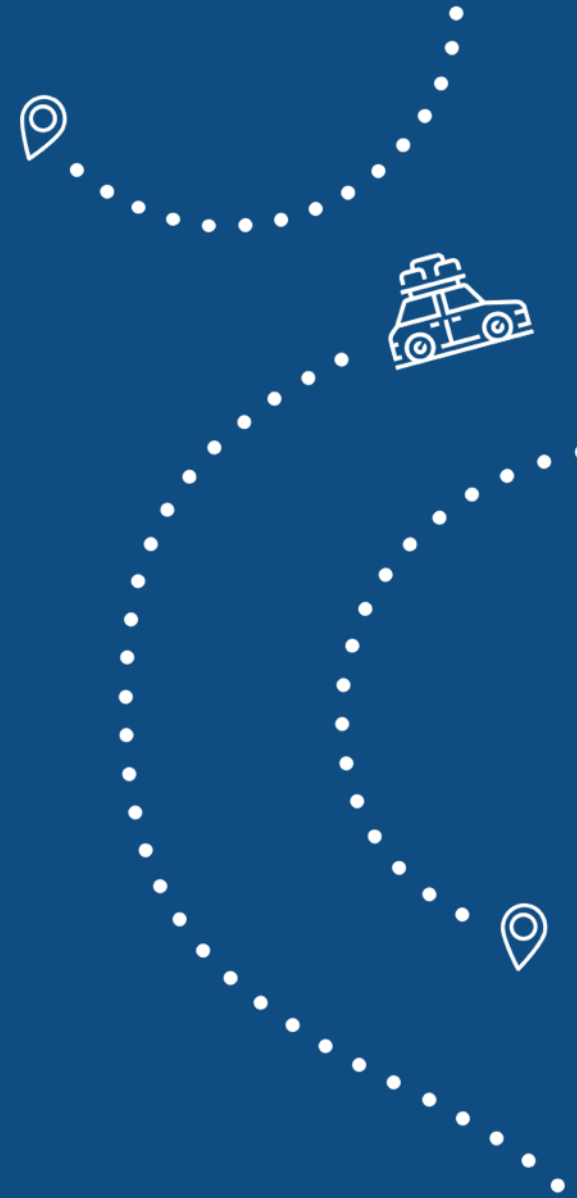


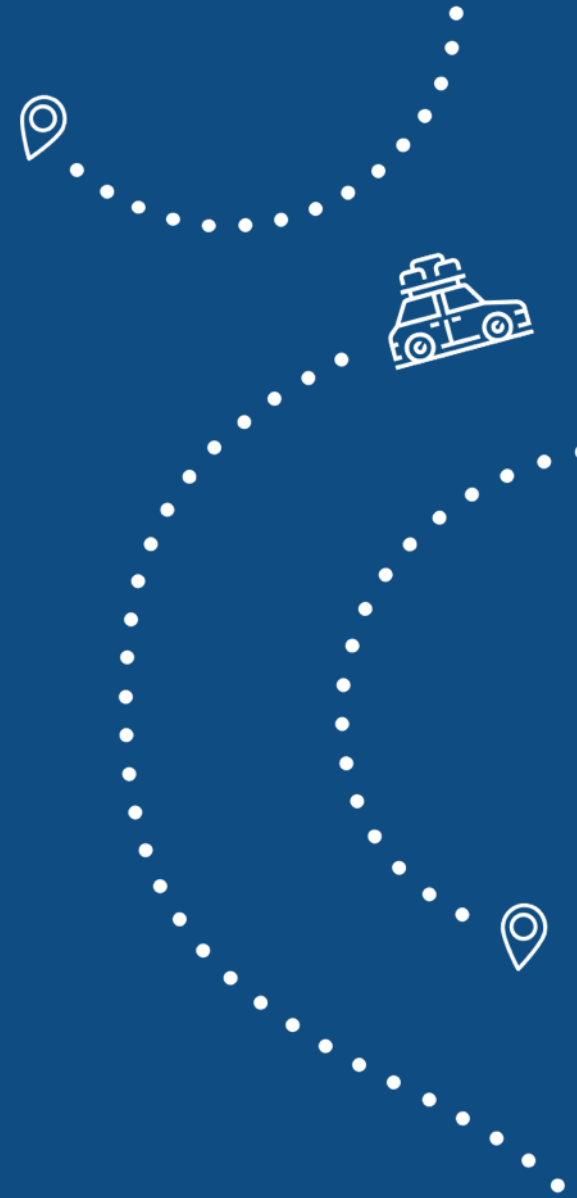
## CAMPAIGN GOALS:

- Encourage and promote safe travel
- Showcase the beauty and attractions the Oregon Coast has to offer
- Target audiences most likely to respond – multiple markets to choose from:
  - Portland DMA
  - Seattle DMA
  - Northern California
- Coordinate co-op packages to feature specific destinations and properties
- Opportunity to feature updated creative messaging!



