



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, February 27, 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, February 27, 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 -January 16, 2014, meeting minutes review and approve
 - b. Review of Accts., January 2014
- IV. Public Comment
- V. Media Consideration
 - a. Skies America
 - b. 1859 Oregon's Magazine
 - c. Travel Oregon Spring Insert
- VI. Other
 - a. Tourism Marketing Grant-Bike Newport
 - b. Interview of Committee Applicant
- VII. Discussion and Action
- VIII. Adjournment

CALL TO ORDER

The January 16, 2014, meeting of the Destination Newport Committee was called to order at approximately 2:09 P.M. In attendance were John Clark, Lil Patrick, Carrie Lewis and Lorna Davis. Also in attendance was Cindy Breves, Executive Assistant. Visitors included, Judy Kuhl, Frank Geltner.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the December 12, 2013, meeting;
- B. Review of Account, December 2013

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

MEDIA CONSIDERATIONS

Corvallis Knights emailed a proposal that included a triple play which includes a pocket schedule advert, between inning promotion for 10 games, and in stadium signage for \$2,500.

OTHER

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

Northwest's Travel Planner proposal: In the upcoming issue for March/April they will be focusing on the Oregon Coast. Destination Newport can have an Ad in the Travel Planner for \$595.

Oregon Coast Visitors Guide hard cover proposal same location as and last year for \$4,800.

After a brief discussion the committee selected Lorna Davis as the chairperson.

The Committee interviewed Frank Geltner and Judy Kuhl for the two vacancies on the Destination Newport Committee. The Committee discussed the purpose of Destination Newport Committee with the interviewees. After a discussion, the Committee is recommending we that continue to seek additional applications to determine the best applicants for the two vacant positions. There has been interest in the vacancy by other members of the community and the committee wanted to give everyone the opportunity to apply for the vacancy before a decision is made.

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 at this time on the following proposals: Northwest Travel Planner

MOTION was made by Lewis, seconded by Clark, to approve Corvallis Knights proposal for pocket schedule advert, between-inning promotion and in-stadium signage for \$2,500. The motion carried unanimously in a voice vote.

MOTION was made by Lewis, seconded by Clark, to approve the Oregon Coast Visitor's Guide Hard Cover with the same placement as last year for \$4,800. The motion carried unanimously in a voice vote.

Next meeting will be February 27, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:03 P.M.

2013-2014 ADVERTISING MEDIA KIT

Print/iPad/Digital
THE AFFLUENT PACKAGE



Visitors Are
Spenders



Major Arts
Groups



Preferred
Guide



Readers You
Can Count On



Lucrative
Audience



Pre-Arrival
Visibility



Personal
Presentation



Free
Hotlinks



Interactive
Graphics



Unmatched
Distribution



Printable
Maps



Update
Capability



Among Top 3%
of 475+ Apps
in Portland!



Skies America DigiTab—
Portland's Local Leader in
iPad App Development!

