



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, December 17, 2015, 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, December 17, 2015, 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 - November, 2015 meeting minutes review and approve
 - b. Review of Accts., October and November 2015.
 - i. Spencer Nebel, City Manager will update Committee on Accounting Corrections and Room Tax Revenues Spending
- IV. Media Consideration
 - a. Corvallis Knights - Bre Miller
 - b. Here and Now - Neil Henning
 - c. KGAL - Charlie Eads
 - d. Coast Explorer - Kari Petersen
 - e. OCVA & Travel Oregon Renewals - Tera Moreland
 - f. NW Examiner - Lindsey Ferguson
- V. Other
 - a. Update Agate Beach Surf Classic
- VI. Discussion and Action
- VII. Chamber Report
- VIII. Public Comment
- IX. Adjournment

CALL TO ORDER

The November 19, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:00 P.M. In attendance were Judy Kuhl, Ric Rabourn, Steve Beck, Carrie Lewis and Lorna Davis. Also in attendance were Peggy Hawker, City Recorder, Dean Sawyer, Council Liaison, Jamie Rand, News-Times,

INTRODUCTIONS

No introduction needed.

ADDITIONS/DELECTIONS TO AGENDA

None.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the October 15, 2015, meeting;
- B. Review of Accounts was not done due to no change in the accounts for October.

Davis met with Mike Murzynsky and Spencer Nebel regarding the questions with the accounts. Murzynsky was to have something worked out by this meeting but Davis did not have anything. Hawker went to ask Murzynsky about the situation. Davis reviewed the accounts that are incorrect. Several accounts/bills should have been paid out of the last fiscal year. Sawyer had spoken with Nebel and Nebel indicated that it should be a simple fix. \$18,000 from OnDisplay, \$10,000 from Certified, Webcam payment, etc. should be about \$40,000 total. Davis will email Murzynsky and cc Breves whenever we spend money out of the one fiscal year but the bill may come in the next fiscal year. Murzynsky will have that information for the next DNC meeting.

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

MEDIA CONSIDERATIONS

No media consideration were done due to the accounting errors. This will be placed on the next agenda for consideration after the account errors have been resolved.

OTHER

Update from Rand on the Beavers and TV with Comcast ad campaigns. Rand reviewed the TV campaign first. The results total impression was 6,217,000 in our focused areas. One of the highlights from September running, on Monday Night Football the Packers and

Chiefs game. Rand saw the ad that night, it was impressive. It was great that Josh could slide us into that spot. Next month Rand will have the takeaways from October. Rand felt the TV campaign was very successful. Rand reviewed the OSU Beaver campaign. The engagement campaign was part of that package. Rand had a summary 71,915 impression with a standard read through rate. 727 people sign up. 435 opt into receiving more information. Email Davis the contact list if the Chamber would like to do follow up with them. Total likes the Newport earned was over the course of 5 days 500% increase in likes which is significant. Comments that he received on the campaign was it had the most engagement of any campaign they have had so far by far. Rand recommended that if the Committee continue with this type of activity and that the committee budget for stationary, etc. so that the Committee communications looks nice and professional.

Rand shared additional ad art that has been run recently and updated. The billboard addition for one. OSU would still like to have someone come to a game. Rand asked the Committee if they were comfortable with him attending representing the Destination Newport Committee. The Committee was comfortable since no one else was available to attend.

DISCUSSION AND ACTION

Rabourn asked about room tax expenditures. Davis stated that is a little unclear but that when there is greater income in room tax the additional income is used on tourist related expenses. Expenses to repair facilities or areas used by tourist. There was not any distinction on how the 43% is spent if there is not overage. The Committee would like to have that conversation at the next meeting when Nebel and Murzynsky are at the meeting. Hawker suggested that the committee make a motion to request the Budget Committee to increase their allotment for 2016-17 fiscal year. Davis also suggested that the Committee make an updated report to the Council.

Next meeting will be December 17, 2015.

CHAMBER REPORT

Davis updated the committee on the European trip she just returned from. The trip started in Paris. Part of what they do is training staffs on Oregon products and helping set-up trips that include a few days in Newport. Davis shared that when they shared the Newport video the looks on peoples faces is awesome. Oregon's international business has increase by 300% last year according to Visa Travel Summary. Committee discussed translating websites, etc. into other languages.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 2:50 P.M.

Destination Newport Committee

Here & Now Proposal

In 2015 you spent \$12,000. for the following placements:

Full page Bend hardcover	\$4,000.00
Full page Bend softcover (ad can be changed Winter and Summer run)	\$4,000.00
Full page central coast softcover	\$4,000.00
Total spend	\$12,000.00

We also included the full page inside back cover on the North coast softcover at no additional charge

For 2016 our proposal is the same \$12,000.00 which will also include the full page inside back cover on the North coast softcover.

- Bend hardcover read by more than 800,000 people annually, 4400 rooms
- 91,000 Bend softcover copies distributed per year (73,000 Summer and 17,000 Winter)
- 100,000 Central Coast softcover copies distributed per year
- 70,000 North Coast softcover copies distributed per year

Neal Henning
Visitor's Choice
Here & Now Media
Niche Plus Digital
503-551-1686
www.hnpubs.com
www.nicheplusdigital.com

Lorna & Cindy,

Below is my proposal for the continuation of the shoulder season Valley ad campaign. Thanks for your consideration

Destination Newport
City of Newport
Attn: Cindy Breves-DNC
169 SW Coast Hwy
Newport, OR 97365

Package Billing: \$350 per month....September 8 through June 30th Cut # 2566N & 2563N (thirty and sixty in rotation)

All 5 stations (2 broadcast & 3 Internet streams) at a non-profit rate of \$350 per month. In most months you would receive over \$1000 in value and always at least \$700. Actual times would be sent to you every month."

You have the produced ads in the last email.

Charlie

Richard C. Eads
VP/General Manager
KGAL/KSHO Radio
PO Box 749
Albany, OR 97321
541-926-8683
Cell: 541-990-6055
charlie@kgal.com



October 9, 2015

Contact:

Kari Petersen, Account Executive

kari@explorermediagroup.com

(503) 791-1353

We appreciate City of Newport/ Destination Newport advertising in the Coast Explorer Magazine since 2014.

City of Newport/ Destination Newport's Advertising Agreement for the Coast Explorer Magazine needs to be renewed for Spring 2016 to Fall/Winter 2017.

You currently have a ½ page ad in the Coast Explorer Magazine. I gave you a 10% discount off the regular rate, making your advertising investment only \$3148.00 a year. I also gave you the web package at no cost (\$895 value). A 5% discount is available if paid in advance. Your contract would be \$2990.79 .