## STRATEGY:

- Reach the largest concentration of Oregon Coast travelers using Broadcast Television and targeted digital marketing tools
- Serve messages to News viewers and programming indexing well for reaching leisure travelers tagged to feature partners
- Opportunity for partners to collaborate with Oregon Coast Visitors association to produce original content featuring your location
- Incorporate digital pre-roll to highly targeted travel intenders locally and/or regionally
- Maximize investment and leverage in-kind support to generate greatest impact

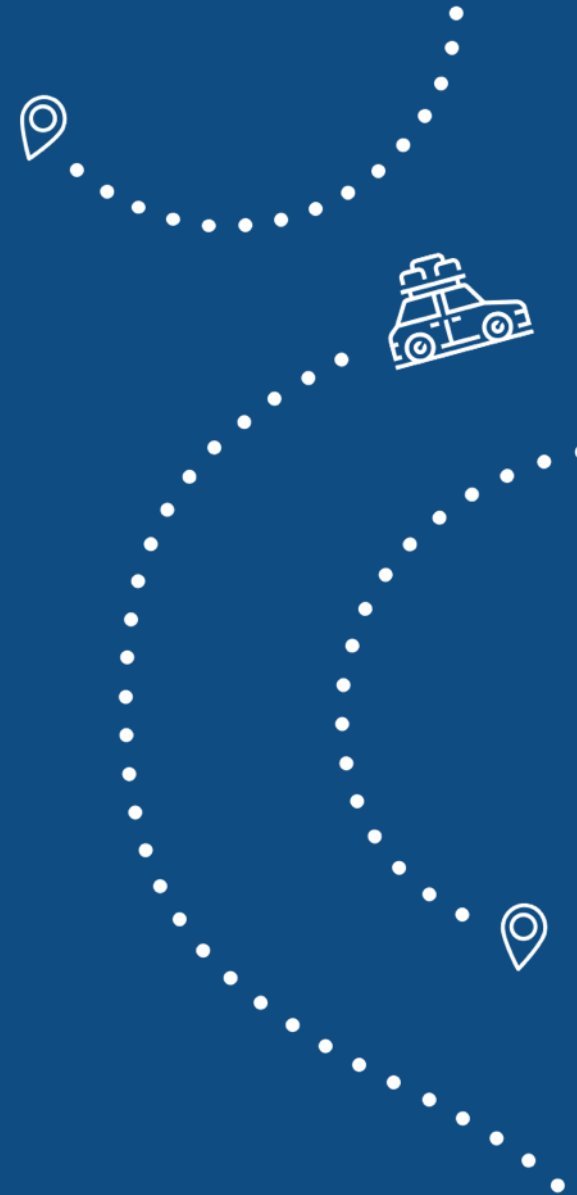


## CREATIVE PRODUCTION:

### LIMITED TO 7 PARTNERS! RESERVE YOUR SPOT NOW!

- Oregon Coast Visitors Association will fund the 15-second commercial asset
- Pick your package - KATU/KOMO will distribute through their networks
- In order to align with coast-wide marketing efforts the theme should include one of the following:
  - Outdoor Recreation
  - Places to stay
  - Local food or shopping
  - Outstanding nature sites
  - Stewardship/visitor behavior messaging
- By participating in this advertising opportunity with a \$5,000 commitment, OCVA will come to your location and capture original content to create a one-of-a-kind 15-second commercial asset that is unique to your offering (a \$1500+ value).
- The video production will include a half/day field shoot, all associated production costs

# Portland DMA Option



# Portland DMA - TV/DIGITAL

Production one 15-second message dedicated to featuring your destination to air on KATU and MeTV

*Campaign Dates: 3 weeks (TBD, 2022)*

*15-second messages*

Days	Times	Program	Total Spots
Mon-Fri	6-7a	KATU News This Morning 6am	5x
Mon-Fri	7-9a	Good Morning America	4x
Mon-Fri	9a-5p	AM Northwest/The View, Kelly!/GMA Day/Afternoon Live/Drew Barrymore	13x
Mon-Fri	5-7p	KATU News 5-7pm	2x
Mon-Sun	5a-12a	KATU Best Times Available	8x
Sa-Su	6-9a	KATU Weekend News This Morning	2x
Mon-Sun	6a-11p	MeTV Classic TV (Comcast 302)	10x
Mon-Sun	5a-2a	KATU/MeTV BONUS	2x
		Total:	46x