Portland
Guide

SA
SKIES AMERICA







Available on the
App Store

PORTLAND GUIDE and SKIES AMERICA PERFORMING ARTS PROGRAMS

Print | iPad | Digital



2013 MONTHLY SCHEDULE 2014 MONTHLY SCHEDULE

	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE/JULY	AUG/SEPT	OCT	NOV	DEC
		The Portland Guide Oct. Nov. Dec. 2013 Fall and Holiday Qtrly. Issue art 8 23 13 Various 100,000			The Portland Guide Jan. Feb. Mar. 2014 Winter Qtrly. Issue art 12 1 13 Various 100,000			The Portland Guide Apr. May June 2014 Spring/Rose Festival Qtrly. Issue art 3 3 14 Various 100,000			The Portland Guide July Aug. Sept. 2014 Summer Qtrly. Issue art 6 1 14 Various 100,000		The Portland Guide Oct. Nov. Dec. 2014 Fall and Holiday Qtrly. Issue art 9 1 14 Various 00,000	
	Oregon Symphony Sept. 6 – 30, 2013 Program #1: ABBA– The Concert, Lang Lang, The Cat’s Meow: Meow Meow & Thomas Lauderdale, Scheherazade, Kahane Plays Beethoven art 8 1 13 Schnitzer Hall 22,000	Oregon Symphony Oct. 3 – 28, 2013 Program #2: Steve Martin with the Steep Canyon Rangers featuring Edie Brickell, Schubert’s Symphony No. 9, Portland’s Indies, The American Song, & Brahms’s Double Concerto art 9 2 13 Schnitzer Hall 22,000	Oregon Symphony Nov. 2 – 30, 2013 Program #3: Britten’s War Requiem, Romeo and Juliet, Brandi Carlile, Jackie Evancho art 10 1 13 Schnitzer Hall 16,000	Oregon Symphony Dec. 1 – 22, 2013 Program #4: Holiday Pops, Tchaikovsky’s Symphony No. 4, Gospel Christmas, Natalie Cole Christmas, Comfort & Joy: A Classical Christmas art 11 1 13 Schnitzer Hall 25,000	Oregon Symphony Jan. 11 – 26, 2014 Program #5: Emanuel Ax Plays Bach & Strauss, Sibelius’ Symphony No. 1, Itzhak Perlman in Recital, Red Hot Blues art 12 2 13 Schnitzer Hall 22,000	Oregon Symphony Feb. 9 – 28, 2014 Program #6: Beethoven’s Symphony No. 7, A Storm Large Valentine, Cohen Plays Rachmaninoff, Wynton Marsalis art 1 1 14 Schnitzer Hall 22,000	Oregon Symphony Mar. 8 – 30, 2014 Program #7: Hilary Hahn, Tango Caliente, Zakir Hussain & The Masters of Percussion, Chamayou Plays Chopin, Seattle Symphony art 2 3 14 Schnitzer Hall 25,000	Oregon Symphony Apr. 5 – 26, 2014 Program #8: Dvořák’s Symphony No. 5, Pink Martini, Final Fantasy art 3 3 14 Schnitzer Hall 25,000	Oregon Symphony May 3 – 19, 2014 Program #9: Chris Botti, Mahler’s Song of the Earth, Joshua Bell Plays Sibelius art 4 1 14 Schnitzer Hall 16,000	Oregon Symphony July 2014 – July 2015 Annual Concert Guide art 6 2 14 Various 40,000	Oregon Symphony Sept. 2014 TBA Waterfront Concert art 8 1 14 Waterfront 10,000 Sept. 2014 TBA Program #1: TBA art 8 1 14 Schnitzer Hall 18,000	Oregon Symphony Oct. 2014 TBA Program #2: TBA art 9 1 14 Schnitzer Hall 16,000 Oregon Symphony Oct. 2014 TBA Kids Concert Series: TBA art 9 1 14 Schnitzer Hall 7,000	Oregon Symphony Nov. 2014 TBA Program #3: TBA art 9 1 14 Schnitzer Hall 18,000	Oregon Symphony Dec. 2014 TBA Program #4: Holiday Program TBA art 10 1 14 Schnitzer Hall 22,000
Oregon Symphony Oct. 6, Nov. 24, 2013 & Mar. 2, 2014 Kids Concert Series: Superheroes at the Symphony 10 6, A Musical Feast 11 24, Say it with Music 3 2 art 9 2 13 Schnitzer Hall 8,000														
	Broadway Across America Portland Sept. 3 – 8, 2013 Chicago art 8 1 13 Keller Aud. 24,000	Broadway Across America Portland Oct. 2 – 6, 2013 Anything Goes art 9 2 13 Keller Aud. 24,000	Broadway Across America Portland Nov. 12 – 17, 2013 Green Day’s American Idiot art 10 1 13 Keller Aud. 24,000		Broadway Across America Portland Jan. 7 – 12, 2014 Evita art 12 2 13 Keller Aud. 24,000		Broadway Across America Portland Mar. 7 – 9, 2014 Blue Man Group art 2 3 14 Keller Aud. 15,000	Broadway Across America Portland Apr. 1 – 6, 2014 Sister Act art 3 3 14 Keller Aud. 24,000		Broadway Across America Portland June 10 – 15, 2014 Once art 5 1 14 Keller Aud. 24,000 July 8 – 20, 2014 The Book of Mormon art 6 2 14 Keller Aud. 48,000	Broadway Across America Portland Sept. 2014 TBA Broadway TBA art 8 1 14 Keller Aud. 24,000	Broadway Across America Portland Oct. 2014 TBA Broadway TBA art 9 1 14 Keller Aud. 24,000	Broadway Across America Portland Nov. 2014 TBA Broadway TBA art 9 1 14 Keller Aud. 24,000	
	Portland Opera Sept. 21, 2013 Big Night Concert & Gala! art 8 1 13 Keller Aud. 3,000		Portland Opera Nov. 1 – 9, 2013 Salome art 10 1 13 Keller Aud. 12,000		Portland Opera Jan. 31 – Feb. 8, 2014 Lucia di Lammermoor art 12 2 13 Keller Aud. 12,000	Portland Opera Mar. 21 – 29, 2014 Postcard From Morocco art 2 3 14 Newmark 3,480		Portland Opera May 9 – 17, 2014 The Pirates of Penzance art 4 1 14 Keller Aud. 12,000			Portland Opera Sept. 2014 TBA Opera TBA art 8 1 14 Various 3,000		Portland Opera Nov. 2014 TBA Opera TBA art 9 1 14 Keller Aud. 12,000	
		Oregon Ballet Theatre Oct. 12 – 19, 2013 Dream art 9 2 13 Keller Aud. 8,000		Oregon Ballet Theatre Dec. 14 – 24, 2013 Balanchine’s The Nutcracker™ art 11 1 13 Keller Aud. 20,000		Oregon Ballet Theatre Feb. 22 – Mar. 1, 2014 Reveal art 1 1 14 Keller Aud. 8,000		Oregon Ballet Theatre Apr. 17 – 26, 2014 Celebrate art 3 3 14 Newmark 8,000 Apr. 2014 TBA School of OBT Annual Performance art 3 3 14 Newmark 2,000	Oregon Ballet Theatre May 28 – June 1, 2014 Create art 5 1 14 BodyVox Dance 1,000			Oregon Ballet Theatre Oct. 2014 TBA OBT Program #1: TBA art 9 1 14 Keller Aud. 8,000		Oregon Ballet Theatre Dec. 2014 TBA Balanchine’s The Nutcracker™ art 10 1 14 Keller Aud. 20,000
			The Portland Ballet Nov. 29, 30, Dec 1, 2013 John Clifford’s The Enchanted Toy Shop with Firebird art 10 1 13 Lincoln Hall, PSU 6,000			Portland Jazz Festival Feb. 20 – Mar. 2, 2014 2014 Portland Jazz Festival art 1 1 14 Various 15,000			The Portland Ballet May 23 – 24, 2014 Spring Concert art 4 1 14 PCC Sylvania 1,200				The Portland Ballet Nov. 28 – 30, 2014 Thanksgiving Weekend Holiday production art 9 1 14 Lincoln Hall, PSU 6,000	



A REAL MOVEMENT—A REVOLUTION!

