



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, March 21, 2013, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

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

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

DESTINATION NEWPORT COMMITTEE

Thursday, March 21, 2013, 2:00 P.M.

A G E N D A

- A. Call to Order
- B. Consent Calendar
 - a. Minutes – February 14, 2013, meeting minutes review and approve
 - b. Review of Accts. – February 2013
- C. Media Considerations
 - a. Meadow Billboard
 - b. Lloyd Center Advertising
 - c. Northwest Travel (Fall/Winter)
 - d. KFIR 720 am Radio
 - e. Oregon Coast TODAY
 - f. KQAC Radio
- D. Other
- E. Adjournment

CALL TO ORDER

The February 14, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:08 P.M. In attendance were Carrie Lewis, Lil Patrick, John Clark, Neal Henning, Dean Sawyer, Neal Henning and Lorna Davis. Also in attendance was Cindy Breves, Executive Assistant. Visitors included, Randy Joss, John Stafford, Russ Johnson, John Zukin, Brad Parsons and Leigh Deinert.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the January 10, 2013, meeting
- B. Review of Accts, January, 2013

Under discussion, Davis commented that the review of accounts did not depict the \$25,000 set aside for contingency. She also noted the review of accounts depicted the actual expenditures through January of 2013, with anticipated costs through June of 2013.

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

MEDIA CONSIDERATIONS

Committee reviewed Eugene Magazine proposal, Lewis asked when their deadline was. Sawyer answered the 22 of February. Davis commented that it was a pretty quick turnaround and stated that committee had done a spring and fall full page ad last year.

Northwest Travel Magazine proposal, Davis commented that he presented at the last meeting and the committee was interested in the lighthouse edition but the deadline was moved up so the committee could not decide at a meeting in time, therefore the committee had to pass on the proposal. Davis shared copies of the editorial calendar, Northwest Travel suggested that the committee run an ad and it did not matter what the editorial is. Davis commented that there is nothing on the editorial calendar that has anything to do with the Central Oregon Coast.

International Guide, Davis explained that the committee took out a hard cover Bend, we asked for proposal on back cover of the Oregon Coast book and the distribution for that one, the cost is \$3,000.

Davis shared the Go-Oregon proposal that sent us information about different destination cities that they have built websites in the past. She thinks in the past the committee has passed based on the fact Newport already has a destination website.

Eugene Emeralds proposal was reviewed. Davis shared that this proposal was again for the summer. The Emeralds are considering purchasing a crab suit to really play it up at the breaks. They do crab races, to catch a crab and a text message drawing.

Russ Johnson, 1859 magazine, gave a brief presentation. He shared samples of the magazine which is a state wide life style magazine. Davis asked about a previous offer. Johnson explained that it was

an inside back cover that came available and was quickly taken. He shared some Oregon Facts. In the March/April edition the 72 hour section will focus on Newport. Lewis asked what percentage of distribution goes outside of Oregon. Johnson answered that about 5% is distributed outside with at least one subscriber in each state. Lewis shared that it is a nice publication that is nonspecific. Davis explained that we are a City committee and therefore can't vote by email and that anything over \$5,000 must be voted on by Council which can move the timeline out another four weeks. Johnson extended the 6X rate to the committee for the year.

The committee reviewed the DiscoverNewport.com Ad, there were no questions.

Brad Parsons, Meadow Outdoor, was present at the meeting, and did have Bend billboard placement locations to share with the committee. Davis briefly described the new locations and costs. Sawyer commented that the Redmond sign was in a unique location.

Leigh Deinert from CBS outdoor assisted the committee with deciding on a picture for billboard design and poster campaign. A discussion ensued as to which picture would be best and how we could change the designs to look better on a billboard.

OTHER

Randy Ross from KEZI 9 ABC News presented a proposal for spring. \$5,000 a month with extra runs for the committee and uses the committee's ads when there is open inventory. Last fall ran about \$50,000 of air time for DNC. Because this is not a political year they will have more available slots. For future reference they do the station in Bend and Medford.

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.

Davis pointed out that we have about \$40,000 budget for the next few months.

Davis was going to get additional information for the Emeralds costs we have some time to make that decision and that will come out of next year's budget.

Lewis suggested that the committee pass on the Meadow Boards with what we have left in the budget. They are both on the left side of the road. Davis commented that \$425 price for the Chemult sign was a good price. Davis and Lewis did not care for the Redmond board. Davis liked the bike billboard because it is the type of activity that people traveling in area would enjoy. After Discussion this ad was tabled, with the decision at the March Meeting.

Committee said no on GO-Oregon.com. proposal.

MOTION: Henning moved seconded by Clark to run an ad on the back cover of the "Oregon Coast Hard Guide for Visitor Choice" for the amount of \$3,000, running the same ad except having the QR code go to discoverynewport.com website. On call for vote, all members present voted aye, motion carried.

