



2021-2022

AD NETWORK MEDIA KIT



THE OFFICIAL 2021-2022 OREGON COAST VISITOR GUIDE

OCVA is designated by Travel Oregon as the official RDMO for the Coast region.

INSPIRATION ... MOTIVATION ... ADDS UP TO VISITORS

Designed to showcase the beauty and accessibility of the Oregon Coast, the Official Visitor Guide inspires people to explore all 363 miles.

Organized by regions — North, Central & South — the guide provides ideas and information to motivate travelers to visit for the first time or to explore something new! Place your advertising message in your regional section and get the attention of thousands of visitors.

100,000 PRINTED GUIDES DISTRIBUTED:

30% - mailed straight to consumer via direct request.

70% - distributed at key locations:

- All official Oregon welcome centers
- 100+ statewide visitor centers
- Targeted lodging properties: Hotels, B&Bs, resorts, vacation rentals
- High traffic attractions along the coast
- AAA travel centers
- PDX Welcome center
- Distributed to influential press

Digital edition available on smart phones and tablets.
More than 3,500 users and an average time spent of 6:17 minutes.

PRINT VISITOR GUIDE ADVERTISING RATES

DISPLAY AD	MEMBERS	NON-MEMBERS
Twelfth page	\$540	\$635
Sixth page	\$805	\$945
Third page	\$1,255	\$1,475
Half page	\$1,690	\$1,990
Two-Third page	\$2,145	\$2,520
Full page	\$2,575	\$3,030
Premium positions*	\$2,920	\$3,435

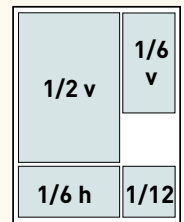
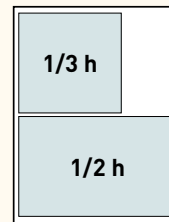
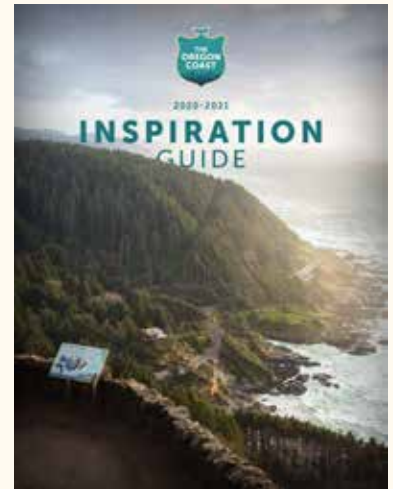
*Inside front, inside back and back covers and table of contents

DEADLINES

Sales close: February 5, 2021 **Materials due:** February 26, 2021 **Publication date:** April 2021

FOR MORE INFORMATION ON ADVERTISING CONTACT:

Nancy Burke: (cell) 503.961.2177; 503.445.8809, nancyb@mediamerica.net
Hannah Patterson: 5 (cell) 503.302.9761; 503.445.8830, hannahp@mediamerica.net



THE OFFICIAL OREGON COAST VISITOR WEBSITE

www.VisitTheOregonCoast.com

#1 OREGON COAST WEBSITE

The Official Oregon Coast website inspires people to explore all corners of the Oregon Coast. Dynamic content motivates travelers to make the Oregon Coast their #1 destination.

Get your advertising message in front of more than 500,000 visitors researching information specifically about the Oregon Coast.

- VisitTheOregonCoast.com is the first website that comes up when a visitor searches any city on the Oregon Coast.
- 87% of users on the site are new consumers visiting the site.
- High traffic with more than 1 million pageviews.*

* Based on Google Analytics for 2019

TRAFFIC BY REGION

93% USA	4% Canada
42% Oregon	
20% Washington	3% Other International
11% California	
9% Other Western States	
5% Midwest	
5% Southeast	
5% Southwest	
3% Northeast	

NEW WEBSITE - NEW ADVERTISING OPTIONS!