Apple has sold 157 Million iPads since their April 2010 launch — 75+ Million just in the last year alone!

iPAD SALES ARE EXPLODING!

- Almost 1 out of every 3 Americans use a tablet, 90% of which are iPads
- 9 months from now, predictions show almost 1/2 of the US will own a tablet

iPAD USAGE IS EMBEDDED IN OUR LIVES!

- 74% use one DAILY; 60% use several times a day, averaging 14 HOURS EACH WEEK

iPAD ADVERTISING WORKS!

- 38% of users have bought something because of a tablet ad, spending an average of \$359 in the last year

Source: Portrait of A Tablet User, Center for Media Research, July 2012

WE HAVE YOUR BUYERS—LET US CONNECT THEM TO YOU!

PORTRAIT OF A DIGITAL MAGAZINE USER

AS OF THE FIRST QUARTER OF 2012:

- 90% of tablet users claim to read as much or more magazine content digitally

MOST REQUESTED FUTURE DIGITAL IMPROVEMENTS:

- 70% want the ability to purchase products directly from editorial features
- 59% want the ability to purchase products directly from digital ads

Source: *The Association of Magazine Media, Survey of Digital Magazine Readers (March 2012)*

THE MOVEMENT TO TABLETS IS SURGING:

- 77% of tablet applications downloaded in the past year were free apps, like Portland Guide and the Performing Arts playbills
- Tablet users are almost 3 times more likely to prefer a free app with ads (54%) than to pay slightly more for an app with no ads (19%)
- Tablet users are currently predominate in the 25-44 age group, but new adoption is trending older, more balanced between males and females and MORE AFFLUENT
- Majority of tablet users prefer reading on tablets vs. mobile phones, computers and newspapers

Source: *Research Brief from the Center for Media Research (July, 2012)*

iPAD OWNERS ARE MORE LIKELY TO MAKE A PURCHASE AS A RESULT OF AN AD...

MORE LIKELY THAN ONLINE, MORE LIKELY THAN SMARTPHONE!

- iPad shoppers average \$52.66 per item vs. \$21.86 per item for desktop users and \$23.80 for other mobile users
- iPad users constitute 68% of all mobile shoppers, but account for 90% of all mobile revenue

Source: *RichRelevance Shopping Insights (TM) Q1 Mobile Study Reveals iPad Users Shop Differently Than Other Consumers*

- 29% of tablet users also indicated that tablet advertising drives them to research products
The most popular types of products researched on a tablet in the past 6 months are:
 - Consumer Electronics (37%)
 - Restaurants/Fast Food (36%)
 - Media and Entertainment (35%)
 - Retail and Apparel (35%)

Source: *OPA and Frank Magid & Associates*



PORTLAND GUIDE—60 YEARS AND COUNTING

Having been in the market for 60+ years proves that **Portland Guide** is part of YOUR BUYERS' lives. Travelers returning to the market time and again know to reach for the familiar pocket guide.

- It's proven
- It's trusted
- It's preferred
- It's referenced by those in the know—the Concierges
- Advertisers benefit from our relationship with shoppers and diners

Over time, Portland Guide has developed the winning formula for its print version—

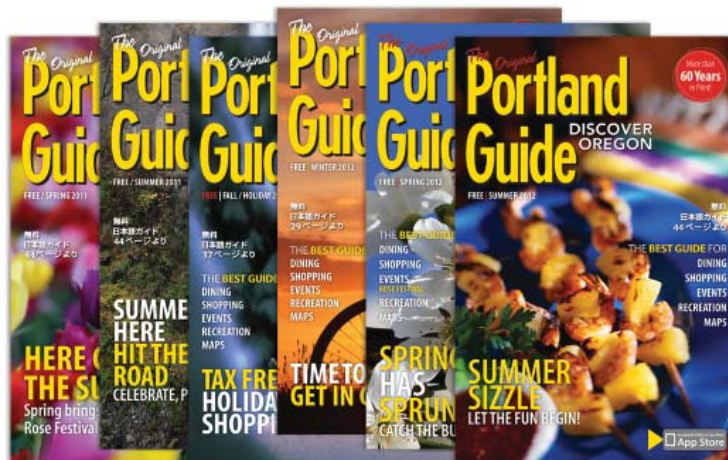
- Sized as a digest to be compact and useful to the user throughout their visit
- Provides editorial and photographic support for advertisers

THINK ABOUT THIS—

Repeat visitors look for **Portland Guide** every time they come back to the market.

They already have some favorites, and they're interested in new experiences.

As an advertiser, you don't have to start from scratch the way you would with newer, copycat publications.



DISTRIBUTION AND CIRCULATION

Printed copies—100,000 per calendar quarter—are distributed from 250 sites around the area.