Committee decided to take a look at Northwest travel for fall/winter at a later time.

MOTION: Henning moved, seconded by Patrick to approve the expenditure of \$1450 this year and \$1450 for next year, for a half page vertical in the "1859" magazine May/June and Sept/Oct issues, using the same ad as in the 50 feet wallscape. On call for vote, all members present voted aye, motion carried.

MOTION: Lewis moved, seconded by Clark to approve the expenditure of \$1895x2= 3,790 to place a 2/3 page ad in the "Eugene Magazine", twice once in fall and another in spring. The motion carried unanimously in a voice vote.

MOTION: Henning moved, seconded by Patrick to run Destination Newport Television advertising on KEZA NEWS 9 through April-May-June at the cost of \$5,000 per month. The consideration will go before the City Council on March 18th due to scheduling conflict.

Under additional discussion, it was determined to table the Meadow billboard Board until the March Meeting.

Davis gave a brief update of the Howard Shippey DVD it is done. The Port now has to figure out the money to mass produce the DVD. Don asked if Davis would hold off on putting the video on the web. They would like to try and sell some to recoup some of their costs. They sell them at Port offices and some local markets.

Davis commented it would be nice if the committee could vote via email and make advertising decisions.

Breves asked if it was necessary for all packets to be in color. The committee agreed that one or two color copies was enough the rest could be black and white.

MOTION: Lewis moved, seconded by Clark to change Destination Newport Committee Meeting to be held the third Thursday of the month. The motion carried unanimously in a voice vote.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:20 P.M.

Report Criteria:

Account 403-4310-6207 ADVERTISING & MARKETING EXP
 Periods: 07112 to 01/13
 Amount type: Actual
 Display: Reference detail
 Order by: Date/Journal/Reference number

Date	Jour	Reference	Description	Debit Amount	Credit Amount	Balance
			07/01/2012 (00/12) Balance	.00	.00	.00
07/16/2012	AP	72.0001	Greater Newport Chamber of Cn:	100.00	.00	100.00
			07/31/2012 (07/12) Period Totals***	100.00	.00	100.00
07/20/2012	AP	652.0001	COASTCOM, INC	1,066.38	.00	1,166.38
07131/2012	AP	161.0001	Greater Newport Chamber of Cn:	787.80	.00	1,954.18
08/01/2012	AP	828.0001	On Display Advertising	9,200.00	.00	11,154.18
08/01/2012	AP	829.0001	On Display Advertising	1,200.00	.00	12,354.18
08/02/2012	AP	795.0001	CBS OUTDOOR	1,500.00	.00	13,854.18
08/13/2012	AP	792.0001	CBS OUTDOOR	1,500.00	.00	15,354.18
08/17/2012	AP	163.0001	Greater Newport Chamber of Cn:	105.00	.00	15,459.18
08/1712912	AP	164.0001	Greater Newport Chamber of Cn:	500.00	.00	15,959.18
08/20/2012	AP	793.0001	CBS OUTDOOR	4,320.00	.00	20,279.18
08/20/2012	AP	955.0001	CBS OUTDOOR	.00	4,320.00)	15,959.18
08/22/2012	AP	794.0001	CBS OUTDOOR	7,065.00	.00	23,024.18
0812212012	AP	958.0001	CBS OUTDOOR	.00	7,065.00)	15,959.18
			08131/2012 (08/12) Period Totals***	27,244.18	11,385.00)	15,959.18
05/30/2012	AP	376.0001	News-Times	399.00	.00	16,358.18
06/19/2012	AP	730.0001	Oregon Coast Magazine	1,719.00	.00	18,077.18
07131/2012	AP	369.0001	News-Times	2,500.00	.00	20,577.18
08130 12	AP	160.0001	Greater Newport Chamber of Cn:	1,529.65	.00	22,106.83
08/31/2012	AP	701.0001	OREGON COAST TODAY	920.00	.00	23,026.83
09/01/2012	AP	710.0001	CBS OUTDOOR	7,065.00	.00	30,091.83
09/01/2012	AP	729.0001	On Display Advertising	8,800.00	.00	38,891.83
09/01/2012	AP	834.0001	FOX Central Oregon	150.00	.00	39,041.83
09/01/2012	AP	835.0001	kTVZ News Channel 21	1,960.00	.00	41,001.83
			09130/2012 (09/12) Period Totals***	25,042.65	.00	41,001.83
08120/2012	AP	669.0001	COASTCOM, INC	1,066.38	.00	42,068.21
09/19/2012	AP	911.0001	Oregon Live	2,500.00	.00	44,588.21
09/20/2012	AP	671.0001	COASTCOM, INC	1,066.38	.00	45,634.59
09/25/2012	AP	101.0001	Century link	132.10	.00	45,766.69
09/27/2012	AP	782.0001	OREGON COAST TODAY	920.00	.00	46,686.69
09130/2012	AP	405.0001	News-Times	149.00	.00	46,835.69
0913012,012	AP	817.0001	Chamber Comm Corp-KEZI	4,570.00	.00	51,405.69
09130/2012	AP	616.0001	Chamber Comm Corp-KEZI	430.00	.00	51,635.69
09130do12	AP	876.0001	FOX Central Oregon	150.00	.00	51,965.69
09/30/2012	AP	877.0001	kTVZ News Channel 21	1,800.00	.00	53,785.69
10/01/2012	AP	790.0001	CBS OUTDOOR	7,065.00	.00	60,850.69
10/03/2012	AP	438.0001	OCCA	6,600.00	.00	67,450.69
10/11/2012	AP	197.0001	Greater Newport Chamber of Cn:	300.00	.00	67,750.69
10/19/2012	AP	913.0001	Visitor's Choice	4,000.00	.00	71,750.69
10/31/2012	JE	8.0002	Correct Posting - OCCA-DNC Grant Reimburse	.00	358.35)	71,392.34
			10131/2012 (10/12) Period Totals***	30,748.86	358.35)	71,392.34
10/19/2012	AP	874.0001	Oregon Live	2,500.00	.00	73,892.34
10/20/2012	AP	661.0001	COASTCOM, INC	1,066.38	.00	74,958.72
10/28/2012	AP	804.0001	Chamber Comm Corp-KEZI	4,600.00	.00	79,558.72
10/28/2012	AP	805.0001	Chamber Comm Corp-KEZI	400.00	.00	79,958.72
10131 012	AP	765.0001	OREGON COAST TODAY	920.00	.00	80,878.72

