



## 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, November 19, 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, November 19, 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 - October 15, 2015 meeting minutes review and approve
  - b. Review of Accts., October 2015.
- IV. Media Consideration
  - a. Here and Now - Neil Henning
  - b. KGAL - Charlie Eads
  - c. Coast Explorer - Kari Petersen
  - d. OCVA & Travel Oregon Renewals - Tera Moreland
- V. Other
  - a. Update Agate Beach Surf Classic
  - b. Update on TV and Beavers Ad Campaigns
- VI. Discussion and Action
- VII. Chamber Report
- VIII. Public Comment
- IX. Adjournment



### CALL TO ORDER

The October 15, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:02 P.M. In attendance were John Clark, Judy Kuhl, Ric Rabourn, Steve Beck, Carrie Lewis and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Dean Sawyer, Council Liaison, Jamie Rand, News-Times, Neil Henning, Here and Now, Patrick Alexander by Phone, Oregon Coast Today, and Marty Barlow from Hospitality Vision

### INTRODUCTIONS

No introduction needed.

### ADDITIONS/DELECTIONS TO AGENDA

Presentation by Rand regarding the Beaver Facebook promotion.

### CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the August 20, 2015, meeting;
- B. Review of Accounts for August and September 2015

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

### MEDIA CONSIDERATIONS

Hospitality Vision - Barlow reviewed her proposal that had a few additions this year. She highlighted the new features and the well liked features. They have the ability to track people using the app. She reviewed the benefits of the program.

Oregon Coast Today - Patrick Alexander by phone reviewed his proposal. 15,000 subscriber base.

Here and Now (Visitor's Choice) Neil Henning reviewed their proposal. Back page for additional \$4,000 in the Oregon Central Coast hard cover addition.

Oregon Central Coast Visitor \$3600 same as last year for back cover.

Reviewed KGAL proposal.

Reviewed Business Oregon Proposal.

Outdoor reviewed the Newberg Billboard which comes up for renewal in February. Committee discussed. \$17,056.00 for renewal. 30x5 \$450 for change out. \$690 plus another \$450 to change out the artwork.

Reviewed the Winterhawk proposal.

Rand updated the committee on the ads that have been submitted, specially reviewed the Beavers Facebook promotion campaign.

#### OTHER

Committee discussed the use of still photos produced by business in Newport. Business will be able to use it, there will be a disclaimer. Rand has a disclaimer, he will run it past the City Attorney for approval.

Committee discussed the Surf Classic grant application. The event date has changed due to weather conditions. The exact date has not be confirmed. They are looking for a November date.

MOTION was made by Beck, seconded by Lewis, to recommend a grant for Surf Classic in the amount of \$2,000. The motion carried unanimously in a voice vote.

#### 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.

Pass on Oregon Coast Today.

Oregon Business Magazine pass until next fiscal year.

MOTION was made by Rabourn, seconded by Clark, for Hospitality Vision for \$225 a month for 12 months with 3 months donated. The motion carried unanimously in a voice vote.

MOTION was made by Rabourn, seconded by Clark, Outdoor Billboard in Newberg in will be released in February, in addition a change out of current artwork and add an extension for a total of \$1140. The motion carried unanimously in a voice vote.

MOTION was made by Clark, seconded by Lewis, for 2016 Oregon's Central Coast Visitors Guide for \$3600. The motion carried unanimously in a voice vote.

Table decisions on KGAL and Here and Now.

Next meeting will be November 19, 2015.

### ANALYTICS

Committee has login information and can check whenever they wish. No questions at this meeting.

### CHAMBER REPORT

Davis updated the committee on changes the Chamber has done with social media promotions and updates.

### ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:30 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](http://www.hnpubs.com)  
[www.nicheplusdigital.com](http://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 30<sup>th</sup> 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](mailto:charlie@kgal.com)

# 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	<b>\$91.50</b>
Sixth Page / Wide	5	X 2.375	\$703	\$586	\$1758	<b>\$146.50</b>
Sixth Page / Tall	2.375	X 4.875	\$703	\$586	\$1758	<b>\$146.50</b>
Third Page	5	X 4.875	\$1125	\$937	\$2811	<b>\$234.42</b>
Half Page / Tall	5	X 7.4375	\$1399	\$1166	\$3498	<b>\$291.50</b>
Half Page / Wide	7.625	X 4.875	\$1399	\$1166	\$3498	<b>\$291.50</b>
Two-Thirds Page	5	X 10	\$1800	\$1500	\$4500	<b>\$375.00</b>
Full Page	7.625	X 10*	\$2238	\$1865	\$5595	<b>\$466.42</b>

**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.

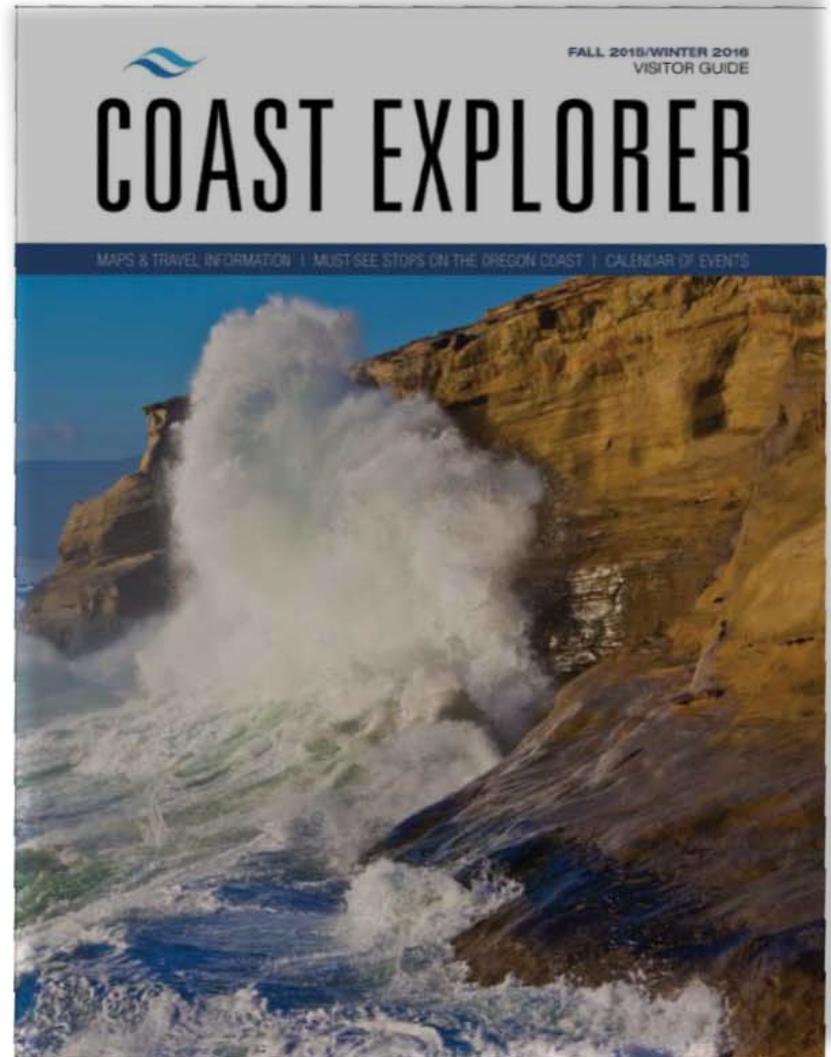
**SPRING** (February - May) This issue promotes the important Spring Break season and includes holiday weekends including Presidents Day, Valentine's Day, Mother's Day and Memorial Day. **DEADLINE:** December 1