No other guide publication can claim this. Some sites include:

- All Portland Concierge Hotels
- Metro Hotels and Motels
- Extended Stay Suites and Apartments
- Relocation Venues
- Real Estate Agencies
- Corporate Relocation Services
- Metro Area Universities
- Chambers & Visitor Bureaus
- Sidewalk Ambassadors
- Portland International Airport
- Car Rental Agencies
- AAA
- Premium Shopping Centers

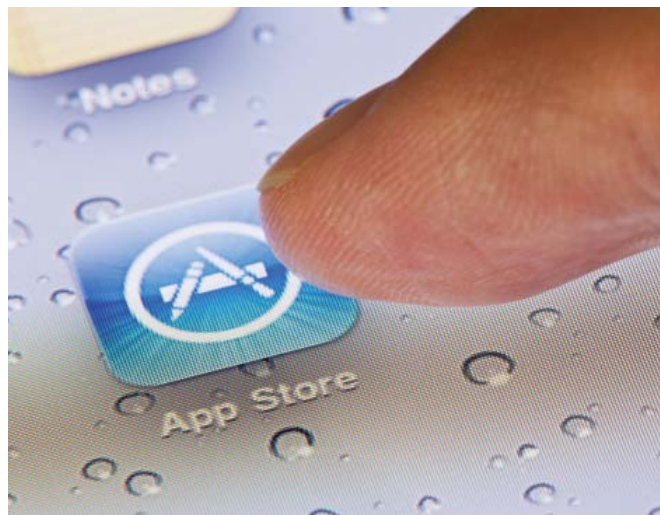
Digitally, Portland Guide is available as a free app at the Apple Store and on iTunes. It is also available as an e-mag, which can be accessed from **www.theportlandguide.com**

Both digital versions are ideal for reaching buyers pre-arrival, and include interactive features to better engage shoppers (videos, slideshows, virtual tours, audio and hotlinks).

TRAVELERS ARE LUCRATIVE CUSTOMERS

Demographics for Affluent Travelers and Visitors

- The visitor market is constantly replenishing itself—Imagine a revolving door of new buyers every single day!
- Search for entertainment and shopping venues
- Visiting shoppers love Oregon's TAX-FREE SHOPPING
- Dine out three meals each day of their stay
- New customers relocating to the area have the purchasing power to maintain an established lifestyle (e.g., Californians)
- Travelers in Oregon are your shoppers and consumers—\$9 BILLION IN 2011 ALONE!