Account Inquiry
Detail

Date	Jour	Reference	Description	Debit Amount	Credit Amount	Balance
10/13/2012	AP	864.0001	FOX Central Oregon	150.00	.0	81,028.72
10/31/2012	AP	865.0001	kTVZ News Channel 21	1,785.00	.00	82,813.72
11/02/2012	AP	164.0001	Greater Newport Chamber	400.00	.00	83,213.72
11/20/2012	AP	662.0001	COASTCOM, INC	1,066.38	.00	84,280.10
11/25/2012	AP	806.0001	Chamber Comm Corp-KEZI	4,680.00	.00	88,960.10
11/25/2012	AP	807.0001	Chamber Comm Corp-KEZI	320.00	.00	89,280.10
			11/30/2012 (11/12) Period Totals ...	17,887.76	.00	89,280.10
10/12/2012	AP	434.0001	News-Times	15,000.00	.00	104,280.10
11/19/2012	AP	838.0001	Oregon Uve	2,500.00	.00	106,780.10
11/21/2012	AP	753.0001	OREGONCOASTTODAY	1,230.00	.00	108,010.10
11/27/2012	AP	760.0001	CBS OUTDOOR	14,000.00	.00	122,010.10
12/04/2012	AP	206.0001	Greater Newport Chamber	211.15	.00	122,221.25
12/04/2012	AP	207.0001	Greater Newport Chamber	600.00	.00	122,821.25
			12/13/2012 (12/12) Period Totals ...	33,541.15	.00	122,821.25
01/04/2012	AP	244.0001	Greater Newport Chamber	400.00	.00	123,221.25
08/06/2012	AP	873.0001	CBS OUTDOOR	.00	(1,500.00)	121,721.25
11/30/2012	AP	467.0001	News-Times	229.00	.00	121,950.25
12/19/2012	AP	979.0001	Oregon Live	2,500.00	.00	124,450.25
02/01/2013	AP	1107.0001	On Display Advertising (approved at Jan meeting)	27,995.00	.00	152,445.25
			01/31/2013 (01/13) Period Totals ...	31,124.00	(1,500.00)	152,445.25
01/20/2013	AP	471.0001	COASTCOM, INC	1,066.38	.00	147,137.88
01/20/2013	AP	472.0001	COASTCOM, INC	19.38	.00	147,157.26
01/22/2013	AP	616.0001	Visitor's Choice	5,000.00	.00	152,157.26
01/31/2013	AP	328.0001	News-Times	89.10	.00	152,246.36
02/05/2013	AP	915.0001	CBS OUTDOOR	4,400.00	.00	156,646.36
02/18/2013	AP	1052.0001	Visitor's Choice	3,000.00	.00	159,646.38
02/120/2013	AP	1048.0001	Oregon Coast Magazine	3,072.75	.00	162,719.11
02/125/2013	CR	1002810.0001	-cHANGE DESCRIPTION-- oregon live / r	.00	2,500.00)	160,219.11
			02/128/2013 (02/13) Period Totals--	16,647.61	2,500.00)	160,219.11
02/20/2013	AP	229.0001	COASTCOM, INC	1,085.76	.00	161,304.87
02/126/2013	AP	254.0001	OREGON COAST TODAY	230.00	.00	161,534.87
02/26/2013	AP	255.0001	OREGON COAST TODAY	230.00	.00	161,764.87
02/126/2013	AP	256.0001	OREGON COAST TODAY	230.00	.00	161,994.87
02/126/2013	AP	257.0001	OREGON COAST TODAY	230.00	.00	162,224.87
02/126/2013	AP	258.0001	OREGONCOASTTODAY	230.00	.00	162,454.87
02/128/2013	AP	259.0001	OREGON COAST TODAY	257.60	.00	162,712.47
02/126/2013	AP	280.0001	OREGON COAST TODAY	230.00	.00	162,942.47
02/28/2013	AP	281.0001	OREGON COAST TODAY	230.00	.00	163,172.47
02/126/2013	AP	282.0001	OREGON COAST TODAY	243.00	.00	163,415.47
03/06/2013	AP	307.0001	Celtic Heritage Alliance	348.00	.00	163,763.47
			03/31/2013 (03/13) Period Totals--	3,544.36	.00	163,763.47