*Digital Campaign Elements -*

*85,000 Video Pre-Roll Impressions on KATU.com and Extended network targeting travelers, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing*

**Campaign Reach (Adults 18+): 1,436,800**

Value: \$12,500

Net Investment: \$5,000



# Portland DMA -TV

Custom tag on 15-second message dedicated to featuring your destination to air on KATU and MeTV

*Campaign Dates: 3 weeks (TBD, 2022)*

*15-second messages*

Days	Times	Program	Total Spots
Mon-Fri	6-7a	KATU News This Morning 6am	5x
Mon-Fri	7-9a	Good Morning America	4x
Mon-Fri	9a-5p	AM Northwest/The View, Kelly!/GMA Day/Afternoon Live/Drew Barrymore	13x
Mon-Fri	5-7p	KATU News 5-7pm	2x
Mon-Sun	5a-12a	KATU Best Times Available	8x
Sa-Su	6-9a	KATU Weekend News This Morning	2x
Mon-Sun	6a-11p	MeTV Classic TV (Comcast 302)	10x
Mon-Sun	5a-2a	KATU/MeTV BONUS	2x
		Total:	46x

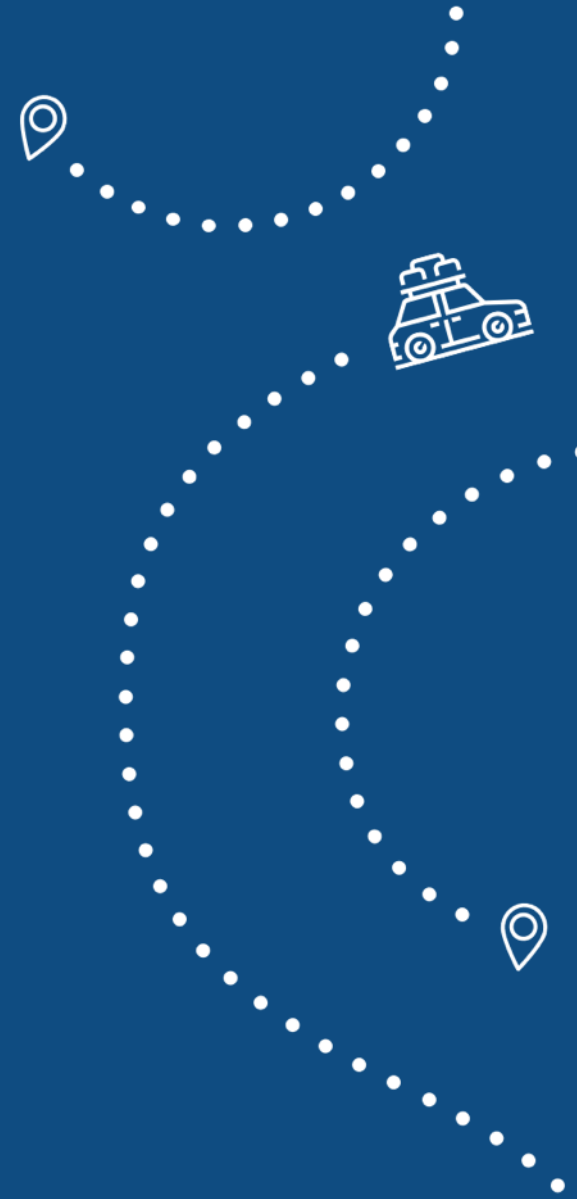
**Campaign Reach (Adults 18+): 1,351,800**

Value: \$9,750

Net Investment: \$2,500



# Seattle DMA Option



# Seattle DMA - TV/DIGITAL

Production one 15-second message dedicated to featuring your destination to air on KOMO-TV

*Campaign Dates: 3 weeks (TBD, 2022)*

*15-second messages*

Days	Times	Program	Total Spots
Mon-Fri	6-7a	KOMO 4 News 6AM	3x
Mon-Fri	7-9a	Good Morning America	3x
Mon-Fri	9a-4p	Kelly/The View/News/GMA Day/General Hos/Kelly C.	5x
Mon-Fri	4-7p	KOMO News 4-7pm	3x
Mon-Sun	6a-2a	KOMO Best Times Available	5x
Sa-Su	6-9a	KOMO Weekend News This Morning	2x
		<b>Total:</b>	<b>22x</b>

