Deliver your audience to the Oregon Coast  
with these high-profile networks:**



WE KNOW DRAMA™



# The Message Is Simple



See a happy family enjoying all of the sights around Newport and taking pictures.



- Walking along the boardwalk
- Enjoying the beach
- Watching sea lions
- Touring Yaquina Head Lighthouse
- Having fun at the Oregon Coast Aquarium



The ending shot shows the kids tucked out in the hotel room. The couple then flips through their photos on a tablet reviewing all of the wonderful memories they made while in Newport.

*"Come make a new memory!"*

**Comcast**  
SPOTLIGHT.

# Custom Build Your Schedule

## Reach your visitors on TV and online

Zone	100 Commercials Per Week
Eugene	\$200 per week
Salem	\$200 per week
Corvallis-Albany	\$200 per week
West Portland (Skyline)	\$400 per week
East Portland	\$400 per week
Xfinity.com	\$400 per week = 30,000 impressions\week

**TOTAL** **\$1800 per week**

**No contracts or  
commitments!**

Advertising can be  
selected a la carte

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Rotators**  
**Best Available Slots 6 am – 12 mid**

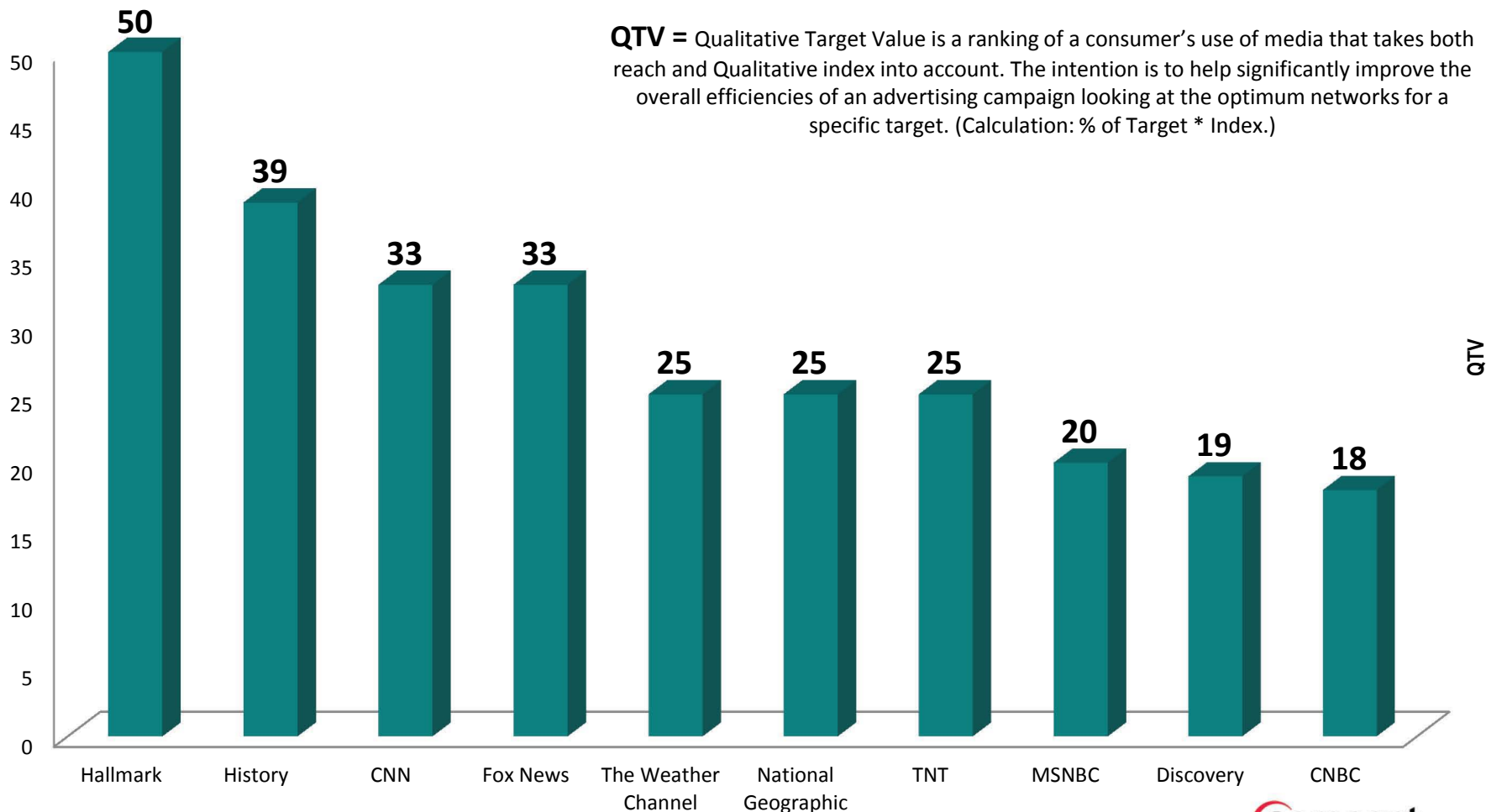


# Appendix

# Cable Networks Recommendations

## Retirees:

**QTV** = Qualitative Target Value is a ranking of a consumer's use of media that takes both reach and Qualitative index into account. The intention is to help significantly improve the overall efficiencies of an advertising campaign looking at the optimum networks for a specific target. (Calculation: % of Target \* Index.)