*\$1500 to CBS was double invoiced. Credit has been issued.

** Payment to OCCA is being recoded to LEM (Tourism Marketing Grant Account)

Oregon Live invoiced for \$10,000, should be \$7500, refund to come in Feb.

Celtic Heritage Alliance will transfer to Tourism Grant Funding

Upcoming Expenses:

CBS Newberg	\$14,000
CBS Poster	\$34,180
KEZI	\$15,000

Fixed/Anticipated Expenses:

PR	\$2195
Web-Cam	\$5000
Madden	\$1700
Certified	\$10,000
Brochures	\$23,000
Oregon Scenic Byways	\$3200
1859	\$1450 (spring, \$1450 fall-next fiscal)
Eugene Magazine	\$1895 (spring, \$1895 fall-next fiscal)

Budget	\$325,000
Actual spent through January 2013	\$163,415
Fixed and anticipated	\$111,620
Total spent and allocated (est)	\$275,035
Remaining (est)	\$49,965 minus hold of \$25,000 is \$24,995

Committed for 2013/2014 On Display \$27,995 for Aug-Oct 90 ft.

Tourism Marketing Grant Funding \$25,000

Approved

Celtic Festival	\$5,000
Coast Classic Bike	\$2,000

Remaining Funding \$18,000

MEADOW

OUTDOOR ADVERTISING



L#2015
Chemult, Klamath County, Oregon
South Facing

FEATURES
LOCATION: Hwy 97 west line 50 feet south of Brader Street
SIZE: 8' x 24' / Illuminated
TRAFFIC COUNT/DEC: 4,600 / 3,017.6
LATITUDE: +43.21926
LONGITUDE: -121.78469
DESCRIPTION
Display reads to northbound traffic traveling toward Cresent, La Pine, and Bend. Directional opportunity for business between Chemult and Bend.
PRICING
12 Month Term: \$425.00 (net) Per Month

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



MEADOW

OUTDOOR ADVERTISING



L#1049
Redmond, Deschutes County, Oregon
North Facing

FEATURES
LOCATION: Hwy 97 east line 1,320 feet south of Odem Medo Road
SIZE: 10.5' x 24' / Illuminated
TRAFFIC COUNT/DEC: 27,300 / 17,908.8
LATITUDE: +44.24854
LONGITUDE: -121.18710
DESCRIPTION
Display reads to southbound traffic traveling toward Bend. Excellent directional opportunity for a Bend business.
PRICING
12 Month Term: \$795.00 (net) Per Month AVAILABLE 6/1/13



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



PROPOSAL FOR:

Destination Newport V1

Agencies: Rates are net add 15%

DATE: 3/14/2013

<u>ISSUE</u>	<u>UNIT SIZE</u>	<u>OPEN RATE</u>	<u>FREQ DISCOUNT</u>	<u>NET RATE</u>
May-June	Full Page	\$3,697.00	35%	\$2,408.00
July-August	Full Page	\$3,697.00	35%	\$2,408.00
Sept-October	Full Page	\$3,697.00	35%	\$2,408.00
Nov-Dec	Full Page	\$3,697.00	35%	\$2,408.00

ON LINE ADVERTISING

May-June	Rectangle	\$400.00	50%	\$200.00
July-August	Rectangle	\$400.00	50%	\$200.00
Sept-October	Rectangle	\$400.00	50%	\$200.00
Nov-Dec	Rectangle	\$400.00	50%	\$200.00

TOTAL

16,388.00

10,432.00

NOTES: ONLINE OPTIONAL. DISCOUNTED PROVIDED WITH EACH PRINT AD PURCHASE

TERMS -- Rates are net. Advertising agencies add 15%
 -- Credit Cards accepted with a 3.9% service charge
 -- Payment due upon receipt