*Digital Campaign Elements -*

*85,000 Video Pre-Roll Impressions on KOMOnews.com and Extended network targeting travelers, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing*

**Campaign Reach (Adults 18+): 1,087,900**

Value: \$12,530

Net Investment: \$5,530





# Seattle DMA - TV

Custom tag on 15-second message dedicated to featuring your destination to air on KOMO-TV

*Campaign Dates: 3 weeks (TBD, 2022)*

*15-second messages*

Days	Times	Program	Total Spots
Mon-Fri	6-7a	KOMO 4 News 6AM	3x
Mon-Fri	7-9a	Good Morning America	3x
Mon-Fri	9a-4p	Kelly/The View/News/GMA Day/General Hos/Kelly C.	5x
Mon-Fri	4-7p	KOMO News 4-7pm	3x
Mon-Sun	6a-2a	KOMO Best Times Available	5x
Sa-Su	6-9a	KOMO Weekend News This Morning	2x
		<b>Total:</b>	<b>22x</b>

**Campaign Reach (Adults 18+): 1,087,900**

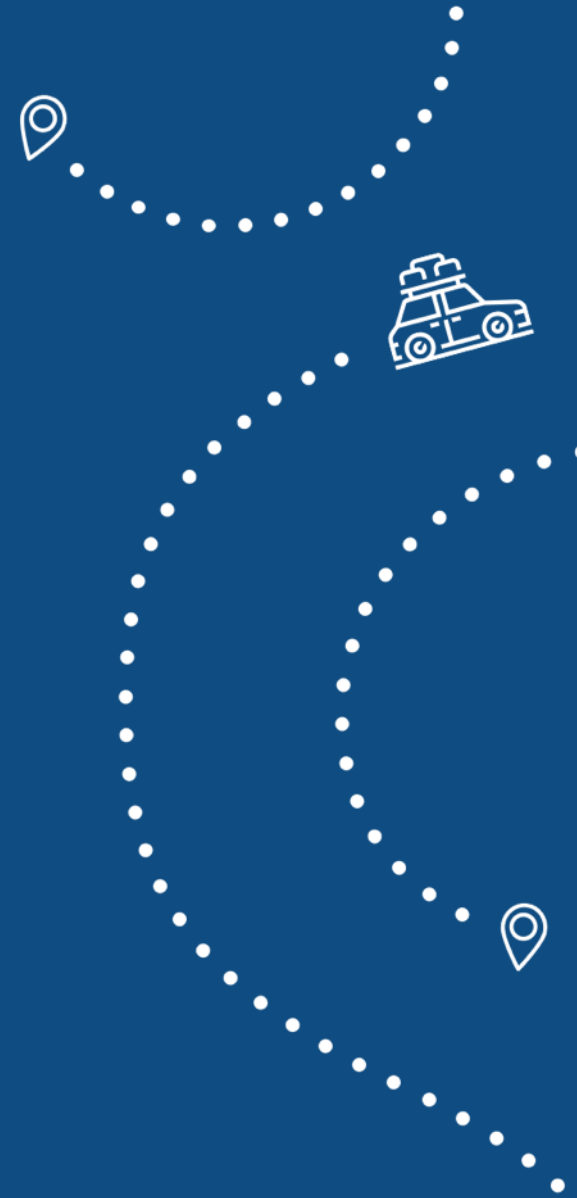
Value: \$9,030

Net Investment: \$3,030



# Targeted Video Pre-Roll

(serve messages to any geographic area)



# TARGETED VIDEO PRE-ROLL

Your 15-second commercial will be seen prior to News and Entertainment stories on our station websites and our extended network of sites reaching your target audience. This is a “must watch” commercial without a user opt-out.

## Behavioral Targets:

Individuals likely to travel, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing

## Geographic Target Options:

Portland DMA

Seattle DMA

Eugene DMA

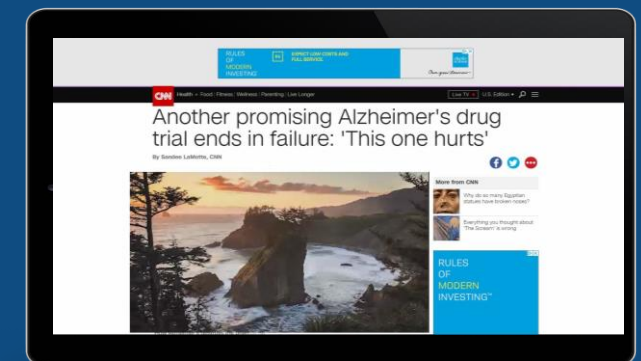
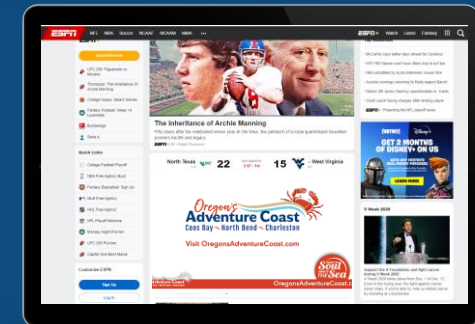
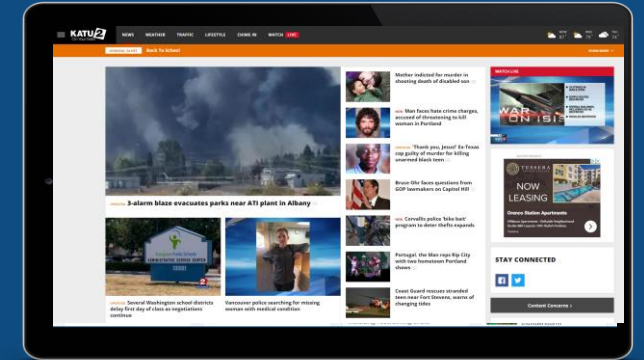
Medford DMA

Northern California (opportunity to pick specific regions)

## Campaign Deliverables:

85,000 Video Pre-Roll Impressions served to desired audience

Campaign Net Investment: \$2,500



## AGREEMENT

### PICK YOUR PACKAGE

- ☐ PORTLAND TV/DIGITAL (\$5,000)
- ☐ PORTLAND TV (\$2,500)
- ☐ SEATTLE TV/DIGITAL (\$5,530)
- ☐ SEATTLE TV (\$3,030)
- ☐ TARGETED VIDEO PRE-ROLL (\$2,500)

TOTAL INVESTMENT: \_\_\_\_\_

CUSTOM VIDEO WILL BE CREATED FOR FIRST SEVEN PARTNER PACKAGES OF \$5000 OR MORE. A GENERIC WINTER AT THE OREGON COAST MESSAGE WILL FEATURE A CUSTOM PARTNER TAG FOR PACKAGES OF LESS THAN \$5000.

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Business Name

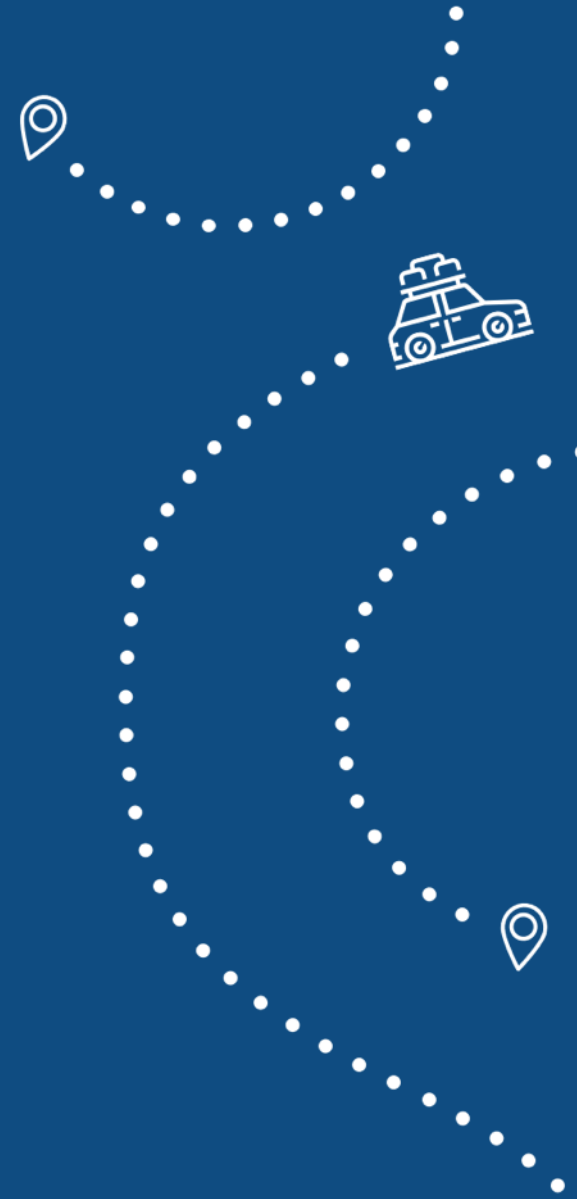
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Due to the nature of this sponsorship, this agreement is non-cancelable with the exception of closings due to coronavirus.