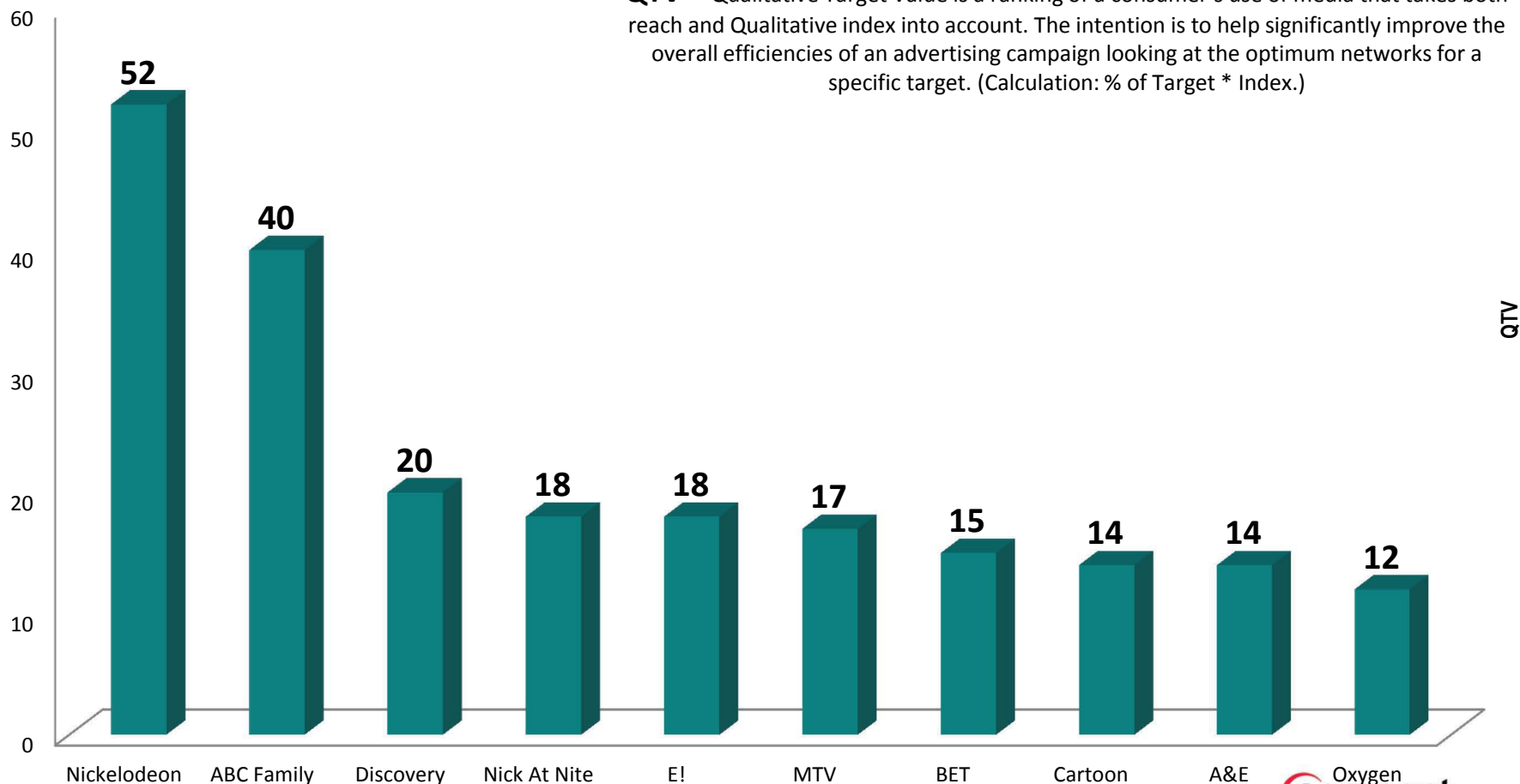


Source: Portland, OR DMA-Syndicated-Mosaic, Mar12 – Feb 13, Scarborough; Base: Adults 18+, Target: Reason Not Employed: Retired. Scarborough Data & Reports are protected under the federal Copyright Act and are the registered intellectual property of Scarborough Research & Arbitron, Inc. Any use of the Scarborough Data is subject to all limitations and qualifications contained in the Report.

# Cable Networks Recommendations

## Soccer Moms 18+ With Children Age 6 – 11 In The Household:

**QTV** = Qualitative Target Value is a ranking of a consumer's use of media that takes both reach and Qualitative index into account. The intention is to help significantly improve the overall efficiencies of an advertising campaign looking at the optimum networks for a specific target. (Calculation: % of Target \* Index.)