- Coast Explorer Magazine
Reaches a Half Million Experience Coastal Travelers
Most Targeted Package of Print and Online Advertising for Coastal Destinations.
- 500,000 Qualified Prospects
Free Distribution, over 400 Coastal Locations,
150 Targeted Locations in Portland, Seattle and Other NW Metropolitan Areas.
All AAA Travel Centers in Oregon , Washington and Idaho.
Visitors use Coast Explorer Magazine To plan Their Next Trip.
- Seasonal Specific Engaging Editorial
3 Issues a Year, Seasonal Editorial Coverage Promote Coastal Tourism and
Seasonal Attractions.
- Advertisers are Invited to Submit News and Events Before Each Publication
- Coast Explorer is as Beautiful Online as it is in Print.
- Coast Explorer's Web Site has more than 3 million Page Views per year.
- Coast Explorer Magazine is also Available as a Page Turning Virtual Magazine
- available on www.coastexplorermagazine.com
- Destination Newport is a Featured Destination on the Coast Explorer Magazine Home Page



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October 9, 2015

Contact:
Kari Petersen, Account Executive
kari@explorermediagroup.com
(503)791-1353

Includes Destination Newport as a Sponsored Link
Rotating on the home page and throughout the site

Individual Business Page with Web Site Link

Locations on Google Maps and Business Directory
listing Newport under categories

Events on our Calendar of Events

- Current Size and Rate
 - ½ page
 - \$3498.00
 - 1 year annual agreement
- Discounts
 - 10% Non Profit discount
- Contract Amount
 - \$3148
 - 5% discount if paid in advance of Spring Publication \$2990.79
- Value Added
 - Showcase Web Package (\$895 value)
 - Included at no charge
- “Showcase web listing”
 - Destination Newport will always appear above featured listings

ADVERTISING RATES

Save 20% with an Annual Contract!

SIZE	WIDTH	HEIGHT	Single Issue Rates	Annual Contract (PER ISSUE)	ANNUAL TOTAL (3 ISSUES)	Monthly Rate Based on Annual Contract
Basic Online Ad Package			n/a	n/a	\$295	n/a
Featured Online Ad Package			n/a	n/a	\$495	n/a
Showcase Online Ad Package			n/a	n/a	\$895	n/a
Additional Directory Listing (up to 35 words)			n/a	n/a	\$167	n/a
Small Box	2.375	X 2.375	\$439	\$366	\$1098	\$91.50
Sixth Page / Wide	5	X 2.375	\$703	\$586	\$1758	\$146.50
Sixth Page / Tall	2.375	X 4.875	\$703	\$586	\$1758	\$146.50
Third Page	5	X 4.875	\$1125	\$937	\$2811	\$234.42
Half Page / Tall	5	X 7.4375	\$1399	\$1166	\$3498	\$291.50
Half Page / Wide	7.625	X 4.875	\$1399	\$1166	\$3498	\$291.50
Two-Thirds Page	5	X 10	\$1800	\$1500	\$4500	\$375.00
Full Page	7.625	X 10*	\$2238	\$1865	\$5595	\$466.42

Annual advertising rate includes one-time basic ad design with up to one hour production.

* Bleed available (ask for specifications).

PAYMENT TERMS & DISCOUNTS: Prices shown above are based on payment in advance per issue. A discount of five percent is offered for all annual contracts paid in full at time of space reservation. Monthly payment plans and six-time per year payment plans available.

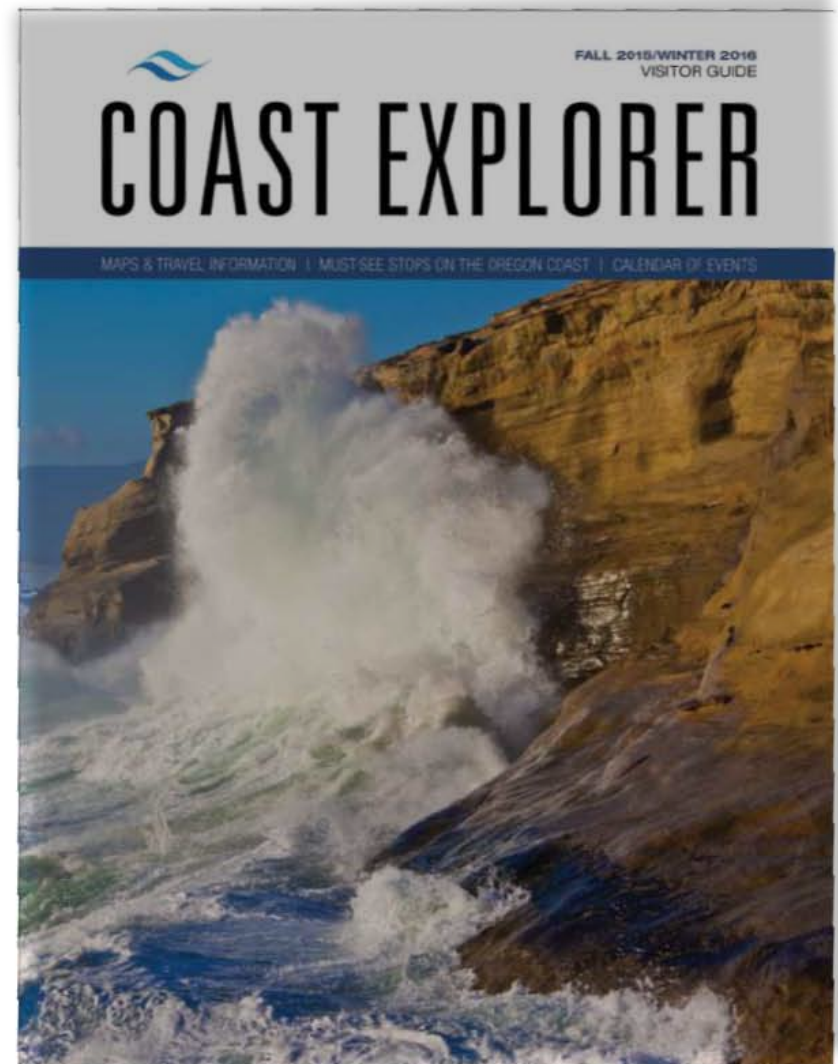
SPRING (February - May) This issue promotes the important Spring Break season and includes holiday weekends including Presidents Day, Valentine's Day, Mother's Day and Memorial Day. **DEADLINE:** December 1

SUMMER (June - August) This issue covers the heart of the Summer travel season including Father's Day and the Fourth of July. **DEADLINE:** April 1