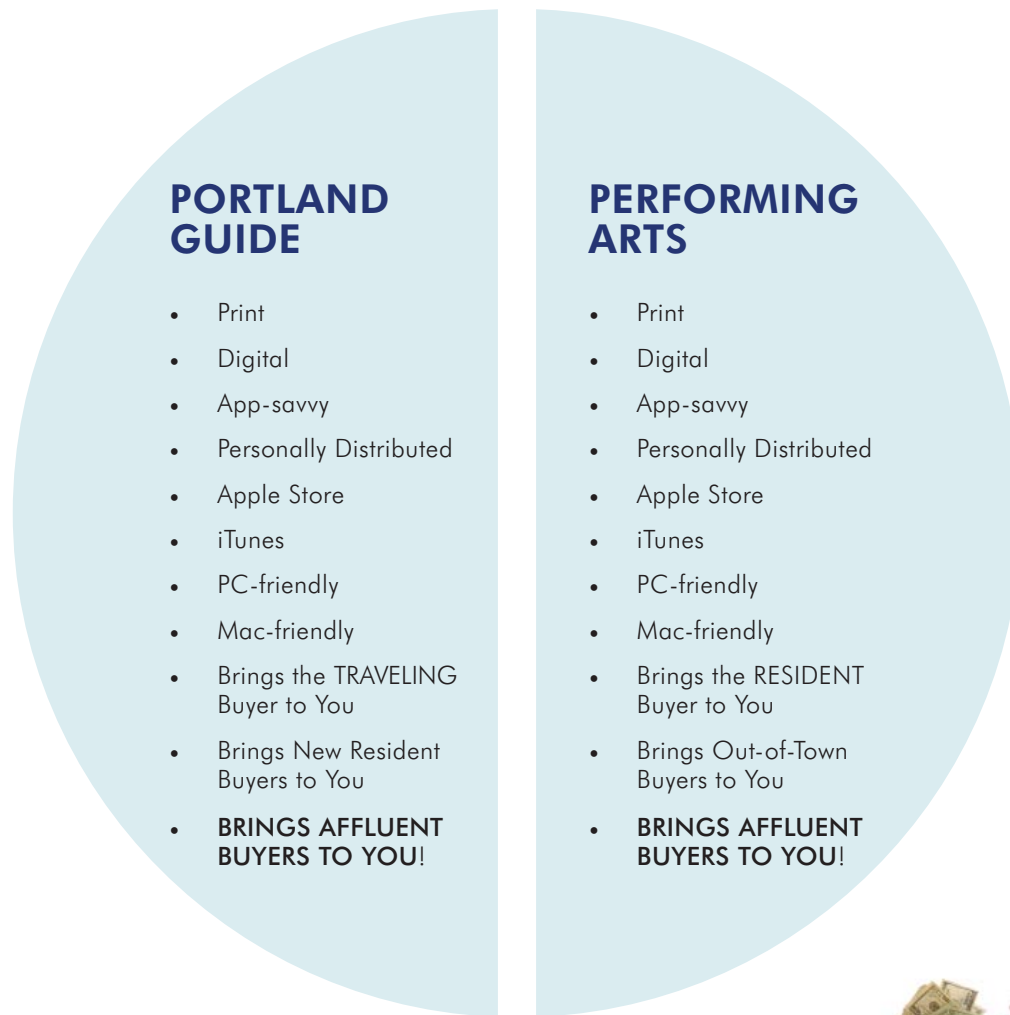


DOWNLOADS AND UPDATES ARE VERY GOOD THINGS

- Think of downloads as deliberate “requests” of information
- A downloaded app compares most directly to someone installing software to a computer
- A decision to download an app shows an active decision to acquire an app, reference it in the future and allow it to take up memory space
- Purchasers who choose to download an update to the original app indisputably proves the app is valued

REACH THE AFFLUENT BUYER

An Unstoppable and Unbeatable Combination



WE BRING YOU THE BEST OF BOTH AFFLUENT WORLDS—WHERE ELSE DO YOU NEED TO SPEND YOUR MONEY?

- With Portland Guide and the Performing Arts, all the bases are covered in one powerful, combination media buy
- It's efficient, it's strategic, and it won't drain your budget at a time when money is still a little tight. Reach your affluent buyers with virtually no overlap!



WE BRING YOU THE BEST iPad CAPABILITY—WHO ELSE DOES THAT IN THIS MARKET?

IT'S WAY MORE THAN PRINT NOW—IT'S HOW TO REACH YOUR BUYERS!!

- Unlike run-of-the-mill print, Portland Guide is sought out and used. Visitors are a constant flow of your buyers—newcomers who will notice your advertising
- Performing Arts is sought out and used. Show patrons are your regular buyers—devoted followers who will notice your advertising

NEVER PUT ALL YOUR EGGS IN ONE BASKET!

Trends come and go, but a mix of strategies assures growth in brand awareness

- Don't confuse a current trend with reality—digital users still read magazines
- Most advertisers still think that click-through rates mean something, and that a higher click-through rate equates to a better medium
- The Measurement Fallacy—That which can be measured is “what an advertiser wants” because it can be measured
- Never put all your eggs in one basket—Marketing managers should never risk missing huge numbers of consumers by going exclusively online
- Do not cave into:
 - Pressure to be modern
 - Wrong assumptions that people have stopped reading magazines
 - Believing brand-awareness can be equally effective online
- Older generations still read magazines and prefer physical reference sources. This on-coming wave of aging baby-boomers—a huge percentage of the US population—is looking at retirement AND HAVE MONEY TO SPEND. Most still use traditional media!

Source: Ad Age Agency News, December 28, 2011: *In the Rush to Digital, Leave Room for the Millions Who Still Like TV and Print*—Marc Brownstein



“We are going through your Portland Guides just like water. I know you dropped off the summer copies, but we only have a few left. Can you deliver more?”

—Barbara, Silver Cloud Inn, NW Portland District (August, 2012)

“Completely out! Our guests love them and we love to give them out to our guests. Please bring more!”

—Katie Bennett, Aloft Hotel/Cascade Station, Beaverton (September, 2012)

We Deliver an **UNMATCHED** Affluent Audience The Major Performing Arts in Portland!



SHOW PATRONS SPEND REGARDLESS OF THE STATE OF THE ECONOMY

They:

- are CEOs, top executives, attorneys, doctors, business owners
- sit on boards of companies and charitable organizations
- are city leaders. They actively participate in their communities and community events
- shop, dine out, attend city and sporting events
- are patrons of the performing arts
- bring their friends and families to the performances

WHILE AT THE SHOW, THE PROGRAMS ARE READ AND...

...hand-delivered to show-goers LOOKING for their copy—their keepsake
...and scoured as patrons look for their own “donor” names and names of their “donor” friends
...and studied for the characters and actors’ bios

SHOW PATRONS ARE LUCRATIVE CUSTOMERS

Demographics for Affluent Show Patrons:

- College educated professional
- Business and civic Leaders
- Philanthropist/Volunteers (Portland Arts Group)
- High income, affluent
- Consumers [nationally] spend more than \$10 billion at performing arts events. (BUREAU OF ECONOMIC ANALYSIS (BEA))
- Median age: 45 years
- Female 60%
- Male 40%

Source: (Survey of Public Participation in the Arts (SPPA))



**OUR AFFLUENT READERS ARE DRIVEN TO YOUR BUSINESS
EFFICIENTLY AND AFFORDABLY**

**With iPad/Digital/Print we are way more than print only—
We're how to reach your Buyers!**

Ready to reach your buyers digitally?

Apps

iPad – Tablet – Smartphone

Everything mobile



see our Clients...

