



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, February 14, 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, February 14, 2013, 2:00 P.M.

A G E N D A

- A. Call to Order
- B. Consent Calendar
 - a. Minutes – January 10, 2013, meeting minutes review and approve
 - b. Review of Accts. – January 2013
- C. Media Considerations
 - a. Eugene Magazine
 - b. Northwest Travel
 - c. International Guide for Oregon Coast
 - d. Go-Oregon.com
 - e. Eugene Emeralds Proposal
 - f. 1859 Magazine Proposal
 - g. Discover Newport.com Ad
 - h. Billboard in Bend Area
- D. Other
- E. Adjournment

DRAFT
Destination Newport Committee
January 10, 2013
2:00 P.M.
Newport, Oregon

CALL TO ORDER

The January 10, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:06 P.M. In attendance were Carrie Lewis, Lil Patrick, Ric Rabourn, John Clark, and Lorna Davis. Also in attendance was Jim Voetberg, City Manager and Cheryl Atkinson, Executive Assistant. Visitors included Neal Henning, Rob Spooner, Brad Parsons, Ted Banbridge, and Mike Leonard.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the December 13, 2012, meeting
- B. Review of Accts, December, 2012

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 November of 2012, with anticipated costs through June of 2013.

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

CONSIDERATION OF APPLICATION TO FILL COMMITTEE VACANCY

Davis asked committee members to consider moving ahead on their agenda to consider the applicant, Neal Henning, to fill the vacancy on the committee. She explained the process has changed a bit from years past. The committee, once they have met and interviewed the applicants, will now make recommendations to the Council.

MOTION: Patrick moved, seconded by Clark to recommend to the Newport City Council the placement of Neal Henning to fill the current vacancy on the Destination Newport Committee. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Ted Bainbridge, Oregon Coast International Guide, gave a brief presentation. He shared samples of the guides that are only distributed and placed in hotels/motels. He also distributed a list of locations where the Oregon Coast Guide is distributed from Astoria to Florence. He also shared copies of the Central Oregon Guide with committee members.

A discussion ensued with regards to the guide being hard cover, and the more likelihood of it being removed from the hotel rooms versus soft cover documents. Rabourn indicated some do get stolen, but not that many, and the hotels are provided a box of replacement guides should that occur. Rabourn also commented he would be more interested in having an ad placed in the Central Oregon Guide versus the Oregon Coast Guide, and explained his reasoning behind this recommendation,

Rob Spooner, "Mile by Mile Guide", spoke next. He distributed samples of the guide to those who requested a copy, and shared a brief history of his company. He indicated this committee had placed a half page ad in this particular guide two years prior. He explained the guide is placed throughout the State in 700 different locations. Spooner apologized that he was down to the wire for going to publication, and if the committee was interested he would need a commitment fairly soon. He further reported the guide comes out every two months.

The committee discussed the Go-Travel Sites proposal, and determined there was still not enough traffic to advertise with them at this time.

NOTE: Mike Leonard, "Northwest Travel Guide", gave a presentation later in the meeting. He had provided information in time to be placed on the agenda, and his information was included in the committee packet, but because of an oversight the request did not appear on the actual agenda.

OTHER

Davis indicated she has been very busy with Destination Newport Committee requests of late. She explained that she had to let at least six media folks know they were too late to be on the committee's agenda, as staff needs at least ten days prior notification.

Davis noted the late requests were Andrew Thorn, News Channel 21; Charles Helbig, "Oregon Coast Today"; Brad Parsons, Meadow Outdoor; Mike Maloney, OnDisplay Advertising; "1859" magazine; and "Portrait" magazine.

Brad Parsons, Meadow Outdoor, was present at the meeting, and did have new billboard placement locations to share with the committee. Davis briefly described the new locations and costs.

The committee also determined to look at running an ad in the Fall issue of "Oregon Coast Today", and will reconsider the matter in the Spring.

Mike Leonard, "Northwest Travel Guide", gave a brief presentation regarding his request for the committee to consider placing an ad in his guide. He shared samples of his magazine. He commented they produce 4 issues a year, and explained the demographics used for the magazine. There will be a May-June issue this year that will be on Oregon Coast lighthouses.

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.

MOTION: Rabourn moved, seconded by Clark to approve the expenditure of \$5,000 for an inside back cover ad in the Central Oregon Guide. On call for vote, all members present voted aye, motion carried.

Under discussion, the committee considered being on the calendar of events page of the Oregon Coast Guide, but no motion was heard for this action. They did determine to look at this offer in the near future.

MOTION: Clark moved, seconded by Patrick to approve the expenditure of \$3,072 to place a half page ad in the "Mile-By-Mile" Guide. The motion carried unanimously in a voice vote.

With regard to billboards, the committee requested the billboard company representatives provide them with the availability of billboards in the Bend area, as well as Lincoln City for future consideration.

MOTION: Lewis moved, seconded by Clark to recommend to Council the expenditure of \$27,995 for a vinyl wallscape located in Portland at SW 4th & Oak Street on a 90 foot skyscraper. The wallscape was previously created by OnDisplay Advertising. The expenditure would be for a 12 week period occurring March through May, and budgeted out of fiscal year 2012-13; The committee also moved to recommend a \$27,995 expenditure for an August-October run of the same vinyl to be taken out of fiscal year budget 2013-14.

Under discussion, it was determined to contact the representative from OnDisplay to ask if the vinyl used in last year's campaign was still in good shape and would last for another run. Also the committee wanted to know if the billing could be done in two payments allowing the first run from March-May to be paid out of the 2012-13 budget, with the remaining cost to be taken out of the 2013-14 budget.

Davis called the representative for OnDisplay and he indicated the vinyl was in great shape, and would easily last for the two runs. He also said the billing proposal would work.

There being no further discussion, the motion carried unanimously in a voice vote.

The committee determined not to advertise, at this time, in either the "1859" magazine, or "Portrait".

Davis gave a brief review of the questions she was asked at the last Council meeting with regards to recommendation on the new billboard campaign. Voetberg explained this is a new Council with three new councilors, who had some great questions, and

staff will need to provide more information to help them better understand our processes.

Davis mentioned the clip for "Today in America" has been completed, and is posted on both the City and Chamber websites and set to air this spring.