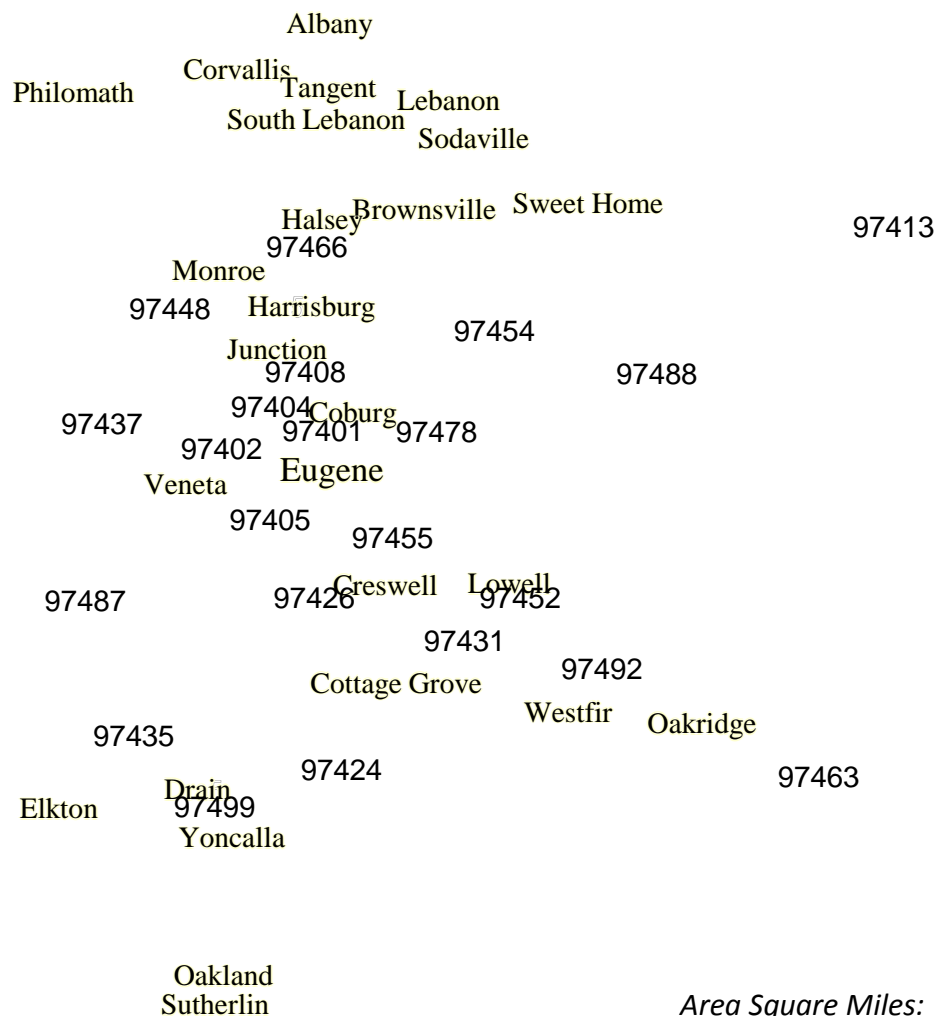


Source: Portland, OR DMA-Syndicated-Mosaic, Mar12 – Feb 13, Scarborough; Base: Adults 18+, Target: Gender Of Respondent: Female AND Presence Of Any Child By Age-HH: Age 6-11. Scarborough Data & Reports are protected under the federal Copyright Act and are the registered intellectual property of Scarborough Research & Arbitron, Inc. Any use of the Scarborough Data is subject to all limitations and qualifications contained in the Report.