**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

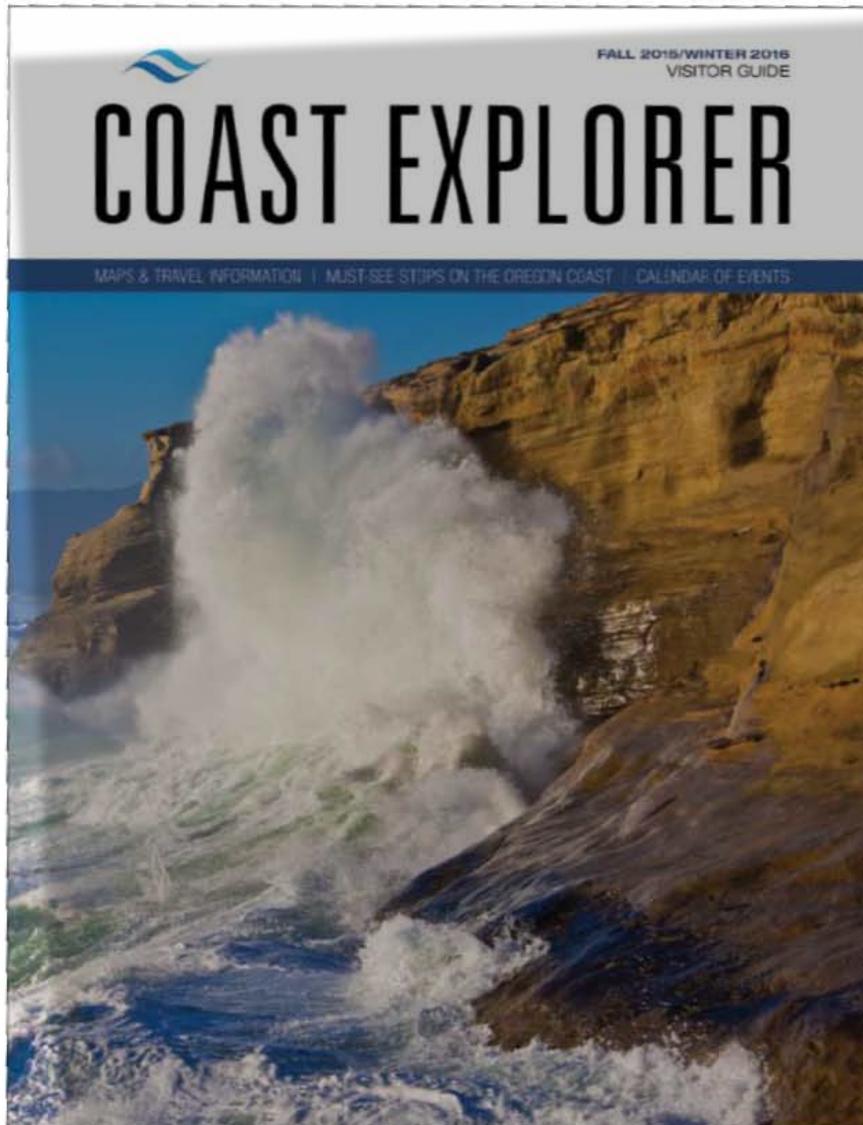
PO Box 278, Cannon Beach, OR 97110  
 (503) 717-1122 • fax (503) 717-1124  
**e-mail: [adsales@CoastExplorerMagazine.com](mailto:adsales@CoastExplorerMagazine.com)**  
**[coastexplorermagazine.com](http://coastexplorermagazine.com)**

# THE DESTINATION MARKETING RESOURCE FOR THE COAST



Coast Explorer Magazine • [CoastExplorerMagazine.com](http://CoastExplorerMagazine.com)  
 Coast Explorer e-Newsletter • [Coast Explorer on Facebook](https://www.facebook.com/CoastExplorer) 9

# 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.

**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 \$ \_\_\_\_\_

- 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

TOTAL CONTRACT \$ \_\_\_\_\_

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

DNC Agenda Packet for November 19, 2015

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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.

## Cindy Breves

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**From:** Lorna Davis <lorna@newportchamber.org>  
**Sent:** Thursday, November 12, 2015 9:33 AM  
**To:** Terra Moreland  
**Cc:** Cindy Breves  
**Subject:** RE: 2016 Renewals - deadlines approaching

Thanks Terra, we may have set aside some funding for this, our meeting is next week, will let you know.