A question arose with regards to the Howard Shippey video. Davis explained the video is complete. Howard has moved to Astoria and is no longer involved with the DVD. The Port is working on funding for the DVD to be produced in mass and distributed.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:37 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

Date	Journ	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

*\$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.

Upcoming Expenses:

CBS Newberg	\$14,000
CBS Poster	\$38,580

Fixed/Anticipated Expenses:

PR	\$2595
Web-Cam	\$8800
Madden	\$1700
Certified	\$10,000
Brochures	\$23,000
Oregon Scenic Byways	\$3200
1859	page not available
Central Oregon Visitor Choice	\$5000
Oregon Coast Guide	\$3072

Budget	\$325,000
Actual spent through January 2013	\$149,945
Est Feb	\$11,272
Plus Fixed and anticipated	\$98,675
Total spent and allocated (est)	\$259,892
Remaining (est)	\$65,108

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

Hi Lorna,

Attached is the advertising proposal for 2013. It is exactly what you did with us in 2012. Ad creative for our spring issue (on the proposal) is due Friday, February 22nd at the very latest.

Also, I was hoping to mail you some copies of the issues with your ads so they can be taken to the board meeting on February 14th. Is this the best mailing address:

555 SW Coast Hwy Newport, OR 97365

Thanks!

Lindsey

Lindsey Ferguson
Sales and Marketing Director
Eugene Magazine

1255 Railroad Blvd.

Eugene, Or 97402

C: [503.481.9603](tel:503.481.9603)

P: [541.686.6608](tel:541.686.6608)

F: [541.686.8008](tel:541.686.8008)

lindsey@eugenemagazine.com

eugenemagazine.com

INSERTION ORDER / ADVERTISING CONTRACT

Contract for the purchase of display advertising space within Eugene Magazine, from Olive Tree, llc [hereinafter "Publisher"] by:

PURCHASER: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact / Representative: _____

Email Address: _____

Agency Account: _____

Notes: _____

PAYMENT

PLEASE INVOICE ME

You will receive your invoice the first week of the publishing month.

PLEASE CHARGE MY CREDIT CARD

Your credit card will be automatically charged the first week of the publishing month.

Name: _____

MASTERCARD VISA

Card #: _____ - _____

Expiration Date: _____ / _____

Signature: _____

I WOULD LIKE TO BE ON A PAYMENT PLAN

3 MONTHS 6 MONTHS 12 MONTHS

AD SIZES / RATES (Select your ad size)

SIZE	ORIENTATION	DIMENSIONS (W x H)	FREQUENCY / RATE
Spread		17" X 11.125"	<input type="checkbox"/> 1 Issue - \$4660 <input type="checkbox"/> 2 Issues - \$4195 <input type="checkbox"/> 4 Issues - \$3496
Full Page	<input type="checkbox"/> Full Bleed	Full Bleed - 8.625" X 11.125"	<input type="checkbox"/> 1 Issue - \$2453 <input type="checkbox"/> 2 Issues - \$2208 <input type="checkbox"/> 4 Issues - \$1840
	<input type="checkbox"/> Non-Bleed	Non-Bleed - 7.25" X 9.875"	
2/3 Page	<input type="checkbox"/> Full Bleed	Full Bleed - 5.5" X 11.125"	<input type="checkbox"/> 1 Issue - \$2106 <input type="checkbox"/> 2 Issues - \$1895 <input type="checkbox"/> 4 Issues - \$1579
	<input type="checkbox"/> Non-Bleed	Non-Bleed - 4.625" X 9.875"	
1/2 Page	<input type="checkbox"/> Horizontal	Horizontal - 7.25" X 4.625"	<input type="checkbox"/> 1 Issue - \$1814 <input type="checkbox"/> 2 Issues - \$1633 <input type="checkbox"/> 4 Issues - \$1361
	<input type="checkbox"/> Vertical	Vertical - 2.25" X 9.875"	<input type="checkbox"/> 1 Issue - \$1434 <input type="checkbox"/> 2 Issues - \$1290 <input type="checkbox"/> 4 Issues - \$1075
1/3 Page	<input type="checkbox"/> Square	Square - 4.625" X 4.625"	<input type="checkbox"/> 1 Issue - \$839 <input type="checkbox"/> 2 Issues - \$786 <input type="checkbox"/> 4 Issues - \$727
1/4 Page		3.5" X 4.625"	

ADVERTISING INQUIRIES

Lindsey Ferguson
 Director of Sales & Marketing
 503/481-9603
 lindsey@eugenemagazine.com

This contract represents the agreement between Olive Tree, llc, and the Purchaser to insert advertisements into Eugene Magazine. The undersigned, a duly authorized representative of the above named Purchaser, agrees to purchase from Publisher the above specified advertising space for the issues, prices, and special charges set forth above pursuant to the **terms and conditions printed on the reverse of this page.**

Extras: _____

Issue Run Dates: SPRING SUMMER FALL WINTER AD BUILD (One Time) \$ _____
 Year: _____

Total / Issue \$ _____ Signature of Purchaser: _____
 X number of issues _____ (Page 2 initials also required)
TOTAL \$ _____ Print Name: _____ Date: _____

Terms & Conditions

1. All drawings, copy, artwork, photographs, electronic files to be furnished by Purchaser for use in an advertising insertion must be delivered by Purchaser to Publisher within twenty-five (25) days prior to date of publication. Publisher shall not be responsible for the advertising material furnished by Purchaser, described in the preceding sentence. Further, Purchaser and/or its agency, warrants the lawful right to use the aforesaid advertising material, and agrees to hold harmless, defend, save and indemnify Publisher for all damages, losses, costs and expenses, of any nature whatsoever, including, without limitation, attorneys' fees, arising out of the publication of the Purchaser to furnish to Publisher its advertising copy, information of changes to existing copy with in the time limits set forth above shall not relieve the Purchaser of the obligation to pay the contract price for such advertisement. In the event of failure of Purchaser to submit timely advertising copy or changes thereto, Publisher may publish previous advertising copy of Purchaser if available. Publisher may, in its sole discretion, edit, classify, or reject any advertising copy submitted by Purchaser.

2. Payment for an advertising insertion in each magazine must be made to Publisher within ten days after publication of such magazine. Past due payments or an advertising insertion are subject to an interest charge of 18% per annum.