PROPOSAL FOR:

Destination Newport V2

Agencies: Rates are net add 15%

DATE: 3/14/2013

<u>ISSUE</u>	<u>UNIT SIZE</u>	<u>OPEN RATE</u>	<u>FREQ DISCOUNT</u>	<u>NET RATE</u>
May-June	2/3 Page	\$2,833.00	35%	\$1,841.00
July-August	2/3 Page	\$2,833.00	35%	\$1,841.00
Sept-October	2/3 Page	\$2,833.00	35%	\$1,841.00
Nov-Dec	2/3 Page	\$2,833.00	35%	\$1,841.00

ON LINE ADVERTISING

May-June	Rectangle	\$400.00	50%	\$200.00
July-August	Rectangle	\$400.00	50%	\$200.00
Sept-October	Rectangle	\$400.00	50%	\$200.00
Nov-Dec	Rectangle	\$400.00	50%	\$200.00

TOTAL

12,932.00

8,164.00

NOTES: ONLINE OPTIONAL. DISCOUNTED PROVIDED WITH EACH PRINT AD PURCHASE

TERMS -- Rates are net. Advertising agencies add 15%
 -- Credit Cards accepted with a 3.9% service charge
 -- Payment due upon receipt



PROPOSAL FOR:

Destination Newport V3

Agencies: Rates are net add 15%

DATE: 3/14/2013

<u>ISSUE</u>	<u>UNIT SIZE</u>	<u>OPEN RATE</u>	<u>FREQ DISCOUNT</u>	<u>NET RATE</u>
May-June	1/2 Page	\$2,312.00	35%	\$1,503.00
July-August	1/2 Page	\$2,312.00	35%	\$1,503.00
Sept-October	1/2 Page	\$2,312.00	35%	\$1,503.00
Nov-Dec	1/2 Page	\$2,312.00	35%	\$1,503.00

ON LINE ADVERTISING

May-June	Rectangle	\$400.00	50%	\$200.00
July-August	Rectangle	\$400.00	50%	\$200.00
Sept-October	Rectangle	\$400.00	50%	\$200.00
Nov-Dec	Rectangle	\$400.00	50%	\$200.00

TOTAL

10,848.00

6,812.00

NOTES: ONLINE OPTIONAL. DISCOUNTED PROVIDED WITH EACH PRINT AD PURCHASE

TERMS -- Rates are net. Advertising agencies add 15%
 -- Credit Cards accepted with a 3.9% service charge
 -- Payment due upon receipt



PROPOSAL FOR:

Destination Newport V4

Agencies: Rates are net add 15%

DATE: 3/14/2013

<u>ISSUE</u>	<u>UNIT SIZE</u>	<u>OPEN RATE</u>	<u>FREQ DISCOUNT</u>	<u>NET RATE</u>
May-June	1/3 Page	\$1,664.00	30%	\$1,165.00
July-August	1/3 Page	\$1,664.00	30%	\$1,165.00
Sept-October	1/3 Page	\$1,664.00	30%	\$1,165.00
Nov-Dec	1/3 Page	\$1,664.00	30%	\$1,165.00

ON LINE ADVERTISING

May-June	Rectangle	\$400.00	50%	\$200.00
July-August	Rectangle	\$400.00	50%	\$200.00
Sept-October	Rectangle	\$400.00	50%	\$200.00
Nov-Dec	Rectangle	\$400.00	50%	\$200.00

TOTAL

8,256.00

5,460.00

NOTES: ONLINE OPTIONAL. DISCOUNTED PROVIDED WITH EACH PRINT AD PURCHASE

TERMS -- Rates are net. Advertising agencies add 15%
 -- Credit Cards accepted with a 3.9% service charge
 -- Payment due upon receipt

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KFIR 720 AM

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The voice of the valley...

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<http://kfir720am.com>

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Station Info

KFIR News/Talk 720am “The Voice of the Valley” started broadcasting in 1965.

Today it is the LARGEST non directional 10,000 watt AM radio station in the mid Willamette valley serving Albany, Corvallis, Lebanon, Salem, Sweet Home, and the surrounding areas with up to date news, weather, sports, and current affairs.

KFIRE as it is known today is dedicated to bringing our listeners the best talk radio programming available, the work week starts with Steve & Marty Live weekday mornings and is followed by one of the longest running shows in the state of Oregon “The Country Store.”

The KFIRE syndicated line up of Dennis Miller, Glenn Beck, Lars Larson, and the media phenomenon Cost to Coast AM are all accentuated by the 10,000 watts of power that are KFIR News/Talk 720am “The Voice of the Valley.” You can visit the Mid Willamette Valleys most powerful AM station at kfir720am.com.