Oxygen  
**comcast**  
**SPOTLIGHT.**

# EUGENE METRO ZONE

Comcast Spotlight  
Cable Households:  
**74,704**



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

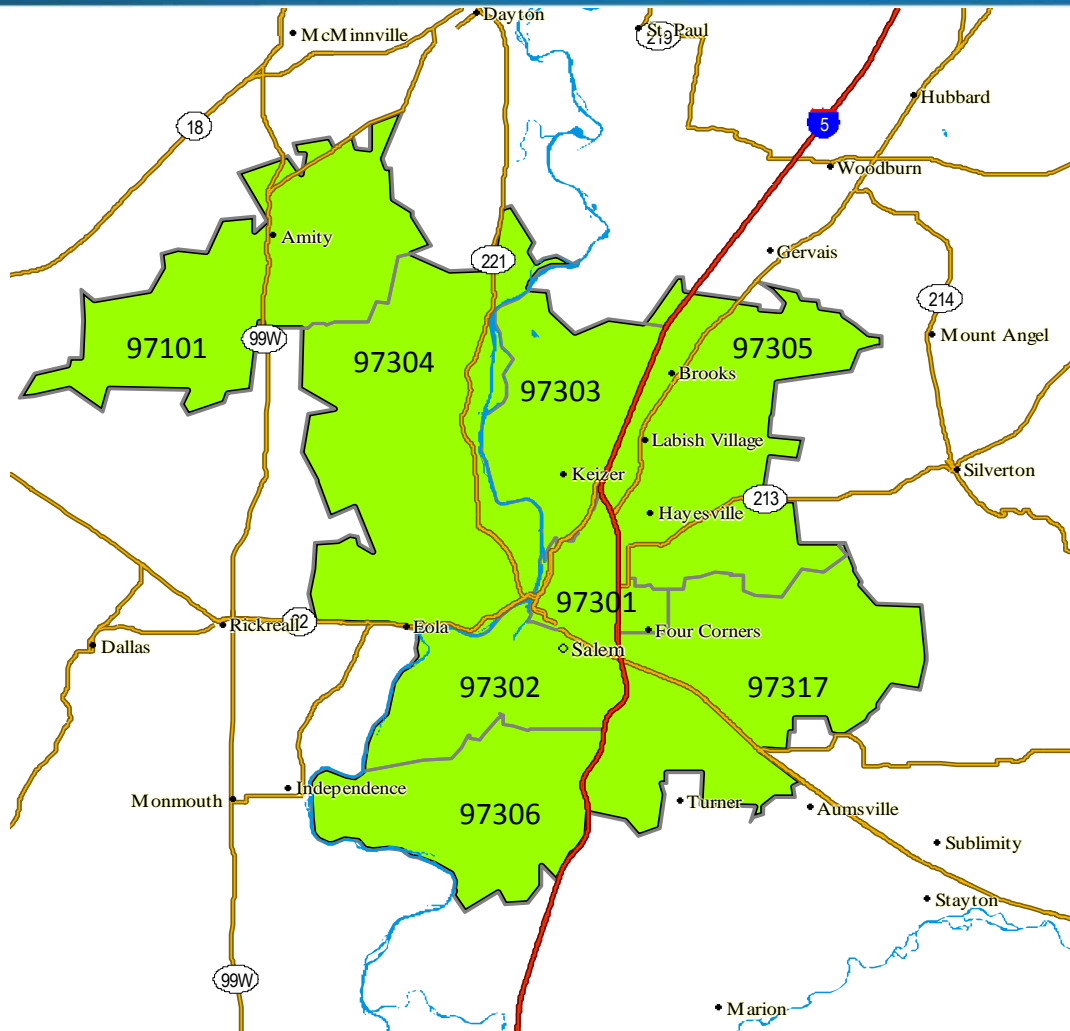
Area Square Miles: **3,585**

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.



# SALEM ZONE

Comcast Spotlight  
Cable Households:  
**53,178**



## 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**

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.**

# CORVALLIS ZONE

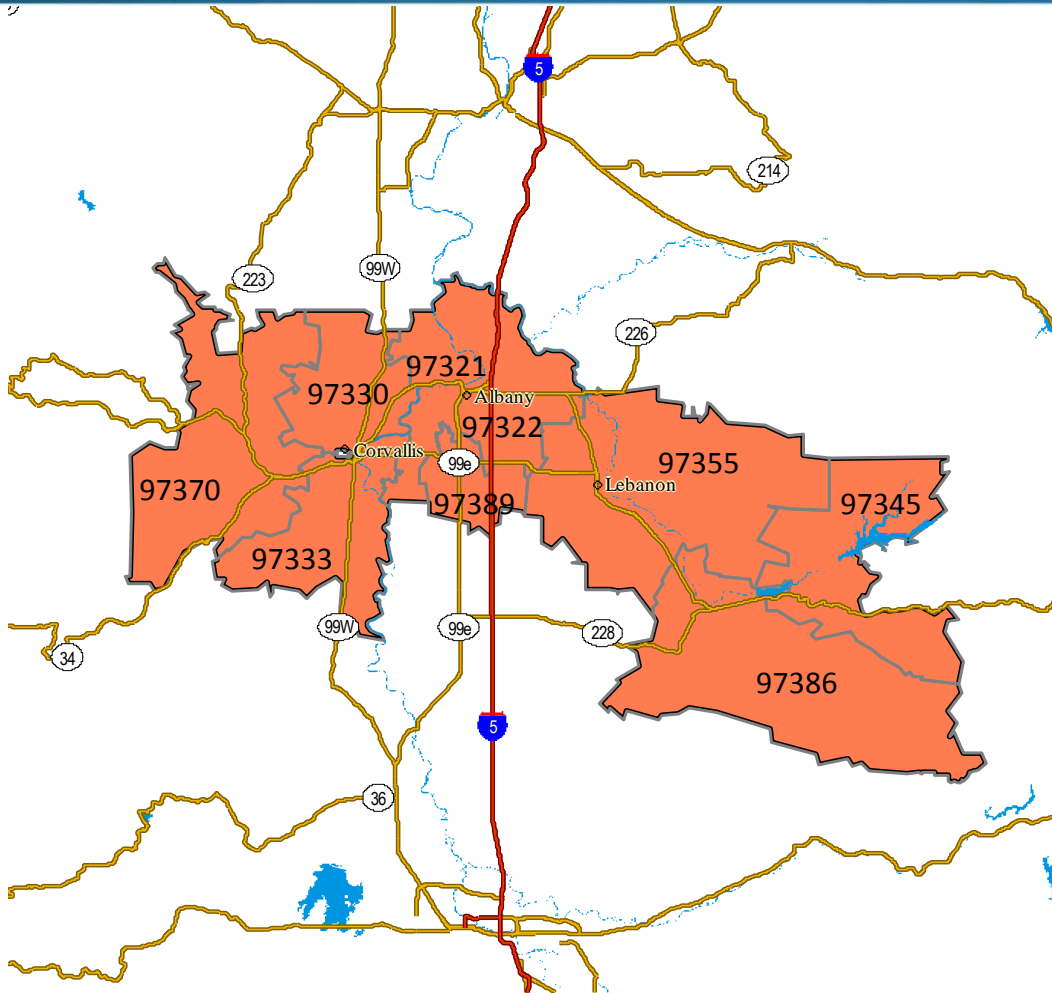
Comcast Spotlight  
Cable Households:  
**37,143**