3. Purchaser agrees to indemnify Publisher for all disbursements, expenses and liabilities incurred by Publisher in connection with the collection of past due amounts payable by Purchaser pursuant to this contract, including, but not limited to, court costs and legal fees.

4. In the event of cancellation of the Contract for any reason, all sums owed by Purchaser pursuant to the terms of this Contract shall become immediately due and payable to the Publisher.

5. Any date for publication of a magazine provided for in this Contract is for approximation purposes only and in this connection, time is not of the essence. Any delay or failure by Publisher to perform hereunder as the result of force majeure, labor dispute, law, U.S. Postal Service and /or government action, inaction, or order, or any other similar or dissimilar cause beyond Publisher's reasonable control, shall not constitute a breach of this Contract by Publisher.

6. Publisher's sole liability with respect to performance under this Contract is limited to the amount actually paid by Purchaser for advertising for the specific magazine with respect to which any breach by Publisher occurred and in no event shall Publisher be liable for lost profits, or any other incidental or consequential damages. Any action or claim arising out of this contract by Purchaser shall be time barred unless an action is commenced or claim asserted in a court of competent jurisdiction within 60 days of the date such action or claim accrued.

7. This Contract contains the sole and entire agreement between the parties with respect to the advertisements set forth on the face hereof and shall supersede any and all other agreements between

the parties with respect to such advertisements. This agreement may only be modified in a writing signed or initialed by the party against whom such modification is to be enforced. The parties acknowledge and agree that neither of the me has made any promise or representation with respect to the subject matter of this agreement or any representations inducing the execution and delivery hereof except such representations as are specifically set for the herein and each of the parties hereto acknowledge that he or it has relied on his or its own judgment in entering into the same. The parties hereto further acknowledge that any statements or representations that may heretofore been made by either of them to the other are void and of no effect and that neither of the has relied thereon in connection with his or its dealings with the other.

8. This Contract cannot be invalidated for typographical errors, incorrect insertions or omissions in the advertising insertion published on behalf of the Publisher. The Publisher agrees to run a corrective advertisement for each such incorrect advertisement published due to that fault of the Publisher provided the defect was not contained in a proof of the advertisement submitted to Purchaser prior to publication. Purchaser shall waive all objections with respect to further publication by Publisher of such incorrect advertisement unless Purchaser shall notify the Publisher of such errors in writing in time for correction at a reasonable cost by Publisher prior to printing of the relevant issue of the magazine. Publisher shall not be liable to Purchaser or others for any loss that may result from the incorrect publication of Purchaser's advertisement. This Contract provides solely for the insertion of advertising copy. Any request or provision herein for the publication of editorial content with respect to purchaser shall be non-binding and published solely at the discretion of Publisher. Any error in editorial content published in any magazine produced by Publisher shall not diminish the obligations of Purchaser to pay for advertisement provided for in this Contract.

9. Purchaser's designation of the following shall be treated as non-binding requests only: position on a page with respect to its advertisement; designation of a particular page for advertisements; specified use of any page; prohibition against the placement of advertisement on any page or in the magazine; and any requirements relating to the kind of news or advertising on any page or in the magazine. Publisher agrees only to be liable for reimbursement for the surcharge for placement specified in the Contract if paid, and only if placement is not in accordance with such written specification.

10. Agency commission, if any, shall apply only to space charges under this Contract, but not to "SPECIAL CHARGES." If Purchaser utilizes an agency the Purchaser and the agency shall be jointly and severally liable for payment for all sums due under this Contract to Publisher, and for compliance with all of the terms of this Contract.

11. All advertising copy which represents the creative effort of the Publisher and/or the utilization of creativity, illustrations, labor, composition or material fur-

nished by it, is and remains the property of Publisher, including all rights of copyright therein. Purchaser understands and agrees that it cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of the Publisher.

12. When orders are forwarded by agency or Purchaser, which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the rate in force governing such advertising, and in accordance with the conditions contained herein. This shall take precedence over all prior agreements or understandings between Purchaser and Publisher as well as any insertion order(s) submitted by purchaser or its agency to Publisher.

13. This Contract, the application or interpretation hereof, and the rights and obligations of the parties hereunder, shall be governed exclusively by its terms and the Laws of the State of Oregon.

14. If any clause or provision herein contained is adjudged invalid by any court or tribunal of competent jurisdiction, such adjudication shall not affect the validity of any other clause or provision of this Contract, or constitute a cause of action in favor of one party to this Contract against the Other.

15. This Contract is subject to the approval at the home office of the Publisher located at 1400 High Street, Suite C3, Eugene, OR 97401 by an officer of the Publisher. Any acceptance of the Contract by Publisher shall be deemed made at the said home office of the Publisher.

16. Purchaser consents with respect to any dispute arising out of this Contract to the jurisdiction over its person and venue of the courts of the State of Oregon as well the courts of the United States located in the State of Oregon, which have subject matter jurisdiction. Further, with respect to any dispute, the parties hereto waive trial by jury.

17. CHANGES TO ADVERTISING ARTWORK
Any revisions to the advertising artwork need to be made prior to the advertising close date. After the close date, the advertiser is liable for magazine space and will be charged for what is contracted.

18. ADVERTISING ARTWORK DEADLINES
Press ready advertising materials are due to Olive Tree, llc seven days after space close. Ad materials not received by the materials due date are subject to a \$25 per day late fee. An extension can be granted without assessment of a late fee provided Olive Tree, llc was contacted prior to the materials due date. Any ad materials that are received after the files have been submitted to the printer are subject to a \$100 posting fee over and above any late fees already incurred.