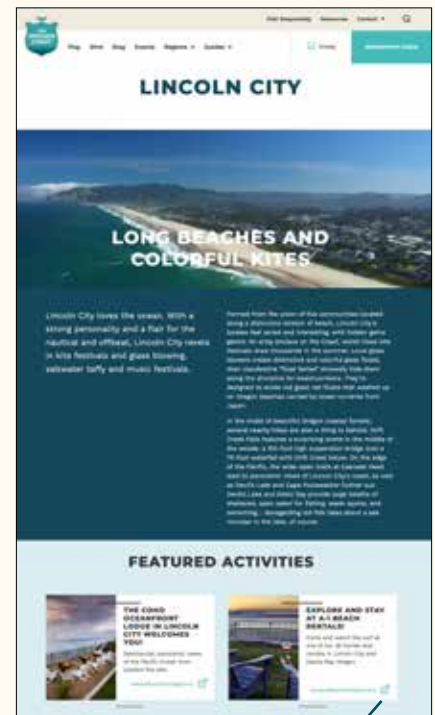
Oregon Coast Visitors Association has launched a new and dynamic website featuring enhanced content areas and beautiful photography. As the main go-to portal for visitors to find inspiration and information about the Oregon Coast, the redesigned website also provides new options for advertisers.

The new advertising format provides a more contextual way to promote your business. Consumers are more likely to click on ads that are placed near relevant editorial. Simply provide your copy and photo and we will create the ad for you. Your ad will appear in related sections of the site to capture the attention of consumers as they research and plan their visit to the Coast.

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THE OFFICIAL OREGON COAST VISITOR WEBSITE

www.VisitTheOregonCoast.com

AD PACKAGES AND RATES

HOME PAGE

Member \$450; Non-member \$520 (per quarter)

Target the early inspiration traveler. Don't miss out on the exclusive opportunity to present your high impact advertising in a premium position.

Space available for six advertisers only – ads will rotate for one quarter.

BASIC BUNDLE

Member \$215; Non-member \$255 (per quarter)

Your ad will appear in the following sections of the site:

Your region landing page

North, Central or South

Regional content pages

Cities, Play, Dine, Stay, Events

ADDED VALUE

Select **one** of four landing pages for added exposure:

- 1. Play** - target the visitor looking to add valuable experiences to their itinerary.
- 2. Dine** - feature your ad where people are looking for Coastal eat + drink options
- 3. Stay** - helps the coast traveler decide where to stay once they've selected the cities they'd like to visit.
- 4. Events** - reach travelers making plans of what to do during their visit.

ENHANCED BUNDLE

Member \$325; Non-member \$375 (per quarter)

Includes all components of the Basic Bundle:

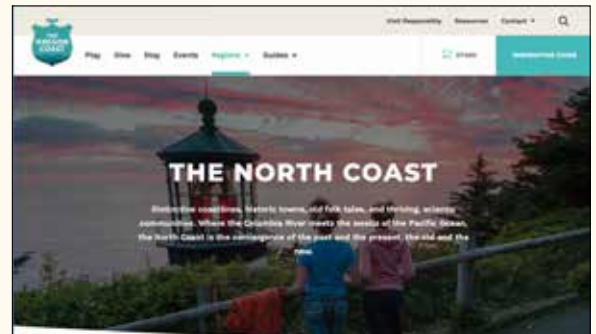
Your ad runs throughout the editorial content story section of the site called Travel Guides

Appears on the landing page of the new interactive feature Experience Finder.

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THE OFFICIAL OREGON COAST ENEWSLETTER

REACH OREGON COAST FANS

Delivered to opt-in subscribers six times per year, the Oregon Coast Visitors Association email newsletter puts your marketing message in front of consumers who are Oregon Coast fans and want to keep up with what to do and where to go all year.

SUBSCRIBERS

More than **38,000 consumers** have opted in to receive the email newsletter.

AD OPTIONS

Two Banner Ads (1160 X 150) \$400.00
Four Formatted Text Ads (Photo + text) \$140.00

FORMATTED TEXT AD MATERIALS

Photo: Approximately 280 pixels wide x 180 pixels high. (Horizontal pictures required.)

Text: Maximum 70 characters including spaces and advertiser name.

Link: Provide the target web address in a separate file.

2021 ISSUES & DEADLINES*

ISSUE	SPACE CLOSING	MATERIALS DUE
January	November 30, 2020	December 11, 2020
March	January 29, 2021	February 12, 2021
May	March 26, 2021	April 9, 2021
July	May 28, 2021	June 11, 2021
September	July 30, 2021	August 13, 2021
November	September 24, 2021	October 8, 2021

* The newsletter mails the third Wednesday of the month.

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Banner ad

Formatted text ad