\*This sale of advertising is subject to the Standard Advertiser Terms and Conditions (the "Terms") in effect on the date the advertising order is accepted, which Terms are incorporated by this reference and are available at <http://sbgi.net/?p=1224> (and will also be sent by mail or fax upon written request). The parties intend for the Terms to be part of their agreement and be bound thereby; any additional or different terms in any purchase order or other document are hereby rejected.

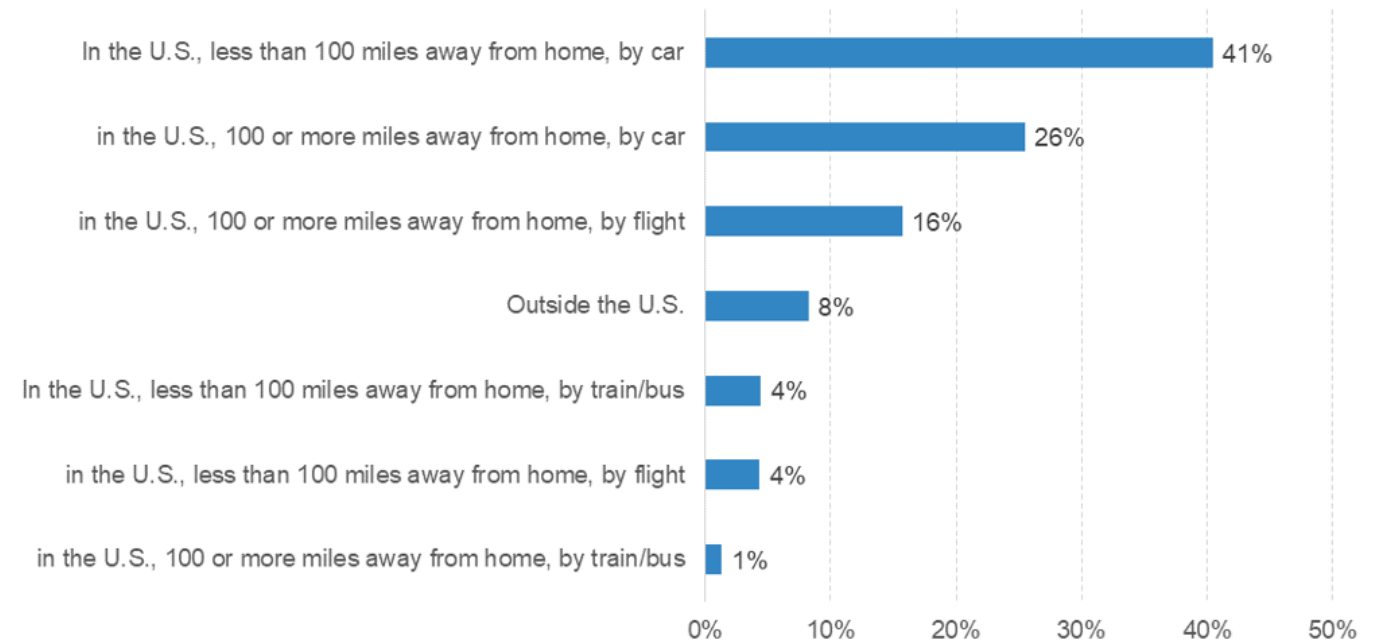
# Appendix



**41% of Americans say their first trip will be less than 100 miles from home, by car.**

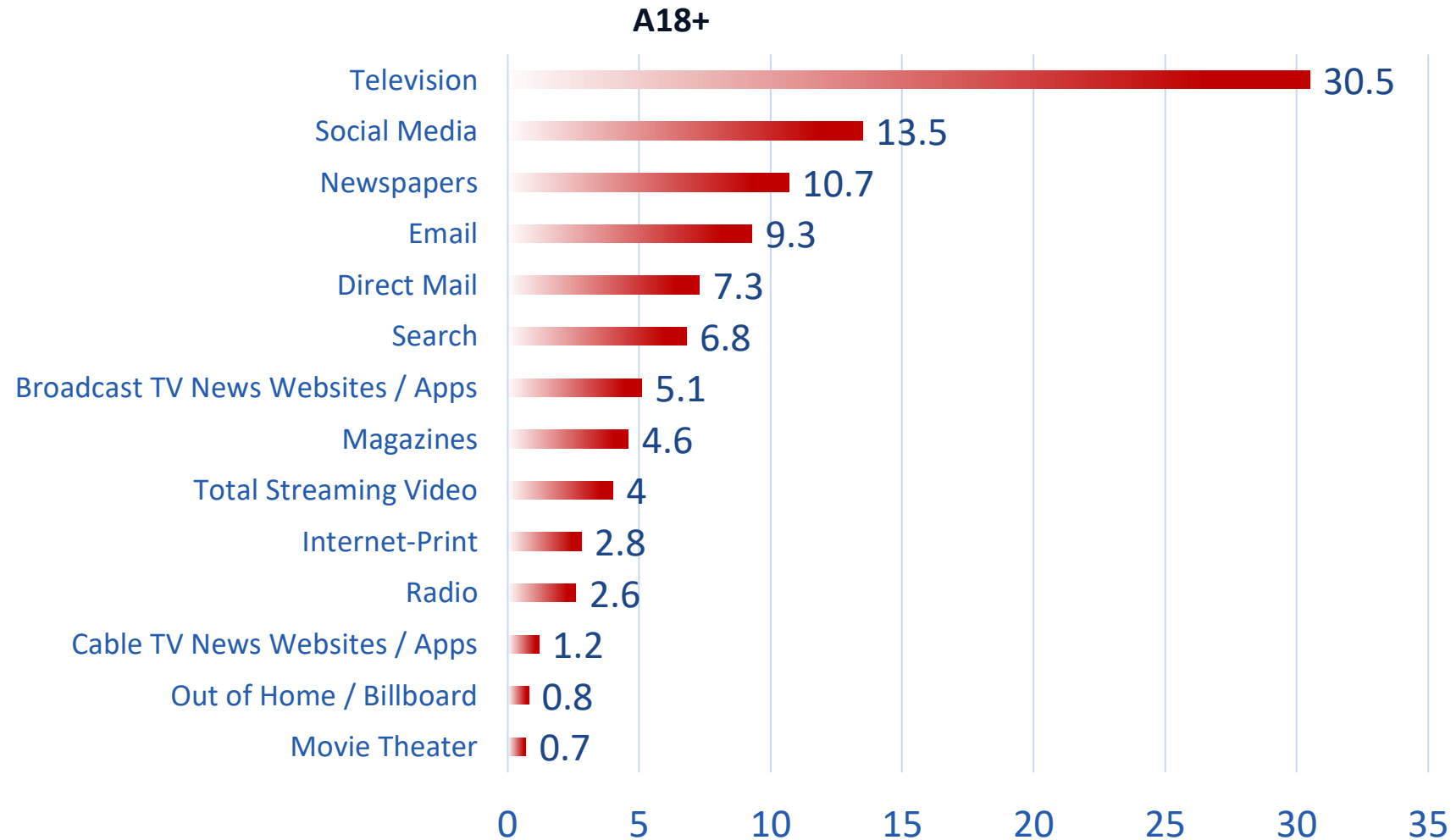


**Expected First Trip Type (April 2020)**



*Survey was conducted on April 8-13  
Source: Skift Research, April 2020*

# Television is The Most Effective Advertising Message



Source: GfK TV/B Media Comparisons Study 2019. Persons 18+. Includes only those who chose a media. Q1 - Please select the one type of advertising medium which, you feel, most influences you to make a purchase decision? Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports. Total Streaming Video includes streaming TV programs/movies and/or streaming video (not TV/movies) like YouTube.

# KATU MARKET LEADER FOR NEWS

## Weekday Morning News:

- A18+: **+35%**
- A25-54: **+12%**
- A50+: **+38%**
- **#1 across all demos<sup>2</sup>**
- Double digit growth A25-54

## Early News:

- **#2** at 4p across all demos
- **#1** at 5p across all demos
- **#1** at 6p across all demos