INITIAL: _____

DATE: _____



PROPOSAL FOR:

Destination Newport V1

Agencies: Rates are net add 15%

DATE: 2/7/2013

<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: 2/7/2013

<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: 2/7/2013

<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: 2/7/2013

<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

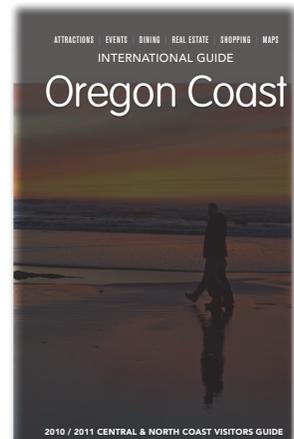
5,460.00

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

DISTRIBUTION OF INTERNATIONAL GUIDE FOR THE OREGON COAST

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



ASTORIA

Best Western Lincoln Inn	75 rooms
Cannery Pier Hotel	46 rooms
Comfort Suites	75 rooms
Holiday Inn Express	78 rooms
Hotel Elliott	32 rooms
Shilo Astoria/Warrenton	63 rooms
<i>6 Properties, 369 Total Astoria Rooms</i>	

GEARHART

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

SEASIDE

Best Western Oceanview Resort	107 rooms
Comfort Inn & Suites Boardwalk	65 rooms
Ebb Tide Resort	100 rooms
Edgewater Inn on the Prom	15 rooms
Hillcrest Inn	27 rooms
Hi-Tide Resort	65 rooms
Holiday Inn Express	87 rooms
Inn at Seaside	48 rooms
Inn at the Shore	18 rooms
Lanai at the Cove Condos	20 rooms
Microtel Inn & Suites	60 rooms
Motel 6 Seaside	53 rooms
Ocean Front Motel	35 rooms
Rivertide Suites	70 rooms
Roger Inn Rentals	32 rooms
Sand and Sea	30 rooms
Seashore Inn	54 rooms
Seaside Beach Club	20 rooms
Shilo Seaside East	58 rooms
Shilo Inn Suites Oceanfront	112 rooms
Seaside Oceanfront Inn	15 rooms
Tides By The Sea	47 rooms
<i>22 Properties, 1,138 Total Seaside Rooms</i>	

CANNON BEACH

Cannon Beach Conference Center	138 rooms
Cannon Beach Hotel Lodging	37 rooms
Hallmark Inn & Resort	142 rooms
Haystack Lodgings	62 rooms
Haystack Resort	23 rooms
Inn at Cannon Beach	40 rooms
Land's Inn Motel	15 rooms
Schooner's Cove Inn	30 rooms
The Waves	50 rooms
Tolovana Inn	175 rooms
<i>10 Properties, 712 Total Cannon Beach Rooms</i>	

ARCH CAPE

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

TILLAMOOK

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

PACIFIC CITY

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

LINCOLN CITY

Ashley Inn	76 rooms
Best Western Landmark Inn	64 rooms
Chinook Winds Casino Resort	247 rooms
Coho Oceanfront Lodge	50 rooms
Cozy Cove	70 rooms
Crown Pacific Inn	42 rooms
Dock of the Bay	50 rooms
D'Sands Condominium Motel	63 rooms
Inn at Spanish Head	156 rooms
Liberty Inn	76 rooms
Lincoln City Inn	60 rooms
Looking Glass Inn	36 rooms
Nordic Oceanfront Inn	53 rooms
Ocean Terrace Condominiums	34 rooms
Palace Inn & Suites	51 rooms
Pelican Shores	36 rooms
Sea Echo Motel	18 rooms
Sea Horse Oceanfront Lodging	58 rooms
Siletz Bay Lodge	44 rooms
<i>19 Properties, 1,405 Total Lincoln City Rooms</i>	

GLENEDEN BEACH

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

DEPOE BAY

Channel House	12 rooms
Whale Cove Inn	8 rooms
<i>2 Properties, 20 Total Depoe Bay Rooms</i>	

OTTER ROCK

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

NEWPORT

Best Western Agate Beach Inn	148 rooms
Comfort Inn	71 rooms
Econo Lodge	43 rooms
Elizabeth Street Inn	74 rooms
The Embarcadero	150 rooms
Hallmark Resort	158 rooms
The Whaler	75 rooms
Shilo Inn	179 rooms
Starfish Point	6 rooms
The Landing at Newport	57 rooms
<i>10 Properties, 961 Total Newport Rooms</i>	

SOUTH BEACH

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

WALDPART

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

YACHATS

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

FLORENCE

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

TOTAL PROPERTIES - 95 • TOTAL GUEST ROOMS - 6,284

From: Lorna Davis [lorna@newportchamber.org]
Sent: Tuesday, February 05, 2013 10:09 AM
To: Cheryl Atkinson
Subject: FW: Newport on Go-Oregon.com

Just a little info for the packet.

-----Original Message-----

From: Joe Simmons [mailto:joe.simmons@gotravel sites.com]
Sent: Tuesday, February 05, 2013 9:25 AM
To: Lorna Davis; n.clark@newportoregon.gov
Subject: Newport on Go-Oregon.com

Dear Lorna,

Joe Simmons here with Go-Oregon.com <<http://www.go-oregon.net/>> and The Go Travel Sites. We are the largest network of travel websites in the U.S.

As you may recall, you and I have spoken quite a bit about Newport being featured on our website.

The last time we spoke you had asked that I send you a monthly email, like this one, for your marketing meeting packet. Please include our information in your meeting coming up this month.

* In Oregon, we currently partner with the following destinations:

- * Lincoln City

- * Tillamook
- * Cannon Beach
- * Rockaway Beach

- * Corvallis
- * Albany

- * Mt. Hood Territory
- * The Dalles
- * Ashland
- * Harney county

- * Lane County - Eugene
- * and more

Below and attached is information on how Go-Oregon can help to promote Newport, OR:

Who we are:

* The Go Travel Sites is one of the largest providers of leisure travel information on the internet.

* With 50, state-specific sites, we offer an unprecedented amount of highly targeted traffic to all destinations across the USA. We also offer travel websites for Mexico, Caribbean and Canada.

What we do:

* We deliver qualified leads to you from potential visitors (via Travel Planner Requests).

* Each one of our Oregon partners received, on average, 2,000 Travel Planner Request Leads last year. That is an average of 38 highly-targeted leads sent every Monday morning, directly to you.

* Utilize search engines to drive highly-targeted web traffic to your destination's website.

What's Included:

* Full Page Promotion <<http://www.go-oregon.com/Ashland-Chamber-of-Commerce-OR-DMO/>>

* Travel Planner Request Listing <<http://www.go-oregon.com/Free-Travel-Planners/>>

- * 2 Flash Banner Ads <<http://www.go-utah.com/cms/layers/ads/tools/ad.cfm?id=43730>>

- * 1 Sitewide Banner (75K Impressions)
- * 1 Targeted Banner (25K Impressions)

- * Home Page Ad <<http://www.go-utah.com/shared/tools/ads/ad.cfm?id=43719>>

- * Displays on Home Page <<http://www.go-oregon.com/>> of Go-Oregon as "Featured Destination"

- * Rotates with other Oregon destinations

- * Free "Basic" Listings for all your area Lodging and Recreation companies/members

Please contact me with any questions that may arise.