*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

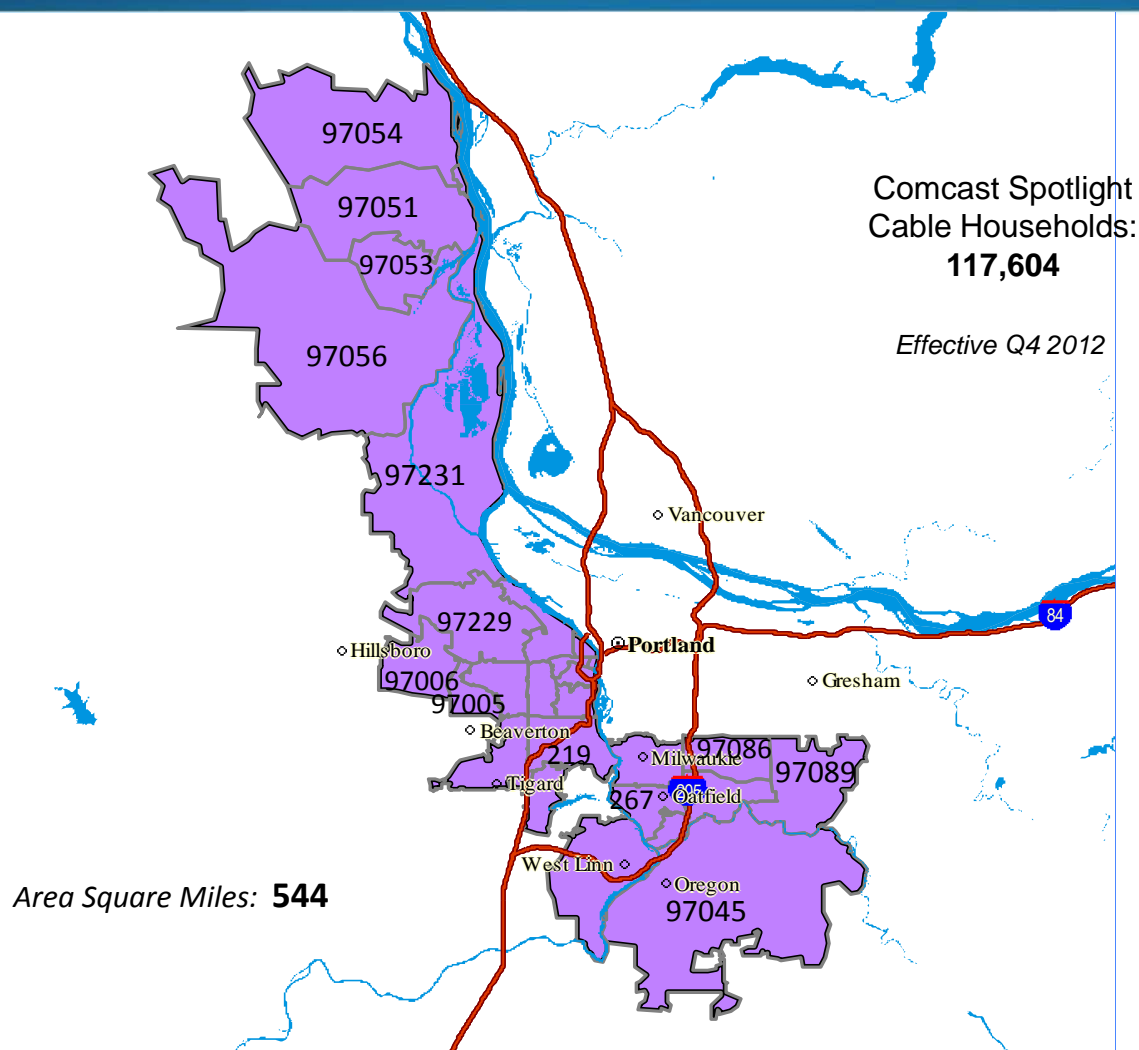
*Area Square Miles: 1,126*



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.**

# PORTLAND SKYLINE ZONE



## PORTLAND SKYLINE

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

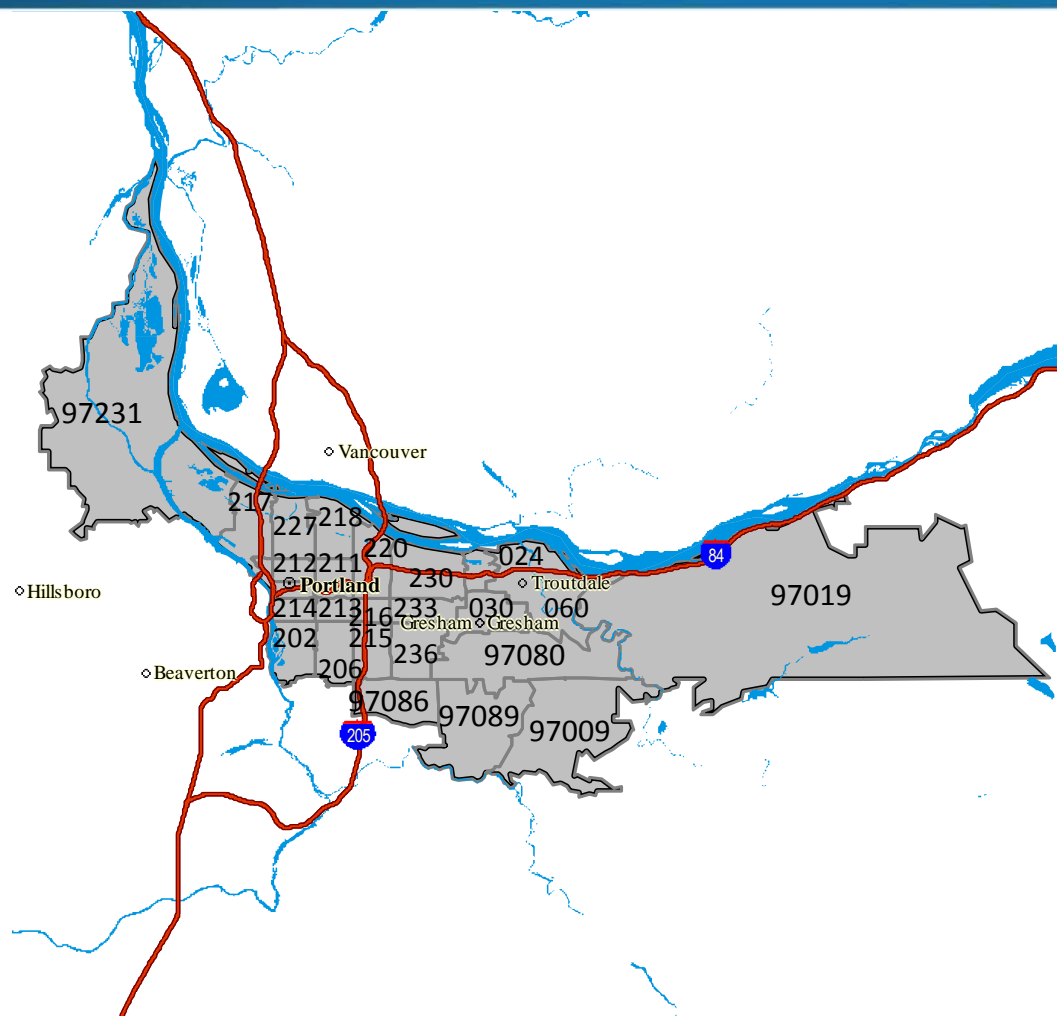
Red ZIPs are shared with another zone.