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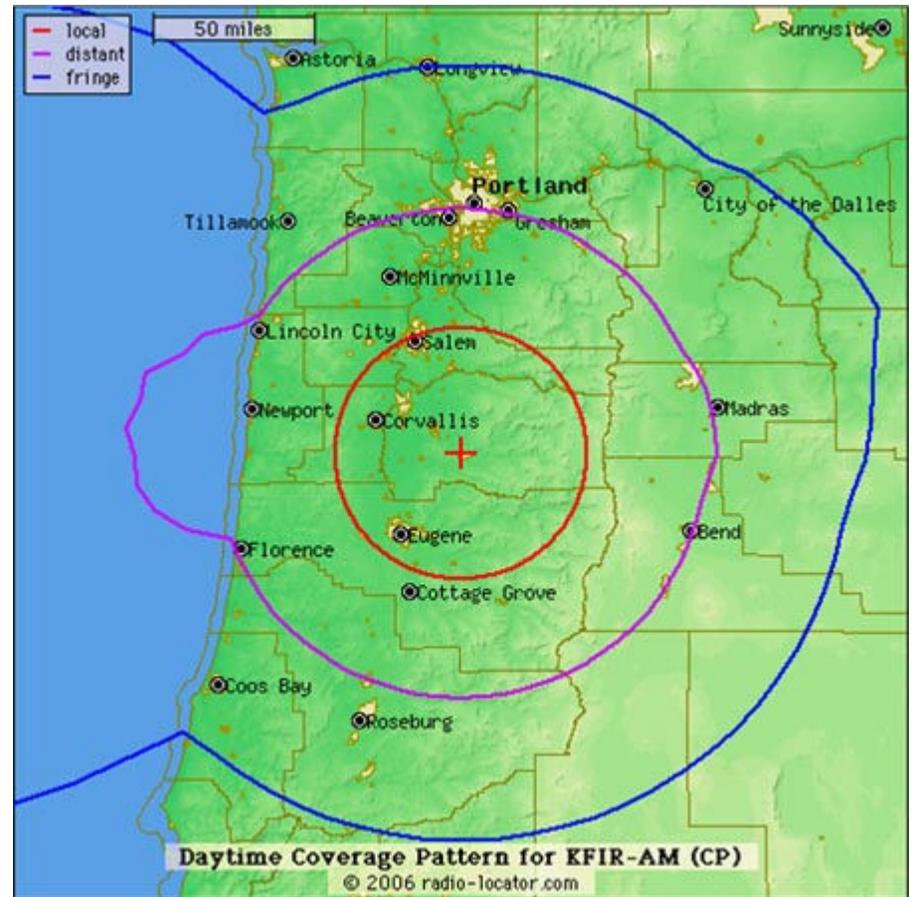
Now *10,000* Watts!

KFIR Coverage Map

County Populations

Lincoln County: 39,800
Polk County: 58,600
Linn County: 91,400
Benton County: 71,700
Coos County: 56,200
Douglas County: 89,900
Lane County: 290,900

TOTAL: 698,500



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KFIR's Audience

Target Demographic:

- Age 30-65
- Employed full-time
- Own their own home
- Household income \$50k+
- Well balanced, listeners approximately 50% male and 50% female

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KFIR listeners are stable home owners with disposable income.

- Close to 108 million people are over the age of 45, more than 40 percent of the population, with the majority of the buying power in the United States.
- They account for 70 percent of the U.S. net worth, controlling \$9 trillion.
- In the next 15 years, the 50-64 age popular will grow by 50 percent and the 65-plus population will grow 32 percent.
- The traditionally coveted 18-40 Gen-X and Gen-Y populations will grow only 3 percent combined.

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- Center for Media Research "Research Brief" | 4.4.07

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Why Advertise with KFIR?

- Radio delivers more advertising impressions per dollar than any other media. You will be able to get your message out to more people more frequently for fewer dollars by tapping into KFIR 720am listeners.
- Advertising attracts new customers. Newcomers to the area mean new customers to reach. The customer who would not consider your business previously may be a prime customer now.
- KFIR 720am listeners are older listeners who listen longer.

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Weekday Programming

Monday – Friday

- 12:00AM – 06:00AM Coast to Coast AM
- 07:00AM – 09:00AM Steve & Marty Morning' s
- 07:05AM – 07:10AM Huckabee Morning Report
- 08:35AM – 08:50AM Huckabee Midday Report
- 09:05AM – 10:00AM Country Store
- 10:00AM – 01:00PM Dennis Miller
- 01:00PM – 04:00PM Glenn Beck
- 03:32PM – 03:34PM Bill O'Reilly Talking Point 1
- 04:00PM – 07:00PM Lars Larson
- 06:32PM – 06:34PM Bill O'Reilly Talking Point 2
- 07:00PM – 08:00PM The Sports Geek
- 08:00PM – 12:00AM The Clark Howard Show