All the best,

Joe

--
Joe Simmons
Destination Marketing Specialist
The Go Travel Sites
888-454-8824 x122



Emeralds Sponsorship Proposal for



On-Field Crab Toss

The Crab Toss has become a fan favorite over the past two seasons. The :90 second promotion includes two :15 second Destination Newport announcements, with logo displayed on the videoboard. The contest pits two person teams against each other to see who can toss the most crabs into a bucket being held by someone in the 'crab-walking' position.



In the past the winning team has gotten an Emeralds related prize (shirt, hat, tickets etc).

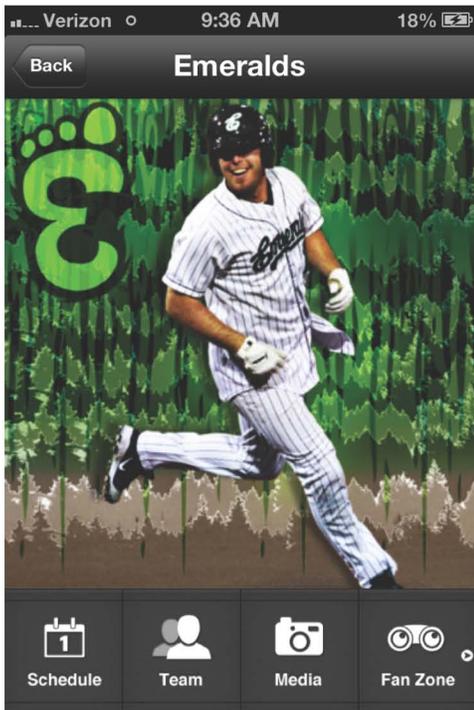
In 2013, we'd like to give the promotion a little more Newport flavor. Could we give the winning teams admission passes to the Aquarium? Or perhaps have all 38 winning duos entered into a season-ending drawing for a trip to Newport that could include a hotel room and a dinner for two (maybe seafood and wine passes?). If you have any ideas along these lines please let us know.

Outfield Billboard

Outfield Billboards are the best way to put your message right into the game. The vinyl banners are 16' x 8' allowing ample room to promote your brand in front of a captive audience of over 3,000 fans per game.

The Visit Newport signage is recognizable with the Yaquina Bay Bridge and the call to action to visit DiscoverNewport.com. The Sponsorship also includes one (:15) public address announcement at each game with logo displayed on the videoboard.





Social Media

Marketing through social media is key to the success of our business and as such we have spent much time in developing our online following. In the past year we have doubled our twitter followers (2,762 and counting), added over 1,000 facebook likes (totaling 3,050) and our email newsletter, "The Squatch Watch" now has 6,243 readers. The mobile app that we developed last spring has already received over 2,000 downloads and is a great way to utilize push notifications and banner ads.

As part of an overall social media package, Newport would receive a banner ad within the mobile application, one feature story in the newsletter, and three separate social media "blitzes" promoting upcoming events on twitter, facebook, google+, pinterest and instagram.

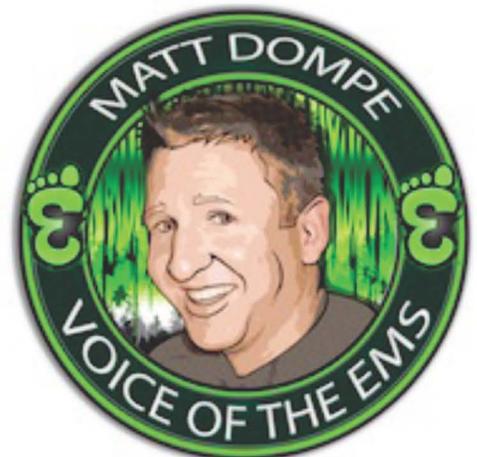
'City of Newport' Out of Town Scoreboard



All 76 games are broadcast on Eugene's only dedicated sports radio station ESPN 95.3FM "The Score". Broadcasts are also available online and through the Emeralds mobile

app. A perfect tie-in to promoting a trip to Newport, a sponsorship of the out of town scoreboard gets you 4 live reads per-game as play-by-play broadcaster Matt Dompe updates the out of town scores around the Northwest League and the Majors.

Each update would conclude with a pre-approved :15 second Destination Newport read that can be changed regularly to update fans on upcoming activities/events.

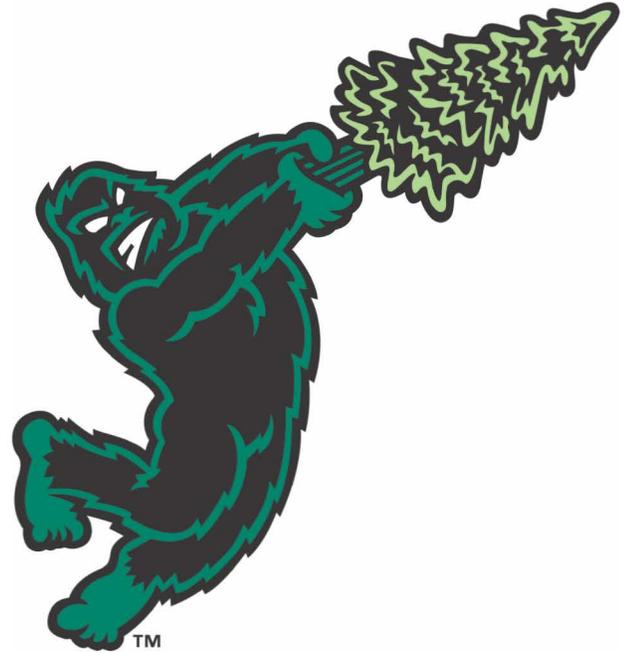


Package A

On-Field Promotion
Outfield Billboard
Social Media
Out of town Scoreboard

Package B

On-Field Promotion
Outfield Billboard
Social Media



Questions? Contact:

“In Minor League Baseball, there is always a group of die-hard fans who come to the ballpark for the game played on the field. However, for the vast majority of those who come to a Minor League Baseball game, balls and strikes are secondary to what else is going on in the stadium. They are drawn to buy a ticket for the game because of a promotion, whether it is discounted food, a favorite mascot or a theme night.” - Examiner.com



MATT DOMPE
DIRECTOR OF SALES / BROADCASTER
matt@emeraldsbaseball.com

Emerald Facts

- The Emeralds finished the 2012 season with the best overall record in the Northwest League with a win/loss total of 47-29. This marks BACK-TO BACK seasons with the Emeralds having the best overall record in the Northwest League.
- Recent Emerald alums Kevin Quackenbush (2011), Jedd Gyrko (2010), Matt Stites (2011) and Johnny Barbato (2011) have all been invited to Big League Spring Training
- In 2012, Chase Headley (2006) won the Gold Glove and the Silver Slugger award for a 3rd basemen
- Since 1955, there have been 229 Emeralds alumni to play in the Big Leagues
- Pre-Game and in-game picnics continue to be a Eugene summer tradition having sold out 91% of games
- Attendance since moving from Civic Stadium is up 10% since 2010.
- ESPN ranks the San Diego Padres Minor League system #1 in all of professional baseball in 2012
- The Emeralds have drawn over 100,000 fans every year since 1984 (the longest streak in Minor League Short Season Baseball)!
- In 2011, the national association of Minor League Baseball honored the Eugene Emeralds with Golden Bobblehead Trophy for best promotions
- In 2012, the Eugene Emeralds were awarded the The Larry MacPhail award for the Northwest League. This award symbolizes the top promotion effort in Minor League Baseball
- The Eugene Emeralds have been selected to host the 2014 Northwest League All-Star Game



AVERAGE COST

TO ATTEND FOR A FAMILY OF FOUR:

NFL: \$427.42

NBA: \$326.45

NHL: \$287.85

MLB: \$197.35

MiLB: \$126.45

*Includes: 4 tickets, 4 small sodas, 2 beers, 4 hot dogs, 4 programs and parking

“America’s pastime is now more affordable and accessible than ever thanks to increasingly sophisticated and entertaining efforts of Minor League Baseball around the country.”

-FOXNEWS.COM

“Most of the breaks between innings were filled with crowd participation activities.”

-MSNBC

Major Rebranding of the team for the 2013 Season

“The new look gives the Emeralds something they desperately needed, a true identity. Having used logos in the past that showed off nothing more than the landscape of the Eugene area, it hardly gave fans anything to get excited about. You can only do so much with mountains and clouds.” - Sportslogos.net

- Eugene Emeralds re-brand launched in November 2012 and merchandise sales have already sold 50% of total 2012 season sales
- New Era Emerald caps sold-out during the launch event in just under 3 hours



The home jersey features a sublimated wood grain background which fades into white. The fading wood grain was also designed to look like light Oregon rain. The wood grain pattern is striking difference from the traditional pinstripes the Ems have used for many years.

When people think of Eugene, they think of the 60's and let's face it, hippies. With this in mind, we felt it necessary to really take Eugene on the road with custom tie-dye away jersey. The Ems away jersey will also feature our newly designed away logo "Eugene". This will embroidered font is inspired from the cool 60's concert poster font.



TEAM STATS

YEAR ESTABLISHED:	1955
AFFILIATION:	SAN DIEGO PADRES
CLASSIFICATION:	A
STADIUM:	CHIEF OF BARK UNIVERSITY OF OREGON
BALLPARK CAPACITY:	4,100
LEAGUE:	PACIFIC WEST LEAGUE
SCHEDULE:	7 TOTAL / 3 HOME
SEASON LENGTH:	JUNE-SEPTEMBER
AVERAGE ATTENDANCE:	8,412
2012 SEASON ATTENDANCE:	115,569

WHO ARE EMERALDS FANS?

GENDER:

MALE: 55%

FEMALE: 45%

AGE:

18-44: 55%

45 & OVER: 45%

KIDS:

1 KID*: 51%

2 OR MORE: 32%

*KIDS ARE 17 AND UNDER

- More than half have a household income of \$75K
- 78% of adult fans are non-owners
- 26% participate in company purchasing decisions
- 37% are college educated





SOUTH DIVISION
 BOI: Boise Hawks
 EUG: Eugene Emeralds
 HIL: Hillsboro Hops
 S-K: Salem-Keizer Volcanoes

NORTH DIVISION
 EVE: Everett Aquasox
 SPO: Spokane Indians
 TRI: Tri-City Dust Devils
 VAN: Vancouver Canadians

-  HOME GAMES
-  AWAY GAMES
-  END OF 1ST HALF
-  ALL STAR GAME @ EVERETT, WA



Class 'A' affiliate of the San Diego Padres

EUGENE EMERALDS 2013 SCHEDULE

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
					14 BOI 7:05	15 BOI 7:05
16 BOI 5:05	17 @ HIL	18 @ HIL	19 @ HIL	20 TRI 7:05	21 TRI 7:05	22 TRI 7:05
23 TRI 5:05	24 TRI 7:05	25 S-K 7:05	26 S-K 7:05	27 S-K 7:05	28 @ BOI	29 @ BOI
30 @ BOI						

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1 HIL 7:05	2 HIL 7:05	3 HIL 7:05	4 @ SPO	5 @ SPO	6 @ SPO
7 @ SPO	8 @ SPO	9 OFF	10 EVE 7:05	11 EVE 7:05	12 EVE 7:05	13 EVE 7:05
14 EVE 5:05	15 @ S-K	16 @ S-K	17 @ S-K	18 @ VAN	19 @ VAN	20 @ VAN
21 @ VAN	22 @ VAN	23 BOI 7:05	24 BOI 7:05	25 BOI 7:05	26 VAN 7:05	27 VAN 7:05
28 VAN 5:05	29 VAN 7:05	30 VAN 7:05	31 @ TRI			

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
					1 @ TRI	2 @ TRI
ALL STAR BREAK						
4 @ TRI	5 OFF	6 	7 OFF	8 SPO 7:05	9 SPO 7:05	10 SPO 7:05
11 SPO 5:05	12 SPO 7:05	13 @ BOI	14 @ BOI	15 @ BOI	16 @ EVE	17 @ EVE
18 @ EVE	19 @ EVE	20 @ EVE	21 HIL 7:05	22 HIL 7:05	23 HIL 7:05	24 S-K 7:05
25 S-K 5:05	26 S-K 7:05	27 OFF	28 @ HIL	29 @ HIL	30 @ HIL	31 @ S-K

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1 @ S-K	2 @ S-K					

541-342-5367

EMERALDSbaseball.com



LIVE
THINK
EXPLORE



About 1859 - Oregon's Magazine

1859 - Oregon's Magazine is a statewide lifestyle magazine named for Oregon's year of statehood. *1859* captures the true Oregon for Oregonians, its admirers and visitors.