FALL/WINTER (September - January) This issue covers the important Fall shoulder season through year's end including Labor Day, Thanksgiving, Veteran's Day, Christmas, New Year's and Martin Luther King, Jr holiday. **DEADLINE:** July 1

PO Box 278, Cannon Beach, OR 97110
(503) 717-1122 • fax (503) 717-1124
e-mail: adsales@CoastExplorerMagazine.com
coastexplorermagazine.com

THE DESTINATION MARKETING RESOURCE FOR THE COAST

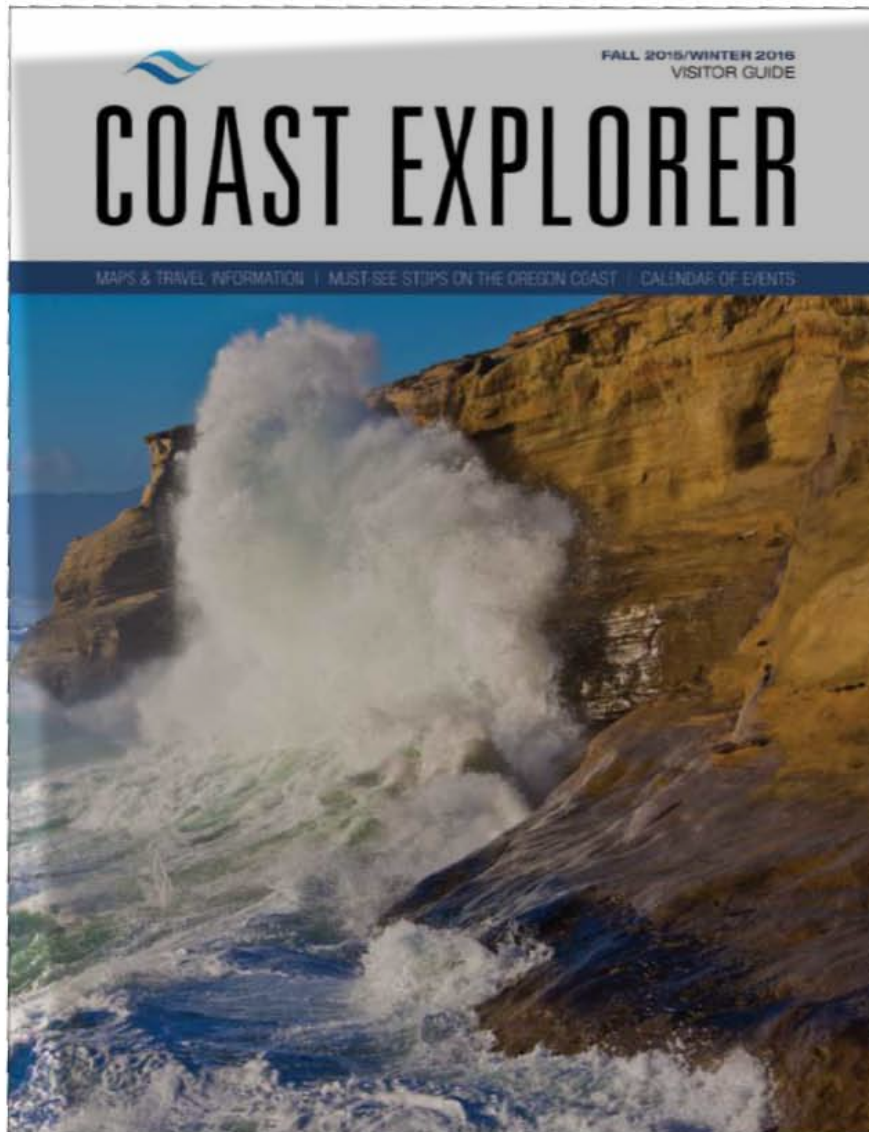


Coast Explorer Magazine • CoastExplorerMagazine.com

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10/7/2015

The most comprehensive and targeted package of print and online advertising for coastal destination & hospitality marketing.



Reach over a half million qualified prospects

Coast Explorer reaches over 500,000 readers annually through guaranteed free distribution of the traditional print magazine, website and our online virtual magazine.

Coastal & Northwest metropolitan area distribution

Our targeted distribution reaches qualified coastal travelers with distribution at over 400 coastal locations and those planning a trip with distribution at approximately 150 targeted locations in Portland, Seattle and other Northwest metropolitan areas including all AAA travel centers in Oregon, Washington & Idaho. Visitors use Coast Explorer to plan their next trip.

Print & online advertising packages

Coast Explorer offers both print and online advertising giving our customers the prestige and effectiveness of print and online exposure through our virtual magazine and CoastExplorerMagazine.com web packages.

Seasonally specific engaging editorial

With three issues per year, our engaging editorial coverage promotes coastal tourism, seasonal attractions, coastal businesses and inspired travelers. Readers keep past issues for reference, so your ad can work for years

PROVEN RESULTS FOR OVER 15 YEARS

Call Coast Explorer to reserve your space today:

(503) 717-1122 or toll-free (888) 609-6051

COAST EXPLORER

Space Reservation & Advertising Agreement

Advertiser/Business Name _____

Contact Person _____ Phone _____

E-mail _____ Fax _____

Business Address _____

Billing Address (if different) _____

Website Address _____

AGREEMENT: Advertiser agrees to purchase from Explorer Media Group, Inc. (Publisher) and Publisher agrees to publish in Coast Explorer, the advertising described below according to the Terms and Conditions described below and on the reverse side of this agreement.

AD SIZE: ☐ Full Page ☐ Half Page ☐ W ☐ T ☐ Third Box ☐ Two-Thirds Page
☐ Small Box ☐ Sixth Page ☐ W ☐ T ☐ Third Tall
WEB PACKAGE: ☐ Standard ☐ Featured ☐ Showcase ☐ Additional Directory Listing(s) _____
ISSUE(S): ☐ Spring ☐ Summer ☐ Fall / Winter ☐ One Year (3 issues)

Beginning Issue: _____ Last Issue: _____

AD PRODUCTION: Advertisers may provide their own ready-to-place digital files prepared to required specifications or Explorer Media Group will provide graphic design services for an additional fee, (\$35 minimum ad design charge or \$65 per hour). Annual advertising agreements include one-time complimentary ad design with up to one hour of production. Additional charges will be billed separately.

- ☐ Advertiser to provide finished ad to Explorer Media Group specifications
☐ Explorer Media Group to provide ad design ☐ Repeat previous ad as is
☐ Yearly Ad to remain the same for each issue ☐ Ad to change per issue

NOTES: _____

PAYMENT/TERMS: All advertising must be paid in advance of publication. A discount of 5 percent is offered for advance payment in full for all annual contracts.