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Weekend Programming

Saturday

- 12:00AM – 06:00AM Coast to Coast AM
- 06:00AM – 09:00AM Handel on the Law
- 09:05AM – 10:00AM Country Store
- 10:00AM – 11:00AM Sams Gargage
- 11:00AM – 02:00PM Leo Laporte
- 02:00AM – 05:00PM Glenn Beck
- 05:00PM – 08:00PM Lars Larson
- 08:00PM – 10:00PM Phil Valentine
- 10:00PM – 06:00AM Coast to Coast AM

Sunday

- 06:00AM – 07:00AM Country Store
- 07:00AM – 08:00AM Sams Garage
- 09:00AM – 12:00PM Dennis Miller
- 12:00PM – 03:00PM Leo Laporte
- 03:00PM – 06:00PM Lars Larson
- 06:00PM – 07:00PM Phil Valentine
- 07:00PM – 10:00PM Bill Cunningham
- 10:00PM – 06:00AM Coast to Coast AM

From: Charles Helbig [charlesdhelbig@gmail.com]
Sent: Monday, March 11, 2013 5:08 PM
To: Cindy Breves
Subject: Oregon Coast TODAY "Destination Newport" ad proposal features

The Oregon Coast TODAY thanks the City of Newport and Destination Newport for the opportunity to propose a on going weekly ad program in the Oregon Coast TODAY. Our proposed program consist of the following features.

Two ad sizes our 1/2 and 1/3 page. Ad size for 1/2 is 5.165w x 10.125"h vertical or 10.5"w x 5"h horizontal. 1/3 ad size 5.165"w x 6.7"h.

Ads can be updated at any time during the ad run in both size and content so that weekly events may be posted in your ad.

Ads will be posted in our weekly pdf issue available at oregoncoasttoday.com at no additional charge.

Current weekly printed distribution 11,000+ papers at over 460 locations from Manzanita south to Yachats.

Ad rate 1/2 page \$230.00 for black and white and \$280.00 for full color per week.

Ad rate for 1/3 page \$136.00 for black and white and \$161.00 for full color per week.

Minimum ad run 26 consecutive weeks. Ad sizes can change as requested.

We look forward to presenting additional benefits and graphics at the March 21 meeting.

Thank you

Charles Helbig
Oregon Coast TODAY
541 992 1920
charles@oregoncoasttoday.com
oregoncoasttoday.com



CONTACT: Eric Behny • 503.802.9417 • eric@allclassical.org

All Classical
PORTLAND

All Classical FM Rate Card

In almost all cases we prepare a customized plan for each underwriter. For planning purposes, we invite you to use the following guidelines.

Open Rates		
Mon-Sun	Daypart	\$/Spot
5A-10A	Morning Drive	\$100
10A-3P	Mid-day	\$70
3P-7P	Afternoon Drive	\$90
7P-12Midnight	Evening	\$40
12Midnight – 5A	Overnight	\$20

Rotation Plans	
4-Part Plans – Total Day	\$/Spot
Day Specific *(5A-12A) – increments of 4	\$55
Monday – Sunday *(5A-12A) – increments of 4	\$50