Oregon is a wealth of recreational, ecological, historical and entrepreneurial intrigue. We're pioneers in the sustainable movement, we're bike geeks and techies, Native Americans and cowboys, financiers and vintners. We're urban, suburban, rural and ranch. *1859 - Oregon's Magazine* is the vehicle that folks from Pendleton to The Pearl, from Bend to Bandon, recognize as their own.

In an intelligent and beautiful format, *1859* explores the landscapes, the personalities, the movers and shakers, the history and the architecture that is the jewel of the Pacific Northwest. For Oregonians, *1859* is an exploration of the state's rich history, its incredible destinations and colorful personalities.

Demographics

1859 is a perfect bound, four-color magazine targeting an affluent, informed, active and highly educated reader who lives in, owns a second home in, or vacations in Oregon.

- Household income: \$100k+
- Age 35-70
- OPB members
- Gender: 56% women, 44% men
- Own their own home: 97%
- Environmentally conscious
- Frequent travelers
(3+ trips in the past 12 months)
- College educated
- Active lifestyle

LIVE
THINK
EXPLORE



Copies Distributed

16,000 Newsstand
18,000 Subscribers
4,500 Targeted Mail Recipients
1,500 copies for Strategic Marketing

Total Readership: 138,000

Readers per issue: 3.45

Total Circulation: 40,000

Newsstand Locations

1859 is available on newsstands in 7 states including Oregon, California, Washington, Idaho, Alaska, Wyoming and Colorado.

Safeway stores
Fred Meyer Stores
Powell's Books
Borders Books & Music
Barnes & Noble
Whole Foods Markets
COSTCO

Albertsons
Zupan's Markets
Walmart
QFC
New Seasons Market
Market of Choice
Ray's Food Place

Lamb's Thriftway
Roth's
Haggan's
Portland Airport
Eugene Airport
Made in Oregon
Local bookstores & markets

Digital Readership

1859 - Oregon's Magazine is also available as a digital edition for the iPad, iPhone, MAC or PC. 1859 advertisers are able to extend their reach to over 3.5 million online readers at no additional charge. Speak to your advertising representative to learn about the various added-value opportunities that are available with our digital edition.

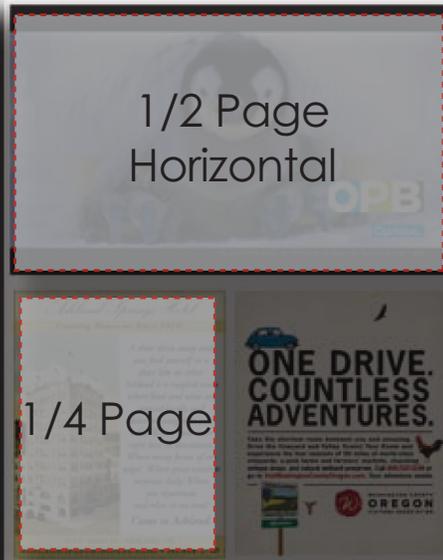
1859 Magazine is a perfect bound, four-color, lifestyle magazine, distributed to over 138,000 readers throughout the west

2013 Publication Calendar

JAN FEB 2013	MAR APR 2013	MAY JUNE 2013	JULY AUG 2013	SEP OCT 2013	NOV DEC 2013
ON SALE January 1, 2013	ON SALE March 1, 2013	ON SALE May 1, 2013	ON SALE July 1, 2013	ON SALE September 1, 2013	ON SALE November 1, 2013
RESERVE SPACE November 14, 2012	RESERVE SPACE January 16, 2013	RESERVE SPACE March 13, 2013	RESERVE SPACE May 15, 2013	RESERVE SPACE July 17, 2013	RESERVE SPACE September 18, 2013
MATERIALS DUE November 21, 2012	MATERIALS DUE January 23, 2013	MATERIALS DUE March 20, 2013	MATERIALS DUE May 22, 2013	MATERIALS DUE July 24, 2013	MATERIALS DUE September 25, 2013

2013
Print Advertising
Rates

AD SIZE	6X	4X	1X
¼ PAGE	\$750	\$900	\$1050
½ PAGE (vertical & horizontal)	\$1450	\$1700	\$1950
FULL PAGE	\$2450	\$2850	\$3250
INSIDE COVER	\$3650	\$3650	\$3650
PREMIUM COVER	\$3650	\$3650	\$3650



Submissions

FILE TRANSFER

<https://1859.wetransfer.com/>

MAIL

70 SW Century Drive,
Suite 100-335
Bend, OR 97702

PHONE

541-550-7081 main
541-306-6510 fax

EMAIL

art@1859magazine.com

Print Advertising Specifications

AD SIZE	BLEED TYPE	AD SPECS	TRIM AREA	LIVE AREA
¼ PAGE	NO BLEED	4.0W X 5.06H	N/A	4.0W X 5.06H
½ PAGE HORIZONTAL	FULL BLEED NO BLEED	9.25W x 5.625H * 8.25W X 5.06H	9.0W x 5.4375H N/A	8.75W X 5.3125H 8.25W X 5.06H
½ PAGE VERTICAL	FULL BLEED NO BLEED	4.625W X 11.125H ** 4.0W X 10.375H	4.5W x 10.875H N/A	4.375W X 10.675H 4.0W X 10.375H
FULL PAGE	FULL BLEED NO BLEED	9.25W X 11.125H 8.25W X 10.375H	9.0W X 10.875H N/A	8.75W X 10.675H 8.25W X 10.375H
INSIDE COVERS	FULL BLEED NO BLEED	9.25W X 11.125H 8.25W X 10.375H	8.75W X 10.875H N/A	8.5W X 10.675H 8.25 W X 10.375H
BACK COVER	FULL BLEED NO BLEED	9.25W X 11.125H 8.25W X 10.375H	9.0W X 10.875H N/A	8.75W X 10.675H 8.25W X 10.375H

*1/2 page horizontal full bleed: 1/8" bleed top or bottom depending on placement.