Total of Ad Space \$ _____
Additional DL's (Web Only) \$ _____
Estimated Ad Production \$ _____

TOTAL CONTRACT \$ _____

☐ Payment in advance
for annual contract (5% discount) _____

☐ Bill Per Issue _____

☐ Bill Monthly _____

DIRECTORY LISTINGS (WEB ONLY)

SELECT CATEGORY: ☐ Destination ☐ Attraction ☐ Art Gallery ☐ Dining ☐ Shopping ☐ Lodging ☐ Service ☐ Home & Garden

SPECIFY CITY: _____ TOTAL AMOUNT OF DIRECTORY LISTINGS: _____

Signature of Advertiser's Authorized Representative: _____

Print Name _____ Title _____ Date: _____

For Explorer Media Group: _____

Explorer Media Group, Inc. • PO Box 278 • Cannon Beach, Oregon 97110
e-mail: kari@explorermediagroup.com • coastexplorermagazine.com • (503) 717-1122 • Fax: (503) 717-1124

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☐ REP _____ ☐ ART _____ ☐ DB _____ ☐ RS _____ INV: ☐ SP ☐ SU ☐ F/W

TERMS & CONDITIONS OF THIS ADVERTISING AGREEMENT:

This agreement constitutes the entire agreement between the parties and no verbal agreements or representations changing or supplementing in any manner the Terms and Conditions here of shall be deemed effective.

1. PUBLISHER'S APPROVAL: All advertising is subject to Publisher's approval. Publisher reserves the right to edit ads for style, format and quality purposes.
2. PAYMENT TERMS, FEES & DISCOUNTS: All advertising must be paid in advance of publication. A five percent discount is offered for all annual contracts paid in full in advance of first publication. An interest rate of 1.5 percent will be added to any past due account and compounded every 30 days until paid in full. Accounts past due 60 days shall be subject to a minimum monthly payment of \$50 or 10 percent of the past due balance, whichever is greater. A \$25 monthly late fee will be assessed to all past due accounts failing to pay the minimum monthly payment.
3. MISTAKES OR OMISSIONS: This agreement cannot be invalidated or cancelled by Advertiser for incorrect insertions or omissions by Publisher. Publisher cannot be held responsible for typographical errors, however, at its sole discretion, Publisher may reduce the charge for such portion of an advertisement as may have been rendered useless by such typographical error. Advertiser agrees that in the event Publisher fails to publish any advertisement, or makes any error in the publication of any advertisement, Advertiser's sole remedy is the refund of the cost of the advertisement in question. Advertiser agrees to waive any right to collect other damages, including but not limited to incidental, consequential or lost profits damages.
4. Directory Listings: Advertising prices are based on display ad space only. Directory listings, if applicable, are included free with advertising purchase and are considered editorial (non-paid) content and are only applicable for businesses that fit within the categories and regions of our coverage as determined by the Publisher. Explorer Media Group reserves the right to edit, format or place free directory listings under categories as we determine appropriate.
5. AD CHANGES, PROOF AND APPROVAL: Advertisers will have the right to review a proof of their ad prior to publication in the magazine. Publisher reserves the right to run the ad as it appears in the proof provided to Advertiser if written proof approval is not returned within ten days of date sent. Any requests for changes to an ad or directory listing must be made in writing prior to published deadline dates.
6. PUBLISHER'S CANCELLATION: The rates agreed on the face of this agreement shall apply only if Advertiser fully performs this agreement according to its terms. Publisher reserves the right to cancel this agreement at any time without notice if Advertiser fails to pay any bill within forty-five (45) days of submission thereof or commits any other breach of this agreement. In the event of such cancellation, Advertiser agrees to pay (a) all advertising from the date of this agreement to date of cancellation at the "one-time" individual issue rate and (b) all costs of collection, including without limitation, reasonable attorney's fees for the collection of monies due from Advertiser and in enforcing Publisher's rights under this agreement, whether or not a lawsuit is instituted.
7. ADVERTISER CANCELLATION: Notice of cancellation by the Advertiser must be provided to the Publisher in writing prior to the published deadline date (Spring - November 30, Summer - March 29, Fall - June 30). If, during the term of this contract, Advertiser cancels this agreement for any reason other than a rate increase as described below, Advertiser shall pay for all advertising from the date of this agreement to date of cancellation at the "one-time" individual issue rate plus 15 percent of the outstanding balance due for the remainder of the contract. If Advertiser cancels this agreement prior to first publication, Advertiser shall pay for all expenses incurred by Publisher including, but not limited to ad production, data processing, billing and accounting.
8. ACCURACY OF BILLING: Any billing statements rendered to Advertiser by Publisher shall be conclusively correct and shall constitute an account stated, unless a specific, written objection is made thereto by Advertiser within thirty (30) days from the date of the billing.
9. PUBLISHER'S INDEMNIFICATION: Advertiser represents to Publisher that none of the advertising copy submitted by the Advertiser to the Publisher shall give rise to a claim by a third party for fraud, misrepresentation, defamation, trade disparagement, invasion of privacy or infringement of any copyright, trademark or trade name. Advertiser also agrees to defend, reimburse, pay, indemnify and hold Publisher and its agents and assigns harmless from any liability, loss, damages, judgment or claim of any and all costs and expenses (including without limitation attorney's fees and costs) incurred by them in connection with any action, suit, claim or proceeding in whatever nature threatened or brought against them arising from any advertisement published by Publisher for Advertiser pursuant to this agreement including without limitation any third party claims.
10. RATE & PUBLISHING SCHEDULE CHANGES: Publisher reserves the right to change the rates and publishing schedule agreed to herein at any time, provided that if Publisher increases advertising rates during the term of this agreement, Advertiser has the right to cancel this agreement, without penalty or additional charges.
11. DISPUTES: This agreement shall be governed by the laws of Oregon. Any dispute arising under this agreement may be resolved either in court, or by arbitration, at Publisher's discretion.



Reach consumers with your marketing message every step of the way!

Consumers acquire information through a multitude of channels these days spanning print, online, email newsletters and social media. Capture the attention of these actively engaged prospects at the right time and place through a multi-channel approach.



The Curious Traveler ... TravelOregon.com

Cast a wide net to attract the attention of these pre-qualified consumers curious about Oregon.

- The key consumer portal for travel information promoted by Travel Oregon's 5.2 million dollar marketing campaign
- More than 9.3 million pages viewed annually with 2.6 million unique visitors
- Awarded the 2013 Best State Travel Website in the Country Mercury award by the National Council of State Tourism Directors

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



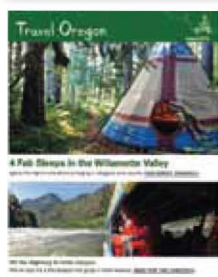
The Serious Traveler ... Official Visitor Guide

Target the visitor as they seek more in-depth information about what to do, where to go and where to stay.