**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.



# EAST PORTLAND ZONE

Comcast Spotlight  
Cable Households:  
**136,466**



## EAST PORTLAND

<b>Boring</b>	<b>97009</b>
Corbett	97019
Fairview	97024
Gresham	97030
Trousdale/Wood Village	97060
Gresham	97080
<b>Happy Valley/Clackamas</b>	<b>97086</b>
<b>Damascus</b>	<b>97089</b>
Portland	97202
Portland	97203
Portland	97206
Portland	97211
Portland	97212
Portland	97213
Portland	97214
Portland	97215
Portland	97216
Portland	97217
Portland	97218
Portland	97220
Portland	97227
Portland	97230
<b>Portland</b>	<b>97231</b>
Portland	97232
Portland	97233
Portland	97236
Happy Valley	97266

Red ZIPs are shared with another zone.

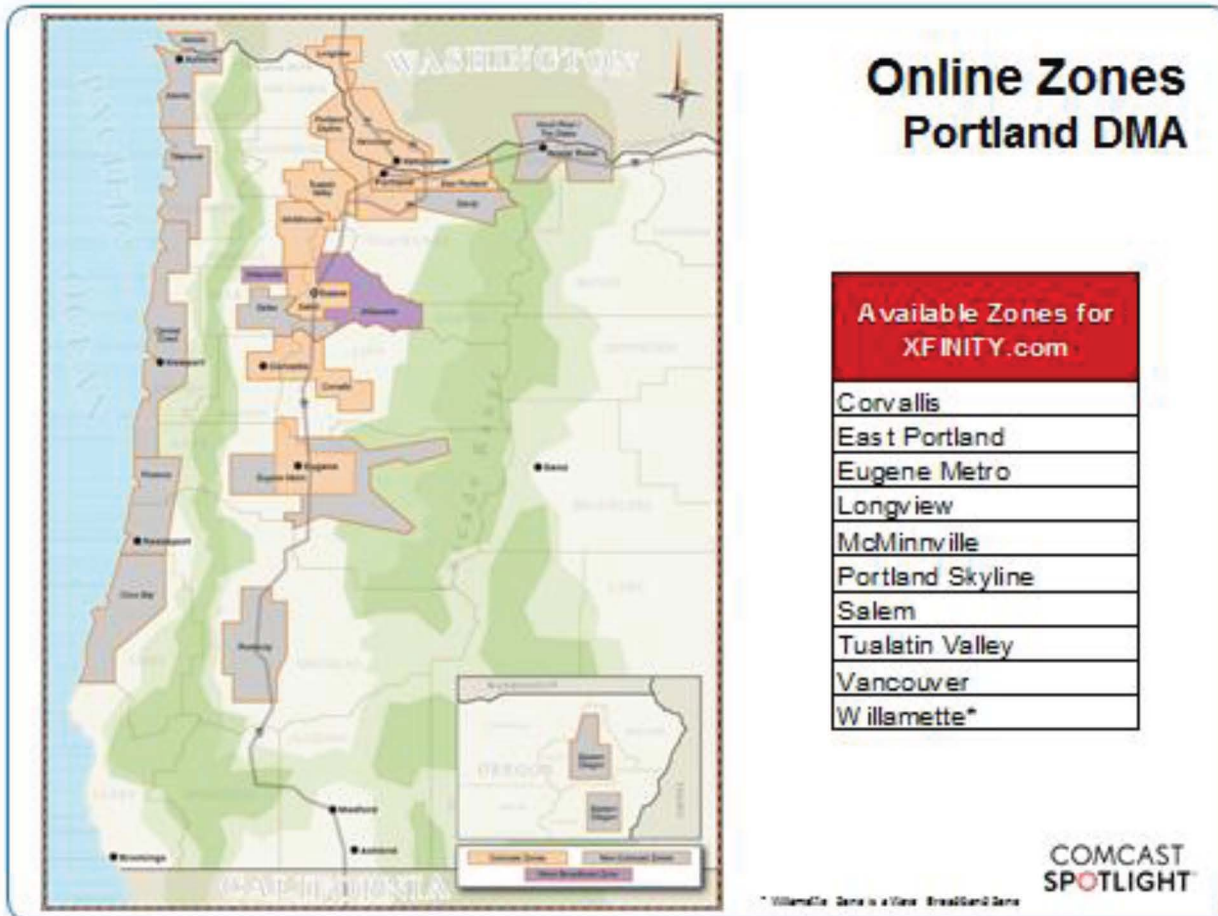
Area Square Miles: **458**

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.**

# Be Seen Online

Use Xfinity.com to reach Portland and drive traffic to your website





## Actually our sponsors are pretty smart, too!

All Classical reaches over 200,000 listeners weekly! They are the same people you might see at the Oregon Symphony, Portland Center Stage, or even a Pink Martini concert. They are adults of all ages with a high average income/education who LOVE THE ARTS!