**1/2 page vertical full bleed: 1/8" bleed left or right depending on placement.

Ad Size

Bleed permitted on all sizes with the exception of 1/4 page ads. Please refer to advertising spec chart for exact dimensions. Account for gutter (inside margin) when running type and art across left- and right-hand pages of a spread ad. Two-page spread materials must be supplied as single pages, as per the full page display size.

Media

PDF's may be submitted via FTP, email or CD-ROM. Deschutes Media is not responsible for PDF files submitted with spot color graphics or compressed file formats embedded. **These files may yield unsatisfactory results when printed.**

Graphics Colors and Fonts

GRAPHICS: MINIMUM RESOLUTION OF 300 dpi (color or grayscale files) and 1200 dpi (bitmap or line art files). **IMAGES AND LOGOS FROM WEBSITES ARE NOT USABLE FOR PRINT IF THEY ARE LOW RESOLUTION (72 dpi).** Images should be placed at 100% in document. Never re-sample up images, rather scan at high resolution to start. Files must be uncompressed.

COLOR: CMYK process colors only (no RGB file accepted). Spot colors are available for an additional fee. Please contact a Deschutes Media sales representative for pricing prior to file submission. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or color profiles.

FONTS: Outline all fonts and strokes in PDF files.

Formats

Deschutes Media requires that all ad files be submitted as a single page, high-resolution PDF/x files. Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Please contact Deschutes Media for design specification questions.

EXPORTED PDF: Use PDFX-4 settings when exporting from layout programs. **Outline all fonts and strokes.**

DISTILLED PDF: Create postscript file from a page layout program. Use trim area size for document paper size, then distill through Acrobat Distiller v.4 or later using PDFX-4 settings, all layers flattened and all fonts embedded and/or outlined. No native files/film please.

Our Explore Guide is an affordable way to reach 1859 readers who travel around the state to enjoy everything Oregon has to offer.



Packed with regional events and attractions, restaurants, and accommodations, our Explore Guides:

- Showcase regional businesses in an attractive, four-color portfolio of selected attractions and services.
- Quickly and efficiently connect your business to a qualified audience interested in buying your products or services, and visiting your destinations.
- Achieve statewide exposure at a regional rate.

Your Explore Profile includes up to 100 words of copy and up to two color images (300 dpi required). Our editorial department will copy edit your text for consistency, voice and grammar, and we will lay out the profile for you.

	TEXT	IMAGES	4X RATE	6X RATE
LARGE EXPLORE GUIDE	100 words	up to 4" x 3"	\$700	\$600
SMALL EXPLORE GUIDE	75 words	up to 2" x 2"	\$350	\$300

1859magazine.com reflects the magazine's commitment to delivering the latest on Oregon people, cuisine, travel, arts, living, outdoors, events and more. Add an online component to your magazine display ad to increase your reach to the savvy online reader.

Online banner ad prices per channel / per month

	AD SIZE	1X	3X	6X	12X
A Leaderboard	728x90	\$150	\$130	\$110	\$90
B Mini Rectangle	300x125	\$125	\$110	\$95	\$70
C Medium Rectangle	300x250	\$100	\$85	\$70	\$55

Ads are available in the following channels:

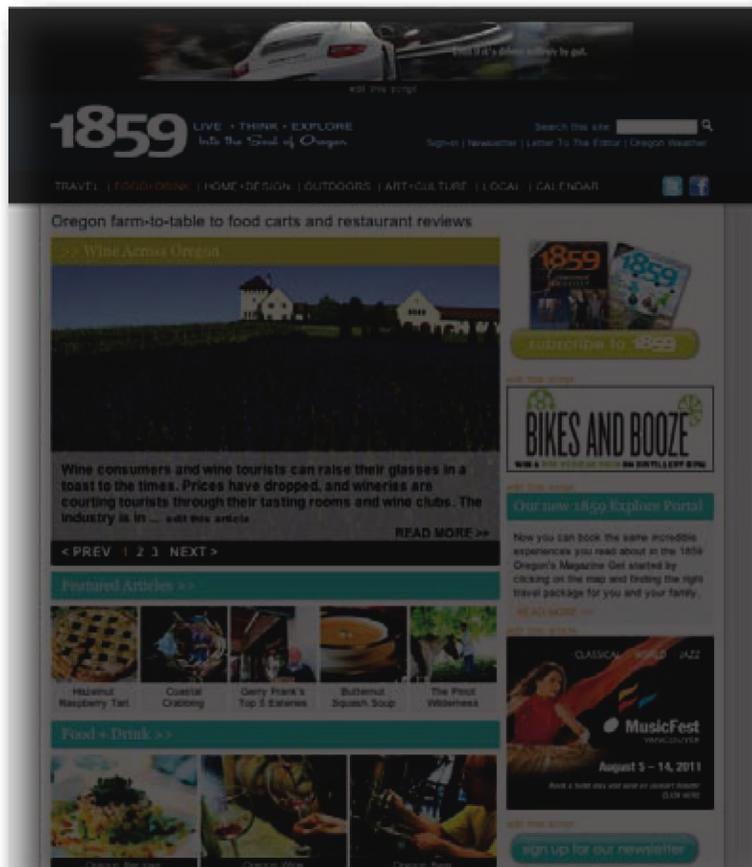
- TRAVEL
- FOOD+DRINK
- HOME+DESIGN
- OUTDOORS
- ART+MUSIC
- LOCAL+BLOGS
- CALENDAR

FILE TYPES ACCEPTED: GIF, JPEG, HTML & JavaScript

RESOLUTION: 72 dpi for web-ready

LINK: Include exact URL for link.

LEADTIME: 4 business days



A

B

C

VISIT NEWPORT



1-800-COAST-44
DiscoverNewport.com

Like us on
Facebook

VISIT NEWPORT



1-800-COAST-44
DiscoverNewport.com



Like us on
Facebook

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

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