Peter Jacobsen Productions
Oregon Ballet Theatre
Oregon Symphony
Portland Opera
Broadway Across America
The Portland Guide
The Portland Ballet
On The Clock Media
Nozzl Streaming News
Judith Arnell Jewelers
Shop America
The Cultural Traveler
Inn at Spanish Head
The Polynesian Resort
Tolovana Inn
Wald Imports

- Take your company mobile today
- Bring print content to life with video, animation, slideshows, html 5, sliding text and audio
- Create catalogs with full search capabilities on iPads and smartphones
- Convert existing websites into mobile apps
- Build customized mapping platforms with GPS for conventions, resorts and more
- Develop a website with a content management system for easy updating

Want ideas? Call us—

We make it happen expertly and affordably

SKIES AMERICA
DIGITAB MEDIA SOLUTIONS

Portland's Local Leader in iPad App Development!

digitabmedia.com
503-726-4969 or email sales@digitabmedia.com

The Affluent Package

COMBINED PORTLAND GUIDE AND SKIES AMERICA PERFORMING ARTS ADVERTISING RATES iPad, Digital and Print

ASK ABOUT PACKAGE DETAILS, INCLUDING
BONUS INCENTIVES

Portland Guide

ADVERTISING RATES iPad, Digital and Print

PER ISSUE Print 100,000

	1X	2X	3X	4X
Full Page	\$7,225	\$6,870	\$6,355	\$5,400
2/3	\$5,200	\$4,945	\$4,570	\$3,880
1/2	\$3,790	\$3,610	\$3,335	\$2,830
1/4	\$1,985	\$1,895	\$1,750	\$1,490
1/6	\$1,390	\$1,320	\$1,225	\$1,045
Premium Positions	\$7,945	\$7,550	\$6,980	\$5,935

The Portland Guide

15685 SW 116th Avenue, #229
Tigard, OR 97224
Phone: 503-590-8416
sales@theportlandguide.com
www.theportlandguide.com

Send Materials to:

Kathy Sherlock
The Portland Guide
kathy@theportlandguide.com

Skies America

PERFORMING ARTS PROGRAMS ADVERTISING RATES iPad, Digital & Print

OREGON SYMPHONY
PER ISSUE: Print 12,000–25,000

US BANK BROADWAY ACROSS AMERICA
PER ISSUE: Print 24,000

PORTLAND OPERA
PER ISSUE: Print 4,250–12,000

OREGON BALLET THEATRE
PER ISSUE: Print 8,000–45,000

***NOTE:** Nutcracker and The Book of Mormon rates are double these rates. The OS Concert Guide*, Portland Jazz Festival and programs with a circulation of less than 5,000 are half these rates.

PER ISSUE:	1X	6X	12X	24X
Full Page	\$2,200	\$2,000	\$1,800	\$1,600
1/2	\$1,700	\$1,575	\$1,450	\$1,300
1/3	\$1,300	\$1,200	\$1,100	\$1,000
1/6	\$800	\$750	\$675	\$600
1/12	\$525	\$475	\$425	\$375

*OS Concert Guide and Jazz Festival offer only Full and 1/2 pages.

Skies America

9655 SW Sunshine Ct., Suite 500
Beaverton, OR 97005
Phone: 503-520-1955 ext. 693
sales@pdxartsmedia.com
skiesamerica.com

Send Materials to:

Cindy Pike at Skies America
email: Cindy@skies.com
FTP Address*
Server / Host: ftp.skies.com
User Name / User ID: ads@skies.com
Connect Using: FTP with TLS/SSL (pull down Menu)
Password: skiesads

*Do not include spaces or symbols
except underscores in file names.
Search Internet for Free file transfer
or FTP software.

1.3 Million +
Combined Annual Circulation

WE WORK FOR YOUR BUSINESS



Visitors Are Spenders

Your business gets a constant feed of buyers



Major Arts Groups

Influential patrons will buy from you



The Preferred Guide

Your buyers will see you



Readers You Can Count On

Your customers want to read this publication



Lucrative Audience

These customers have money to spend with you



Pre-Arrival Reach

Your customers can plan ahead to buy from you



Personal Presentation

Hand-delivered to your buyers



Free Hotlinks

Your website can be directly linked to and used



Interactive Graphics

Your buyers can see more about what you offer



Unmatched Distribution

Your buyers can be reached anywhere



Printable Maps

Your customers can find your business



Update Capability

Your buyers get your newest information

PORTLAND GUIDE

In publication for more than 60 years,
Portland Guide is part of your buyers' lives

SKIES AMERICA

Publishing in Portland for over 30 years,
Skies America publishes for the
Major Performing Arts Groups

**So, as an advertiser,
YOU will benefit from this long
and extensive relationship!**

Contact:

Michelle Loftus; michelle@skies.com
Corey Runberg; coreyr@skies.com
Kathy Sherlock; kathys@skies.com
at 503.726.4990 or 503.590.8416;
kathy@theportlandguide.com

2003-14 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 (suggest Spring & Summer)

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 (suggest Spring, Summer & Fall)

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!

2003-14 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)

Cindy Breves

From: Lorna Davis <lorna@newportchamber.org>
Sent: Tuesday, January 21, 2014 10:58 AM
To: Cindy Breves
Subject: FW: 1859 Oregon's Magazine follow up

From: john@deschutesmedia.com [mailto:john@deschutesmedia.com] **On Behalf Of** John Stafford
Sent: Tuesday, January 21, 2014 10:55 AM
To: Lorna Davis
Subject: Re: 1859 Oregon's Magazine follow up

Lorna,

Thank you for the up date. We would like to get in front of your group in February. I will have a plan to you this week for review and hopeful inclusion in the February meeting.