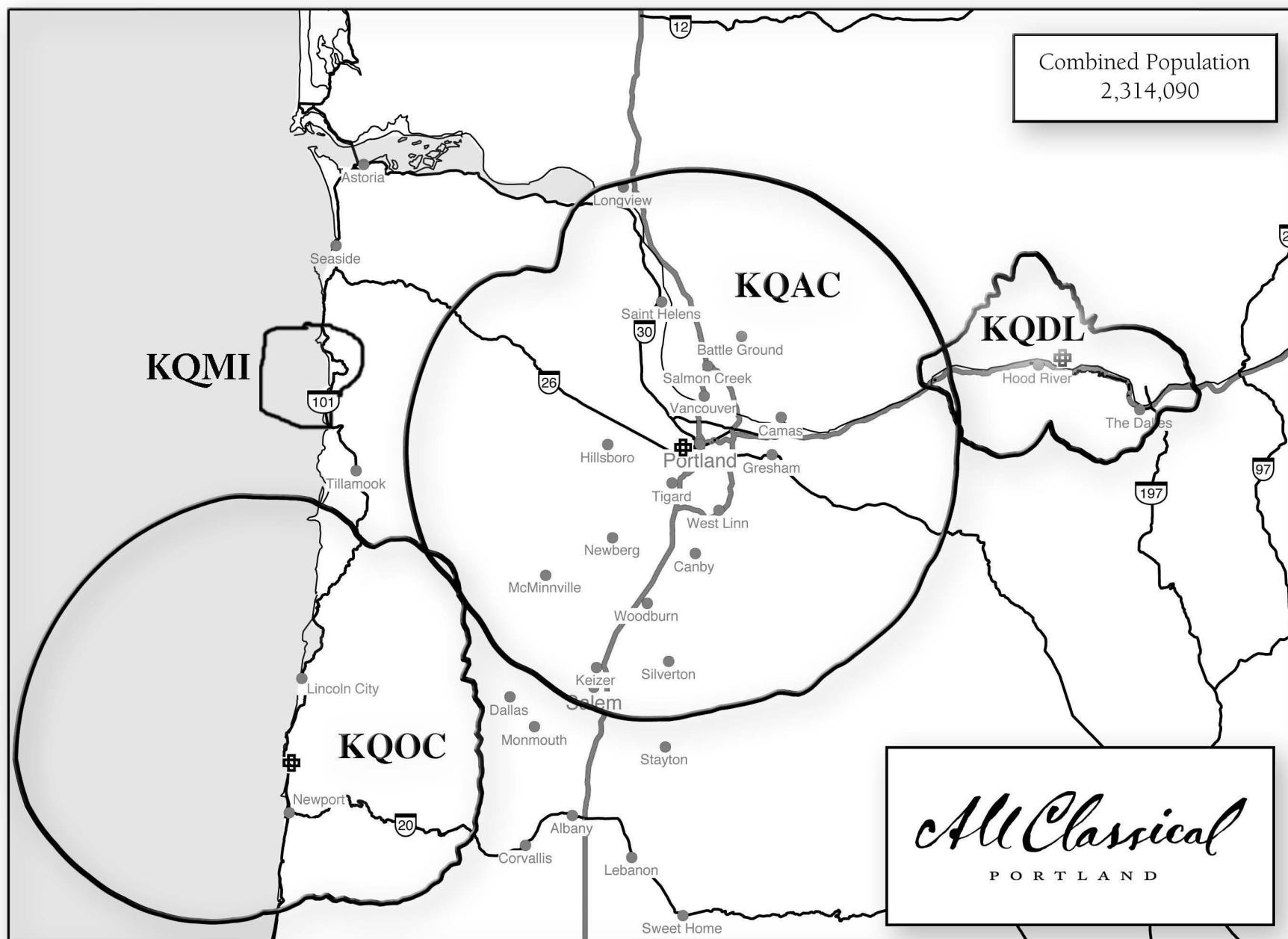
Business Sponsorship is a sound marketing strategy that combines the benefits of advertising with community based relations. Companies are wisely looking to community involvement and social responsibility programs to help differentiate them from their competition and to reinforce their brand in the hearts and minds of the Portland consumer.

80% of our listeners have a more favorable opinion of organizations that sponsor public radio. *Jacobs Media Research 2007*

95% of public radio listeners have taken direct action as a result of sponsorship, acting on their preference to do business with partners of their station. *Jacobs Media Research 2007*

FALL 2000 **90,800** Listeners

DEC. 2010 **240,400** Listeners



## Advertise in the Official 2014-15 OSU Visitors Guide & reach people ready, willing and able to buy.

Oregon State University is a major driver of spending and growth in the mid-valley. Each year, the OSU community of students, parents, faculty, staff, alumni and visitors contribute millions of dollars to the local economy. The guide is an invaluable, cost effective way to reach the OSU community, your target market, throughout the year. It is also your first opportunity to make an impression on prospective students and their parents as they make purchasing decisions.