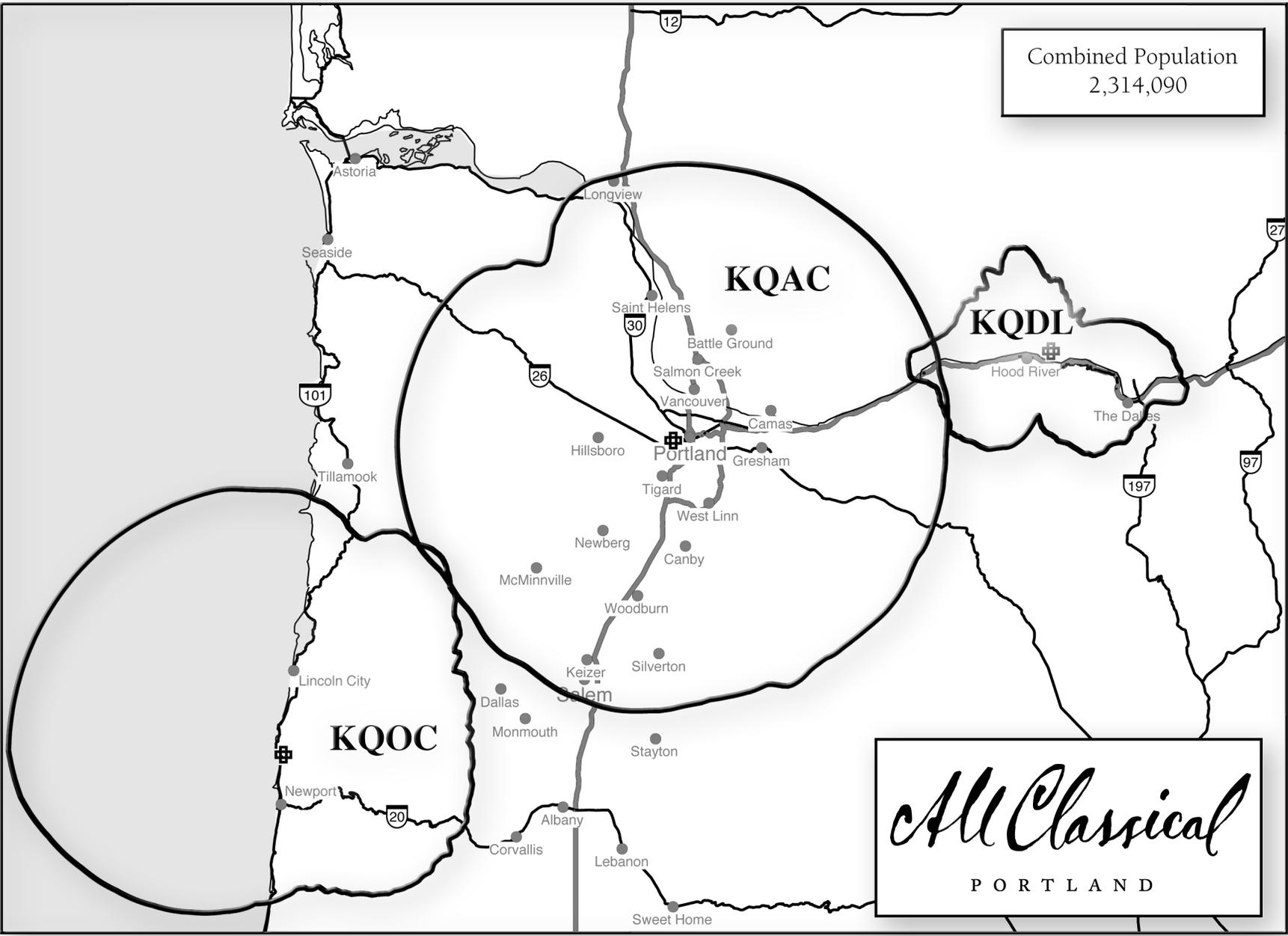
Run of Schedule	
Run of Schedule – 5A-12A, best available, Mon-Sun only	\$50
Non-profit Run of Schedule – 5A-12Midnight, available, Mon-Sun only	best Buy 4, get one BONUS

All Classical FM is the premiere Arts/Classical music station in the Pacific Northwest and reaches over 200,000 listeners each week.

Established in 1983, All Classical's mission *is to advance knowledge of and appreciation for classical music; to build and sustain culturally vibrant local and global communities around this art form; to reflect the spirit of the Pacific Northwest; and to foster integrity, quality, and innovation in all that we do.*

Effective Rate Card Date: July 2012

Combined Population
2,314,090



All Classical
PORTLAND

Our audience
is listening...



- Baby Boomers are those Americans born between 1946 and 1964.
- This is the start of a new future where we have more people over the age of 60 than under the age of 15. That's never been the case until now.
- It's no surprise entrepreneurs and businesses of all size are scrambling to cater to this demographic shift. After all, this silver tsunami offers a golden (sorry for the pun) opportunity.
- **They control over half of all household discretionary spending.**

PROFILE OF THE ALL CLASSICAL FM LISTENING AUDIENCE

56% female

43% male

43% college graduate or higher

46% household income at \$75,000+

74% more likely to have ate at sit-down restaurant 10 or more times in the past month.

109% more likely to have attended symphony, opera or other arts event in the past year.

139% more likely to purchase new house/condominium in the next year.

365% more likely to have spent between \$5000 and \$7499 on addition/remodeling work to home.

Scores based on Scarborough 2011 market data.



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



All Classical

P O R T L A N D

*From the
cascades to
the coast....*

*Our audience
is listening*

“What we have in Portland, is one of the finest classical stations in the world.”

Christopher Mattaliano

General Director, Portland Opera

“Your listeners are very fortunate.”

Dawn Upshaw

Internationally acclaimed Soprano

“My favorite station...probably in the whole world.”

Courtney Taylor-Taylor

The Dandy Warhols

“Advertising my business on All Classical FM is the only kind of advertising I can do where people thank me for it.”

Ken Forkish

Ken's Artisan Bakery

“Discerning consumers become loyal brand advocates—if and when we reach out to them. All Classical FM gives us a perfect medium for outreach.”

Dennis Gilliam

Executive Vice President, Sales & Marketing
Bob's Red Mill

“All Classical FM helps us effectively reach a very desirable audience at a very reasonable cost.”

Rick Lewis

Marketing Manager, The Portland Spirit

“What makes classical music work for a sponsor is that, in a highly segmented radio market, classical music radio can provide a very targeted audience of up-scale, affluent adults. No other format can do that as efficiently.”

Radio World