- Two-time recipient of the Mercury award for best print visitor guide in the country by the National Council of State Tourism Directors
- Distribution of 300,000
- Free to consumers via TravelOregon.com and our 800 customer service number
- The key information piece used by visitors and welcome center staff

WHAT'S AVAILABLE

- Display Ads
- Free Leads through the Travel Oregon Online Leads (TOOL) system
- Expanded Lodging Listings



Oregon Fans ... Four email newsletters

Build your brand relationship with these exclusive, engaged Oregon fans. They love Oregon!

- Travel Oregon's general email newsletter is sent to more than 175,000 opt-in subscribers every month and four special seasonal editions are distributed quarterly
- Two niche email newsletters, outdoor recreation and culinary, are delivered six times per year each

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



On the Ground ... Oregon Welcome Center Brochure Program

Display your brochures or magazines at one or more of the eight Oregon Welcome Centers at gateways into the state!

- Add online & mobile exposure. A link to your digital edition will be posted on a dedicated page at TravelOregon.com.

WHAT'S AVAILABLE

- Distribution at Welcome Centers
- Digital Edition



Get Connected ... Oregon Governor's Conference on Tourism

Participate in the state's premier travel and tourism annual industry event.

- Build and strengthen partnerships amongst 450+ tourism industry professional attendees
- Showcase your business with a sponsorship that fits your needs
- Get your information directly to decision makers face-to-face from your booth

WHAT'S AVAILABLE

- Sponsorships
- Exhibit booths

For your customized consultation to select the best type of ad and placement for your marketing program, contact:

Terra Moreland

terram@mediamerica.net, 503-445-8830

Monica George

monicg@mediamerica.net, 503-445-8809

The Official Travel Oregon Visitor Guide

The award-winning definitive Oregon vacation planning tool



Travelers are looking for ideas and inspiration when thinking about a vacation. Travel Oregon's Official Visitor Guide provides consumers with details on outdoor recreation, food and drink, culture and heritage, family experiences, regional travel suggestions and local picks. Make sure your marketing message is seen by travelers while they are making these decisions. Your ad will be aligned with relevant content and photography leading readers to take action to plan their trip.

Distribution

300,000 copies printed annually for year-round distribution and inquiry fulfillment supporting Travel Oregon's 5.2 million integrated marketing campaign.

Oregon – Key visitor and high-traffic locations (62%)

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Pioneer Square and all official Travel Oregon State Welcome Centers
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Les Schwab Tire Centers
- Made in Oregon stores
- Select attractions throughout Oregon

Outside of Oregon – Target market locations (23%)

Washington

- Vancouver, WA visitor locations
- NW/W Washington – Tourist Systems
- Seattle Airport Program
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

California

- California state Welcome Centers
- San Francisco Union Square
- San Jose/Santa Clara visitor centers

British Columbia

- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

Available at newsstands and checkout counters at Barnes & Noble and other retail locations in Washington, California, Idaho and Vancouver, B.C.

Mailed by direct request (15%)

Sent to visitors throughout the country via TravelOregon.com or the 800 customer service number. (See map below for the number requested by each state.)



Online

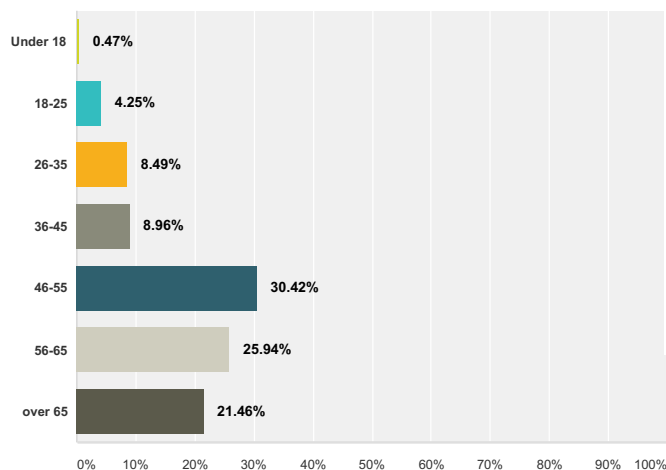
- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.
 - 14,000 + users
 - More than 1 million pageviews
 - 63 average pages per session
 - 78% new sessions
- Download at the Apple Newsstand and Google Play.

Audience

Who is our reader? When will they travel? What do they think? *

1. Gender: Female: 58% Male: 42%

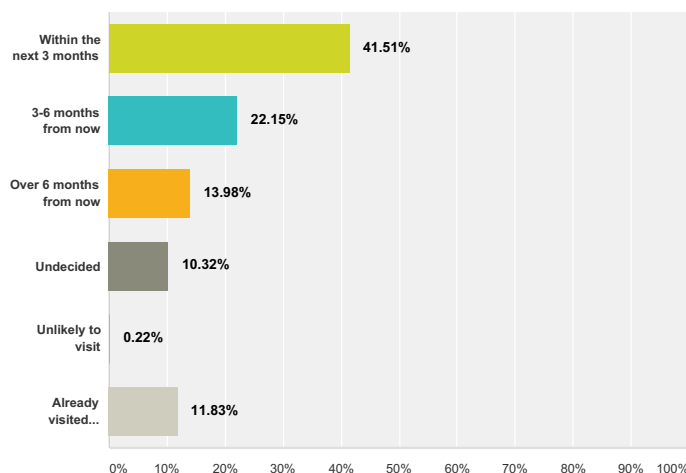
2. What age are you?



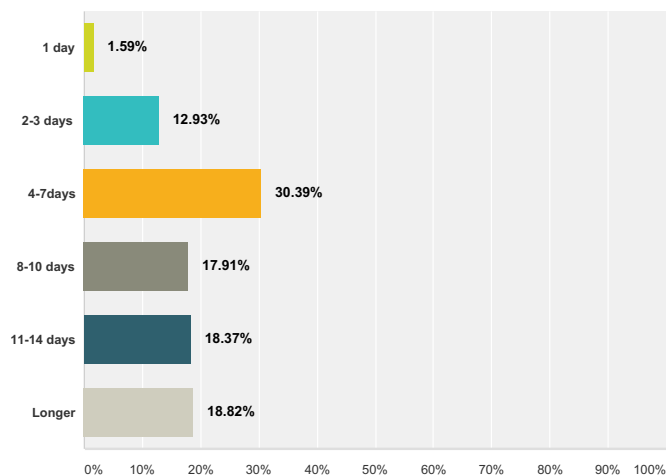
3. How many times have you visited Oregon?