All the best

John Stafford
1859- Oregon's Magazine
541-408-6717
john@1859magazine.com



DESCHUTES MEDIA, LLC
70 SW Century Drive
Suite 100-335
Bend, Oregon 97702
www.1859oregonmagazine.com



On Tue, Jan 21, 2014 at 10:49 AM, Lorna Davis <lorna@newportchamber.org> wrote:

Hi John, thanks for checking back. We won't be going into the March/April edition. If you want to put something together for the February meeting, please have it to me by the 14th. The meeting will be the 27th due to Seafood & Wine Festival.

Thank you!

Lorna

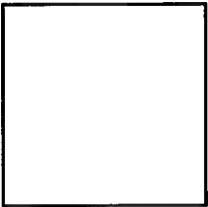
From: john@deschutesmedia.com [mailto:john@deschutesmedia.com] **On Behalf Of** John Stafford
Sent: Monday, January 20, 2014 1:31 PM
To: Lorna Davis
Subject: 1859 Oregon's Magazine follow up

Lorna,

I wanted to circle back with you with regard to the March April edition of 1859 Magazine. I know you had your marketing meeting last week and I was hoping that 1859 was able to make it on the agenda. I look forward to following up with you.

All the best

John Stafford
1859- Oregon's Magazine
[541-408-6717](tel:541-408-6717)
john@1859magazine.com



DESCHUTES MEDIA, LLC
70 SW Century Drive
Suite 100-335
Bend, Oregon 97702
www.1859oregonmagazine.com

Cindy Breves

From: Lorna Davis <lorna@newportchamber.org>
Sent: Wednesday, February 12, 2014 11:52 AM
To: Cindy Breves
Subject: FW: following up on the upcoming Travel Oregon Insert

For the Madden PrePrint that we budget and do. Just thought I would send it to you for the packet on the 27th...ld

From: Tricia Wisbrock [mailto:twisbrock@maddenmedia.com]
Sent: Tuesday, February 11, 2014 2:47 PM
To: Lorna Davis
Subject: following up on the upcoming Travel Oregon Insert

Hello Lorna,

Hope your week is off to a great start! I am checking in on the upcoming 2014 Travel Oregon Spring Insert Campaign (below). Are you planning to renew the One-Sixteenth Page ad for the renewal rate of \$1,460.75? The deadline to reserve your space is fast approaching so I am following up. The rate card is attached if you'd like a refresher on the campaign or want to look at additional ad size options.

Key factors:

- 500,000 newspaper inserts dropping on April 27 / geo and demo-targeted in CA, ID, OR, WA, and BC
- 4 months of online outreach-
 - Search Engine Marketing support-300,000 SEM impressions will drive traffic to the customized campaign landing page on VacationFun.com. (a top 5% US travel website as ranked by Hitwise)
 - Campaign Launch Eblast and Ezine- 50,000 emails will be sent geo-targeting users within our travel database (let me know if you'd like to see examples from year's past)
 - VacationFun.com listing- 30,000 impressions
 - Weekly Lead Delivery-Estimated 6,900 per advertising partner
 - *Optional: Save on printing, time, and postage with the iBrochure option for automatic lead fulfillment, and you will still receive all lead sets as well. \
- This multi-media campaign is brought to you again this year in partnership by Travel Oregon and Madden Media.

Thank you for your continued participation in this program.

With warm regards,

Tricia Wisbrock · Regional Account Manager

Madden Media - Connecting People to Places

314.925.7297 (Direct)

314.882.0276 (Mobile)

314.925.7305 (Fax)

12620 Lamplighter Sq, Ste 840, St Louis, MO 63128

twisbrock@maddenmedia.com

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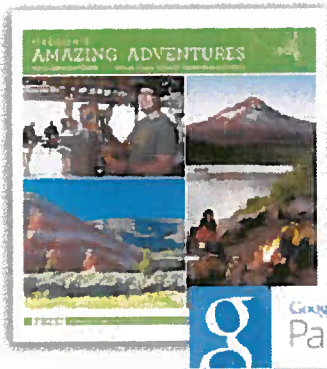


From: Tricia Wisbrock [mailto:twisbrock@maddenmedia.com]
Sent: Thursday, January 23, 2014 1:46 PM
Subject: Print & Digital Campaigns Available Now

Not displaying correctly? View as a webpage.

2014 Oregon

SPRING INTEGRATED NEWSPAPER & ONLINE CAMPAIGN



→ **CLICK HERE FOR RATES**

4 Months of Branding & Direct Response

PRINT

- Newspaper insert: 500,000 copies
- April 27 in key feeder markets

ONLINE

- Links to your website
- Email marketing: 50,000 total circulation
- Search marketing

DIRECT MAIL

- Lead delivery



SPRING 2013 RESULTS

Oregon Advertisers received an average of 7,300 leads

AD CLOSE: FEBRUARY 14, 2014
Contact me to reserve your space!



Tricia Wisbrock

Regional Account Manager

314-925-7297

314-882-0276 (mobile)

twisbrock@maddenmedia.com



Brett Gordon

Vice President of Strategy & Innovation

520-232-2779

904-254-4497 (mobile)

bgordon@maddenmedia.com



Madden Media, 345 E. Toole Ave., Tucson, AZ 85701
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General Information:

Name of Applicant Organization: City of Newport Parks and Recreation Department

Mailing Address: 169 SW Coast Hwy.