### DISPLAY ADVERTISING RATES

#### Premium Positions

■ Back Cover	\$4,875
■ Inside Front Cover	\$4,310
■ Inside Back	\$3,990
Full color included in premium positions	

#### Inside Pages

■ Full Page	\$3,165
■ 2/3 Page (vertical)	\$2,065
■ Half Page (horizontal)	\$1,765
■ Half Page (vertical)	\$1,765
■ 1/3 Page (horizontal)	\$1,210
■ 1/3 Page (vertical)	\$1,210
■ 1/6 Page (horizontal)	\$640
■ 1/6 Page (vertical)	\$640
■ 1/12 Page	\$345

#### Options

■ Full color	\$324
--------------	-------

Contact Your Sales Representative  
or Call 541-812-6073



Mid-Valley  
**Newspapers**  
DAILY Democrat-Herald GAZETTE-Times LEBANON EXPRESS



### VISITORS GUIDE

#### FOUR-COLOR GLOSSY MAGAZINE

##### PUBLISH DATE:

Oregon State will have the guide available for distribution on September 26, 2014

##### TOTAL DISTRIBUTION:

OSU will be handing out the guide to their 20,000 plus yearly visitors.

##### INCLUDES:

- Welcome Information
- Athletics
- Visiting OSU
- Buildings & Sights
- About the University
- Campus Maps
- Missions, Goals & Values
- Parking Maps
- Student Services
- About the Oregon & Corvallis Area
- Points of Pride

##### DISTRIBUTED TO:

- New Students
- Visitors
- Parents
- Conference, Workshop & Seminar Groups
- Campus Tour Groups

# Ad Sizes

## Full Page

- n Live area
- n Trim size
- n Bleed size

WIDTH	HEIGHT
7.375"	9.875"
8.375"	10.875"
8.625"	11.125"

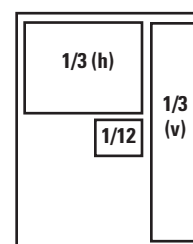
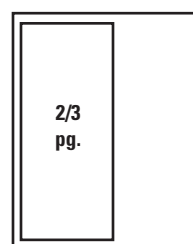
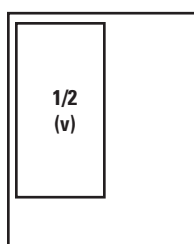
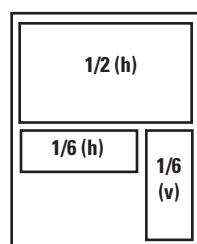
## Inside Pages

- 2/3 Vertical
- 1/2 Horizontal
- 1/2 Vertical
- 1/3 Horizontal
- 1/3 Vertical
- 1/6 Horizontal
- 1/6 Vertical
- 1/12 Square

4.861"	9.75"
7.375"	4.75"
4.861"	7.75"
4.861"	4.75"
2.347"	9.75"
4.861"	2.25"
2.347"	4.75"
2.347"	

2.25"

2-page Spread trim size ad bleed size available upon request.



## MECHANICAL REQUIREMENTS

- n Bleed available only on full page ads.
- n Allow 1/125" trim on all bleed edges.
- n Publication trim size 8.375" x 10.875"
- n Printing process: Web offset.
- n Bindery: saddle stitch.
- n All type and other live matter not intended to bleed must be held .5" from trim. Live area 7.375" x 9.875".

## DISK-READY MATERIALS

- n PDF files must be high resolution, fonts embedded, CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material). PDF documents may be converted to Photoshop TIFF or EPS files.
- n NO spot colors. All colors must be CMYK.
- n Color ads should be accompanied by a high-resolution color printout.
- n File names MUST contain advertiser name or abbreviation (i.e. *funhut\_qtr.indd*). NO generic file names (i.e. *visitors\_guide\_ad.indd*).

- n Please use three-letter extension on all file names.
- n InDesign (CS3) files are supported. Finished files will be distilled into PDFX/1a compliant files. Native InDesign files require all linked files and fonts for PC.
- n Adobe Illustrator (any version 3.0 through CS2).
- n High resolution means original photos are at least 266 dpi and line art bitmaps are 600-1200 dpi.
- n Inquire about other file formats (i.e. Illustrator).
- n Word and MS Publisher files NOT accepted or supported.
- n Advertisers may provide logos and graphic elements as TIFF, JPEG, EPS or Illustrator files. Along with copy, elements will be used to create and ad. Please inquire.

## ACCEPTABLE MEDIA

Please provide electronic materials (with hard copy printouts) on:

- n DVD/CD-ROM(s)
- n Materials sent via email must be compressed with Stuffit.
- n FTP transfer available. Contact [daniel.morgan@lee.net](mailto:daniel.morgan@lee.net) for instructions, login and password.

**Files not meeting publication specifications may require modification at the advertiser's expense. Advertising production is billed at \$75/hour.**

Mid-valley Newspapers  
P.O. Box 130  
Albany, OR 97321

Voice (541) 812-6073  
Fax (541) 926-5298  
[ads@dhonline.com](mailto:ads@dhonline.com)

JPEG or files compress using Stuffit/Zipit of no more than 5MB may be emailed to: **[daniel.morgan@lee.net](mailto:daniel.morgan@lee.net)**

**THE**  
**ULTIMATE**  
**FOOTBALL TICKET**  
**& TAILGATE GIVEAWAY**



Beavers Sports

***CLICK FOR DETAILS***



*No purchase necessary*