Never: 33% Multiple times: 67%

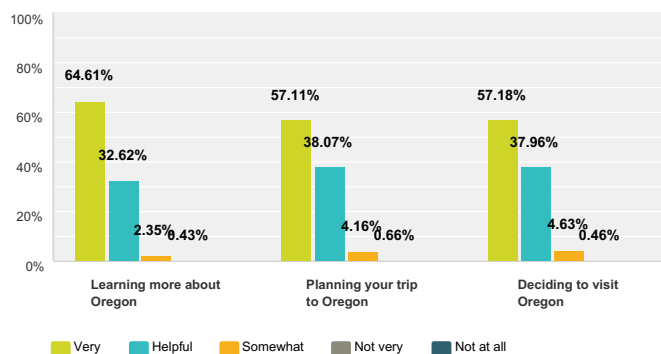
4. When are you likely to visit Oregon?



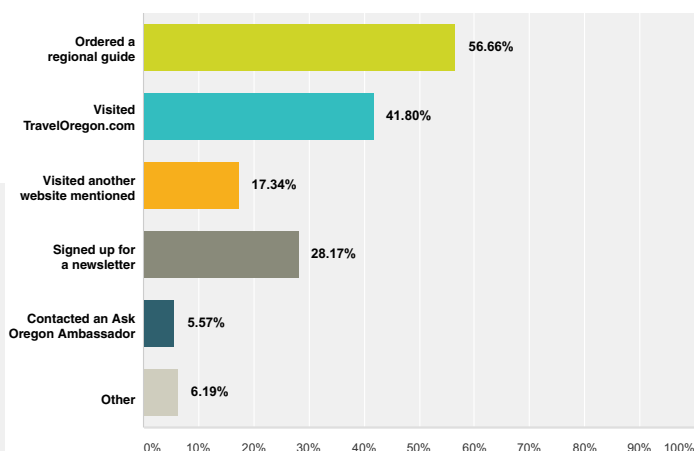
5. What is the estimated length of your stay?



6. How helpful was the information in the guide in terms of the following?



7. Did you use or order any additional travel information from the guide?



8. Reader comments

- So much great info. I like how it's divided into regions. Great articles and photos – almost makes me feel like I'm there!
- It had a ton of great ideas for places to visit – we went to so many of them! Love the layout!
- I loved all the information on the specific cities and the pictures make you want to be there.
- Local Picks columns were great. Made it seem less commercial/travel office propaganda. Liked the type-face, the variety of offerings and the range of writers in the Local Picks columns.
- The guide had very useful information on lodging and it really helped our trip planning.
- Inspiration about places and great ideas.
- Gave me new ideas on places to go and things to do.

*Data from the 2015-16 Travel Oregon Visitor Guide survey

Advertising Rates

Rates (net)

Expanded lodging listing	\$735
One-twelfth	\$1,250
One-sixth page	\$2,400
One-third page	\$3,900
One-half page	\$5,800
Two-thirds page	\$8,300
Full page	\$9,800
Two page spread	\$15,500

Premium Positions

Back cover	\$11,300
Inside front cover	\$10,800
Table of contents	\$10,800
Inside back cover	\$10,800

Added Value

Visitor Guide advertisers receive **FREE** leads through the Travel Oregon Online Leads Program (TOOL).

Travel Oregon maintains a database of potential Oregon visitors who have shown interest in receiving information about Oregon. Each month, more than 1,500 new consumers opt in to receive more information from Travel Oregon and our partners.

By using the recently upgraded TOOL platform, tourism partners can search leads based on travel interests (such as adventure travel, Oregon wine or casinos), region (such as Central Oregon or Greater Portland), zip code, country and more. New leads coming from the Travel Oregon website, 1-800 number and business reply cards become available in TOOL daily.

We will help you set up your account to get started.

			1/6	1/3 H
	1/2 v		v	
2/3 v	1/3 v			
				1/2 H
	1/6 H	1/12		

Specifications

Space unit Width Depth

Two page spread

Trim	16 3/4"	10 7/8"
Bleed	17	11 1/8
Non-bleed	16	10

Full page

Trim	8 3/8"	10 7/8"
Bleed	8 5/8	11 1/8
Non-bleed	7 1/2	10

Two-thirds page

	4 5/8	10
--	-------	----

Space unit Width Depth

One-half page

Vertical	4 5/8	7 1/2
Horizontal	7 1/2	4 7/8

One-third page

Vertical	2 1/4	10
Horizontal	4 5/8	4 7/8

One-sixth page

Vertical	2 1/4	4 7/8
Horizontal	4 5/8	2 1/4

One-twelfth page

	2 1/4	2 1/4
--	-------	-------

File Format

Please supply your ad to MEDIAmerica as a high resolution PDF (PDFX-1a format preferred). All color images should be CMYK and 300 dpi or better. We can also accept files created in InDesign, Illustrator and Photoshop as well as TIFF, EPS and JPEG formats. Please include a professional color match proof. Laser and inkjet proofs will be used for proofing content only. Ads may be submitted on CD, DVD, by email (production@mediamerica.net) or by FTP (call your rep for login info). Please contact your rep or the production manager if you have any questions.

Note About Two Page Spread

Please keep important text & graphics at least .25" away from the spine on both pages.

Return Of Materials

Artwork, photos and negatives will be returned upon written request only. Publisher assumes no responsibility for artwork and photographs uncalled for three months after date of publication.

Materials and questions regarding materials should be sent or emailed to:

Carolyn Sabin, MEDIAmerica
715 S.W. Morrison, Suite 800
Portland, OR 97205
carolyns@mediamerica.net
503.445.8825

Important Dates

Publication Date

March 2016

Space Closing

January 8, 2016

Materials Due

January 29, 2016

Contact:

Terra Moreland

terram@mediamerica.net, 503-445-8820

Monica George

monica@mediamerica.net, 503-445-8809

TravelOregon.com

Cast a wide net and reach visitors online

Award-winning Site

TravelOregon.com received the 2013 Mercury Award for *Best State Travel Website* in the country awarded by the National Council of State Tourism Directors. This site features rich content including **Seasonal Features** and **Trip Ideas** packed full of entertaining videos, itineraries and Oregon stories. Additional informational sections include **See & Do** where visitors can explore a wide range of recreation, food & drink, events, attractions and more; **Cities & Regions** where visitors can now dig deeper into dedicated city pages; **Deals**; **Places to Stay** and **Getting Around**.