Thanks!  
Lorna

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**From:** Terra Moreland [mailto:terram@mediamerica.net]  
**Sent:** Tuesday, November 10, 2015 4:39 PM  
**To:** Lorna Davis  
**Cc:** c.breves@newportoregon.gov  
**Subject:** 2016 Renewals - deadlines approaching

Hi Lorna ~

In hopes of not working on everyone's renewal wishes at deadline, I'm checking in again to see if you know what you'd like to renew for 2016 to continue to promote City of Newport.

For 2015 you had:

- OCVA FP premium print is \$3,370
- Travel Oregon 1/3v print is \$3,900
- \*Travel Oregon Scenic Byways wont print again till 2017
- \*And you've already secured the June 2016 OCVA e-news

To best help with your renewal, do you have anything new going on for 2016? Any additional marketing grants to help you expand into online media promotions?

- TravelOregon.com is purchased at \$40/1,000 impressions so you can really work with any budget there.
- And the Oregon Coast website only runs around \$600 for the whole year.

Travel Oregon is also offering the **Your Story sponsored content program** which is a great fit for DMO's to push out 3<sup>rd</sup> party praise about your area. Attached is an info sheet on that.

What do you think?

Terra

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**From:** Terra Moreland  
**Sent:** Thursday, October 8, 2015 4:40 PM  
**To:** 'Lorna Davis' <lorna@newportchamber.org>  
**Cc:** 'c.breves@newportoregon.gov' <c.breves@newportoregon.gov>  
**Subject:** RE: Signature needed RE: Oregon Coast E-Newsletter ads

Hi Lorna ~

Also, looks like we will have to put the other two on the agenda for October. Can you furnish us with a rate or rate card on those and if we had premium placement on either? Id

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**From:** Terra Moreland [<mailto:terram@mediamerica.net>]  
**Sent:** Wednesday, September 30, 2015 9:12 AM  
**To:** Lorna Davis  
**Subject:** Signature needed RE: Oregon Coast E-Newsletter ads  
**Importance:** High

Hi Lorna ~

We're approaching the winter months and I just wanted to let you know we still haven't confirmed your OCVA e-newsletters.

If you still want these two placements, as always, simply reply with **EXECUTE AGREEMENT** and I can get those secured. If you also want signed, which I know it helps with records, please send in a signed copy from Cindy. When you open the PDF you'll see I have already signed it for you guys.

**RENEWALS:**

Also with this time of year comes our print and web renewals. You had a full page in the OCVA guide and a 1/3v in the Travel Oregon guide. No web for either, which if you can spare it, I highly recommend so we can be driving visitor traffic directly to YOUR website.

➤ What of these renewals would you like to keep? Change?

I'm also happy to put a full proposal together with recommendations if you'd like to explore the web world.

Thanks so much!

Terra

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**From:** Terra Moreland  
**Sent:** Monday, July 20, 2015 4:43 PM  
**To:** 'Lorna Davis' <[lorna@newportchamber.org](mailto:lorna@newportchamber.org)>  
**Subject:** RE: Oregon Coast E-Newsletter ads

You got it Lorna!

Attached is the e-news agreement to get your two text ads reserved. As always, reply with EXECUTE AGREEMENT and I can consider that your electronic signature or print, sign and email a copy back.

Carolyn (cc'd) will be your contact for ad material when the time comes.

- Dec ad is due Nov. 20<sup>th</sup> and goes out Dec. 10<sup>th</sup>
- June ad is due May 21<sup>st</sup> and goes out June 9<sup>th</sup>

Let me know if I can help with anything else.

Terra

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**From:** Lorna Davis [<mailto:lorna@newportchamber.org>]  
**Sent:** Monday, July 20, 2015 2:16 PM

Terra

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**From:** Lorna Davis [<mailto:lorna@newportchamber.org>]

**Sent:** Friday, July 17, 2015 2:56 PM

**To:** Terra Moreland

**Subject:** Oregon Coast E-Newsletter ads

Hi Terra, Destination Newport would like to reserve some ad space in the e-newsletter.

For December we would like a banner ad. For October and April a text ad.

Let me know when you need material by and what...

Lorna Davis

Executive Director

Greater Newport Chamber of Commerce

[lorna@newportchamber.org](mailto:lorna@newportchamber.org)

541-265-8801