City, State, Zip: Newport, OR, 97365

Telephone: (541) 574-5453 Fax: (541) 574-6596

E-Mail Address: M.Cavanaugh@NewportOregon.gov

Principal Contact (If different from Applicant): Michael Cavanaugh

Mailing Address (If different from Applicant): _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Date(s) and Time(s) of Event: Sunday May 4th 2014

Description of Event or Activity*: _____

Mountain bike enthusiasts from all over the state will converge on Newport to challenge

their skill and endurance against the rugged coastal terrain. The course will be a steep 12 miles

of mud, dirt, gravel, and tree roots, that will provide a white knuckle ride for even the top riders.

Nature of Event or Activity:

Single Day Event May 4th

Multi-night local lodging event _____ days

Extended calendar event. _____ days

Amount of Funding Requested: \$ 2000

Total Event/Activity Budget: \$ 6000

What specific marketing expenditures will the granted funds be used for?*

Statewide targeted marketing efforts including:

Placing adds in mountain bike publications

Eugene Bike Show Booth Fee and associated expenses.

Mailing materials to bike shops across the Northwest

List event/activity supporters or partners*: _____

Bike Newport will be our partner in all aspects of planning, developing and hosting this race.

The Newport News Times have pledged a large amount of in-kind sponsorship to help us make this event a huge success.

Applicant/organization must be a non-profit corporation. Attach a copy of the IRS determination letter.

Has applicant received funding in prior years from the city for this event/activity? If yes, when: Yes, last year.

Projected Event/Activity Impact:

Describe how the event/activity will affect the Newport economy (e.g., room nights, number of visitors/attendees, restaurant sales, retail sales, etc.): _____

_____ We anticipate this event bringing around 1000 visitors to town. Many participants in this type of activity have a family and disposable income. They will often travel to events with their spouse and children. This will provide business to local hotels, restaurants, stores, and tourist attractions.

_____ Last year, many competitors came into town for the weekend. They visited tourist attractions on Saturday and stayed in hotels Saturday night.

Financial Reporting Requirements:

Please provide a proposed budget of revenues and expenditures in a form similar to the following:

PROPOSED REVENUES			
Source #1	Participation fees	Amount	\$ 3000
Source #2	Sponsorships & Grants	Amount	\$ 3000
Source #3		Amount	\$
Source #4		Amount	\$
Source #5		Amount	\$
TOTAL REVENUES			\$ 6000


PROPOSED EXPENDITURES

Use #1	Competitor and volunteer T-Shirts	Amount	\$ 1000
Use #2	Awards, and race packets supplies.	Amount	\$ 1500
Use #3	Eugene Bike Show Booth Fee and travel	Amount	\$ 1000
Use #4	Placing ads in magazines and websites	Amount	\$ 600
Use #5	Course marking & timing supplies	Amount	\$ 500
Use #6	Services (porter potties, tents, etc)	Amount	\$ 500
Use #7	Mailing promo materials to bike shops.	Amount	\$ 400
Use #8	Race officials and Sanctioning fees	Amount	\$ 500
Use #9		Amount	\$
Use #10		Amount	\$
TOTAL EXPENDITURES			\$ 6000

REVENUES MINUS EXPENDITURES \$

As a final condition to accepting granted funds, the applicant agrees to provide the City of Newport with a final report summarizing result of the event/activity (e.g., attendance, local and regional publicity, lodging occupancy, closing revenue and expenditure report, etc.), with a detailed and verified accounting.

1-13-2014
Date


Applicant Signature
Michael J. Cavanaugh
Applicant Printed Name

Cindy Breves

From: CommitteeApp@newportoregon.gov
Sent: Monday, February 10, 2014 10:15 AM
To: Cindy Breves; Peggy Hawker
Cc:
Subject: Committee Application

Application for City Council - Email Application

Date: 2/10/2014

Commission/Committee of Interest: Destination Newport

Name: Steven W. Beck

Address:

Workphone:

Homephone: !

Email:

Occupation: Insurance Agency Owner

Employer: Self (Farmers Insurance Agency)

Why do you want to serve on this committee/commission/board/task force, and how do you believe you can add value? As a small business owner and having been active in the community for several years, I see a continued need to promote our City in several areas including tourism. Several of our customers are owners of either hospitality businesses or the food industry. I hear both the good and the bad of how their businesses are doing and I appreciate the struggle to survive. I want to be more involved in helping support and promote Newport and feel that the Destination Newport committee is key.

What is a difficult decision you have made concerning issues of bias and/or issues of conflict of interest? I have been on several non-profit boards, to reach a consensus can be difficult, but open discussion and looking at all sides of an issue can usually bring the best decisions. As a business person in the community and as a board member, full disclosure of any potential conflict of interest is important. I guess the word transparency comes to mind. It's important to look at relationships and how they effect the outcome of a decision if there is any potential conflict of interest.

Describe the process of how you make decisions. I believe I am open minded and somewhat analytical. I make my decisions trying to look at all sides of the issue and make decisions based on a broad view. Because of the industry I'm in, I also look at potential liability an action can cause.

What do you think about consensus decision making? What does the consensus decision making process mean to you? I have addressed this in prior responses, but, I advocate a consensus for moving forward with initiatives. One negative can cause problems with a group, although, keeping your ground on an issue that you are firm on and believe is right is also very important, as long as it is communicated in a civil manor.

Describe all other pertinent information/background for this position. Again, I believe I have addresses this in prior responses. My commitment to the community and it's economic development is very important to me. I would welcome the opportunity to serve on this committee and hope to do so with your approval.