Proven Traffic

The first point of contact for the state's \$5.2 million marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

2.6 million unique users = 9.3 million pageviews*.

Traffic by region:

89% USA	
43% Oregon	6% Other Western States
15% Washington	6% Southeast
15% California	5% Southwest
6% Midwest	4% Northeast
6% Canada	
5% Other International	

**Data from July 1, 2014 - June 30, 2015*

Impression Package Rates

Designed to target your advertising to the visitor at the beginning of their planning process through their final decisions.

Vertical Rectangle (240 x 400)

Intuitive* (selected pages of site) Cost: \$40 CPM

Run-of-site (ROS)** Cost: \$20 CPM

Sidekick Ads (300 x 100)

Small Bundle Cost: \$475/quarter

65,000 impressions:

15,000 intuitive + 50,000 ROS

Medium Bundle Cost: \$675/quarter

95,000 impressions:

20,000 intuitive + 75,000 ROS

Large Bundle Cost: \$950/quarter

130,000 impressions:

30,000 intuitive + 100,000 ROS

**Intuitive: You select the pages that best align with your marketing campaign.*

***Run-of-site: Your ad rotates throughout the entire site.*



Event Package Rates*

20,000 impressions Cost: \$200

- Flexibility to select the exact month and day you want your ad to begin, leading up to your event.
- Get specific by selecting topic areas that best align with your event for the most targeted distribution; such as your region, city or related activity.

**Open to events, festivals and exhibits*

Contact:

Terra Moreland

terram@mediamerica.net, 503-445-8830

Monica George

monica@mediamerica.net, 503-445-8809

MEDIAmerica

DNC Agenda Packet 12-17-15



Email Newsletters

Reach the active traveler and Oregon fan in Travel Oregon's e-newsletters.

Delivered to opt-in subscribers, Travel Oregon email newsletters send your message to consumers in a timely, targeted way. The e-newsletters feature road trips, events, profiles and special deals.

Choose from four e-newsletters:

Monthly General

With a following of more than 175,000 opt-in subscribers, Travel Oregon's monthly e-newsletter gets your message out to this engaged audience.

Seasonal Features Special Edition

Inspirational stories showcasing Oregon's destinations, natural wonders and Oregon Dreamers. Delivered to 175,000 subscribers four times per year (February, May, August and November).

Outdoor Recreation

Align your message to reach 17,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

Culinary

With a following of 18,000 opt-in subscribers, this niche e-newsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, August, October and December.

Average open rate	20%	24%	25%
Helpful to learn more about Oregon	82%	83%	88%
Helpful to plan their trip to Oregon	66%	69%	76%
Helpful deciding to come to Oregon	59%	59%	66%
Female	60%	60%	58%
Male	40%	40%	42%
2-4 night average stay	45%	49%	37%
Amount spent on their recent trip	\$934.00	\$693.00	\$850.00

Rates

Ad Format	Seasonal Features	Monthly General	Outdoor	Culinary
Formatted Text Ad	\$350	\$350	\$250	\$250
Rectangle Banner	\$950	\$950	\$750	\$650

Deadlines

Space Closing: Q1 & Q2: December 1, 2015; Q3 & Q4: June 1, 2016

Materials Deadline: Two weeks prior to e-newsletter distribution

Distribution Schedule: Monthly General: first Wednesday of every month; Outdoor/Culinary: third Wednesday of each month; Seasonal Features: last Thursday of the issue month.



4 Fab Sleeps in the Willamette Valley



Wood River Valley's Cider Scene



North Umpqua River Wharves



Shared Camping in Northern



Taste a World of Flavor at Portland Mercantile



Culinary Oregon: Stories and Local Flavors



Lincoln City

Contact:

Terra Moreland

terram@mediamerica.net, 503-445-8830

Monica George

monica@mediamerica.net, 503-445-8809

MEDIAmerica

DNC Agenda Packet 12-17-15



Oregon Welcome Center Brochure Program

Display your brochures or visitor guides at one or more of the eight Oregon Welcome Centers at high-traffic gateways to the state!

Program Rates

Fees are based on the class of service, size of brochure/visitor guide, and number of locations chosen. Contact your Account Manager for more information and an application.

Distribution Schedule

This is an annual program, with distribution beginning May 2016 and continuing through May 2017. Deadline for participation: April 15, 2016 for guaranteed placement.

Go Mobile

Expand your exposure through digital distribution.

- A link to your digital edition will be posted on a dedicated page at TravelOregon.com.



Oregon Welcome Center locations and visitor counts*

Seaside Welcome Center (Open all year)

Located at the City of Seaside Visitors Bureau, corner of Hwy. 101 and Broadway

Visitors: 15,200

Portland International Airport Welcome Center (Open all year)

Located on the lower level near baggage claim

Visitors: 55,000

Oregon City Welcome Center (Open all year)

Located at the End of the Oregon Trail Interpretive Center

Visitors: 17,800

Brookings Welcome Center (Open all year)

Located at Crissey Field State Recreation Site on Highway 101

Visitors: 23,600

Klamath Falls Welcome Center (Open May-September)

Located at the Midland Rest Area on Highway 97

Visitors: 8,400

Lakeview Welcome Center (Open all year)

Located at the Lake County Chamber of Commerce

Visitors: 5,000

Umatilla Welcome Center (Open all year)

Located at the Umatilla Chamber of Commerce

Visitors: 9,200

Ontario Welcome Center (Open May-September)

Located at the Ontario Rest Area on Interstate 84

Visitors: 25,500



**Numbers based on an annual average visitor count*

Contact:

Terra Moreland

terram@mediamerica.net, 503-445-8830

Monica George

monica@mediamerica.net, 503-445-8809

Serving Portland's Northwest Neighborhoods since 1986

2016 ADVERTISING RATES & PUBLICATION SCHEDULE



Thank you for your interest in advertising with the NW Examiner. We have tens of thousands of loyal readers because we cover the community with in-depth, award-winning reports they can't get elsewhere. Advertising in the NW Examiner not only supports one of the oldest Portland community newspapers but for an affordable price delivers great results. We all look forward to working with you this year.

In every issue:



Advertising

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503-804-1573 joleen@nwexaminer.com

Advertising

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ALAN CLASSEN Executive Publisher
503-241-2333 alan@nwexaminer.com

www.NWExaminer.com
2025 NW Opshur St, Ste. C
Portland, OR 97210

ADVERTISING SPECIFICATIONS

Advertiser Supplied Press-Ready Art:

Submit press-ready ads digitally in JPEG, PDF, or TIFF format.

To be considered press-ready, files must be the correct size and color mode: CMYK or grayscale, with a preferred line resolution (dpi) of 220. We cannot guarantee the reproduction quality of files under 180 dpi.

Maximum color build is 240%.

Microsoft Publisher documents must be converted to and submitted as a press-ready PDF file.

- A \$10 minimum fee will apply to the following:
- Ads submitted as a hard copy (formerly camera-ready) which require scanning to a digital format.

- Ads submitted in Microsoft Word which must be converted to a different file format.
- Ads that require resizing, color mode changes or other modifications will be charged at the regular artwork rates.

Publication Produced Advertising:

Ad rates do not include graphic design services. The NW Examiner can produce your ad at a rate of \$45 per hour: \$20 minimum for new ads, \$10 minimum for revisions to existing ads. Materials and information for ads to be produced by the NW Examiner must be provided by the space reservation deadline.

Add 10% to cost of ad space for solid black ink coverage over 50% of ad.



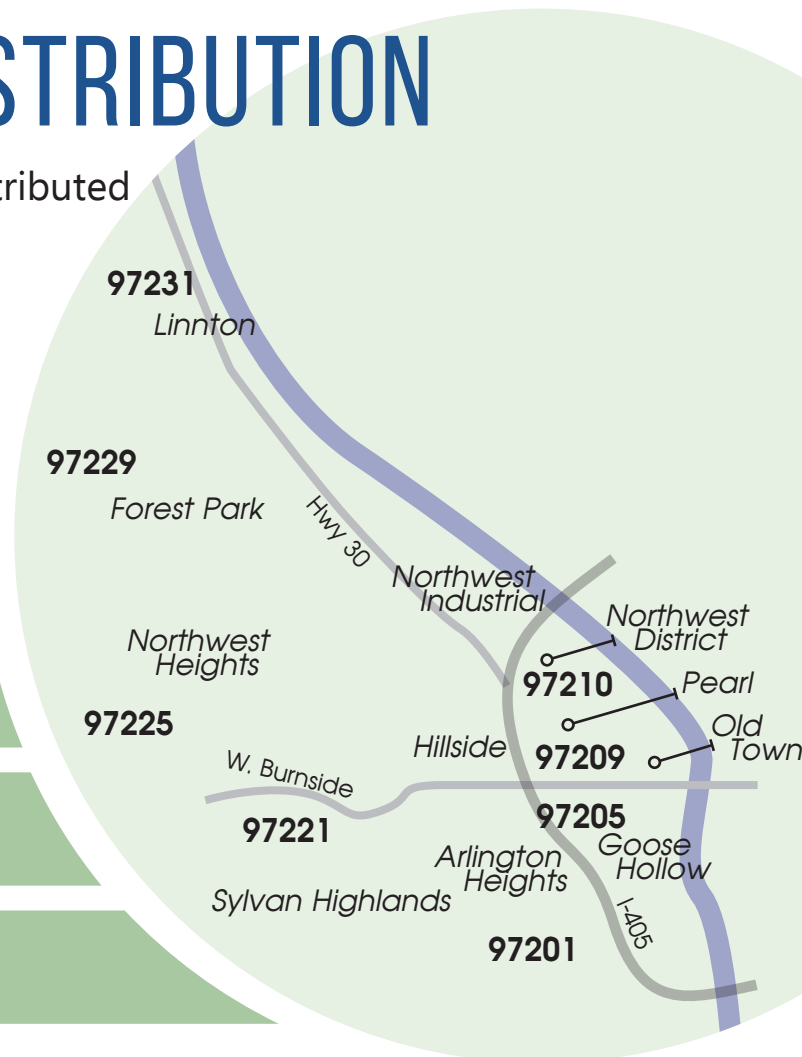
CIRCULATION & DISTRIBUTION

37,000 monthly copies printed/distributed

↓
34,000 mailed to NW Portland residents

+
3,000 available at 100 neighborhood newsstands, libraries, pubs, coffee shops and stores.

97201 2,150 copies	97205 1,125 copies	97209 8,525 copies
97210 4,680 copies	97221 1,350 copies	97225 2,825 copies
	97229 10,000 copies	97231 2,050 copies



READER DEMOGRAPHICS

77% of NW Portland residents find that local retailers & services are very accessible

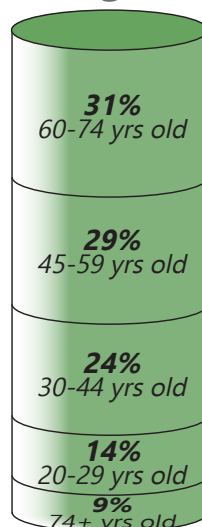


Annual income range is from \$75,000 to \$150,000+

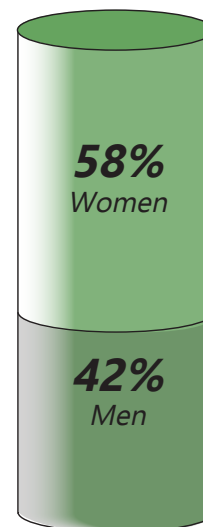


Median home sale price is \$269,000 to \$698,000

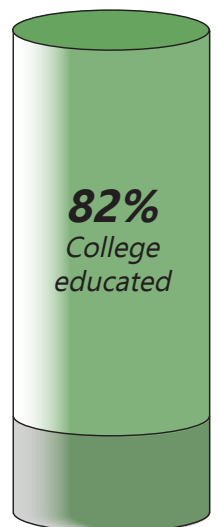
Age




Gender





Education



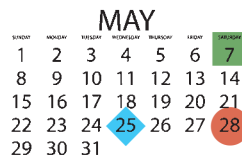
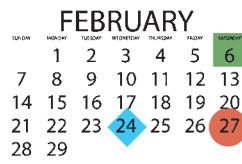
PUBLICATION SCHEDULE/DEADLINES

Publication Date 

Space Reservation* 

Art Deadline* 

* Space & art deadlines are the month prior to publication



ADVERTISING RATES

Ad Size	Ink	1 month	3 months	6 months	12 months
Full 	B & W Color	\$1495 \$2795	\$1350 \$1600	\$1200 \$1400	\$1050 \$1300
1/2 	B & W Color	\$825 \$950	\$775 \$900	\$725 \$850	\$650 \$775
1/4 	B & W Color	\$475 \$600	\$425 \$550	\$390 \$515	\$350 \$475
1/8 	B & W Color	\$260 \$385	\$240 \$365	\$215 \$340	\$195 \$325
1/16 	B & W	\$190	\$170	\$150	\$130
Business Card 	B & W	\$140	\$110	\$100	\$80

Pre-Printed Inserts: 5.5 cents each, must full cover each Zip Code selected, see Circulation for figures. All orders require 250 extra copies.