## Late News:

- **#1** among A50+
- **#2** among A18+, A35+
- **+154%** among A25-54

KATU WEEKEND MORNING NEWS  
TEAM



Highest  
A25-54 local  
news  
growth<sup>3</sup>!  
**+65%**



# KATU MOST WATCHED TELEVISION STATION IN PORTLAND DMA

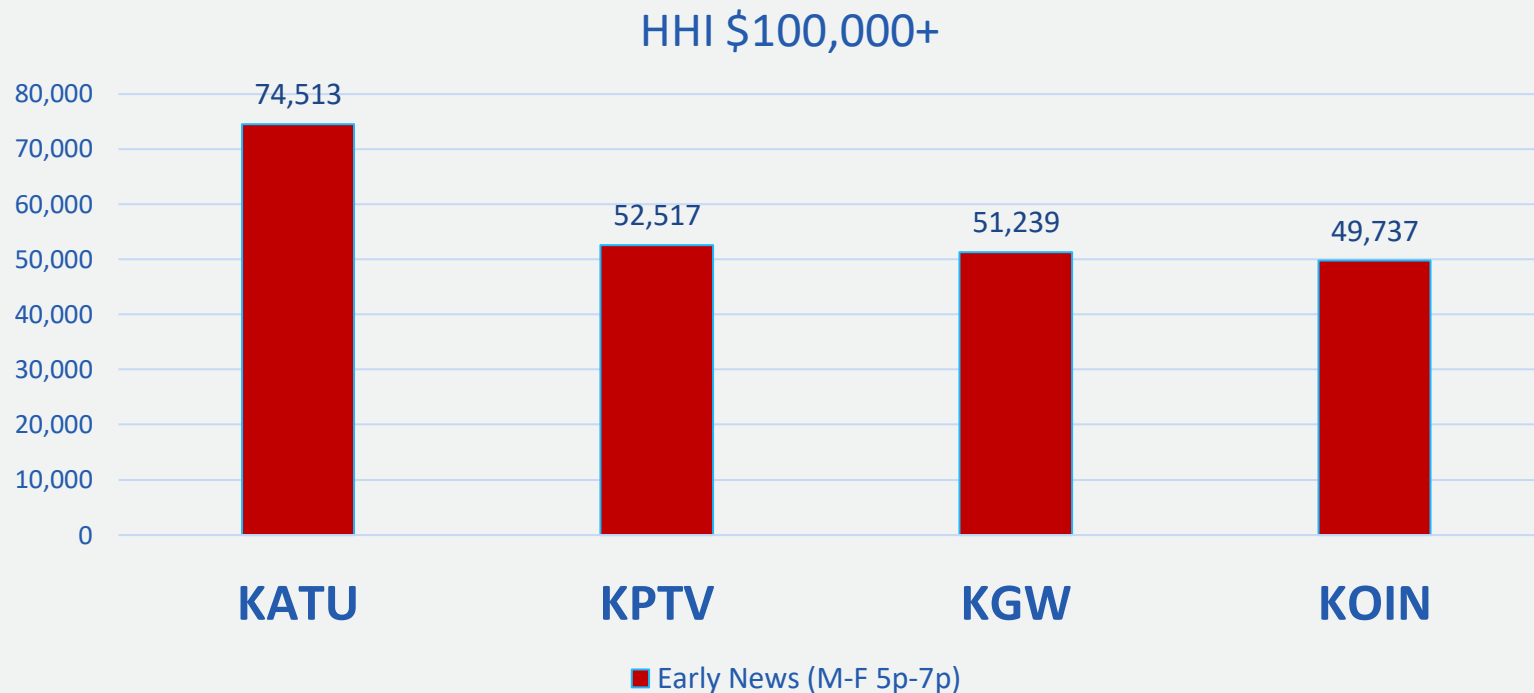
Each week, 35% of Portland adults watch KATU.  
That's more than *three quarters of a million* Portland adults!

## STATION REACH<sup>1</sup>

VIEWING SOURCE	AFFL.	HH				P 18+			
		RTG		IMP(Units)		RTG		IMP(Units)	
		4WK	AVG WK	4WK	AVG WK	4WK	AVG WK	4WK	AVG WK
KATU 2.1	ABC	65	46	719,158	512,632	54	35	1,181,570	778,427
KOIN 6.1	CBS	58	44	642,770	484,507	46	32	1,015,525	714,617
KGW 8.1	NBC	54	39	600,660	438,387	45	30	991,280	664,792
KPTV 12.1	FOX	52	36	582,174	401,284	42	27	918,731	591,838
KATU 2.2	MET	11	7	121,469	81,040	9	5	187,581	112,133
KUNP 16.1	UNI	3	2	33,013	20,021	3	2	58,916	35,751

# KATU Early News Delivers The Most Upscale Viewers

KATU's Early News delivers 42% more affluent viewers than the nearest station competitor





## Portland Television Market

### 2017-18 Nielsen Designated Market Area (DMA) Estimates

**#22** DMA Rank

**1,180,980** TV Households

**50%** Cable Homes

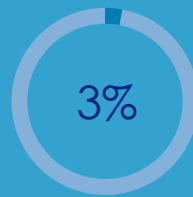
**34%** Satellite Homes

**16%** Over the Air Only

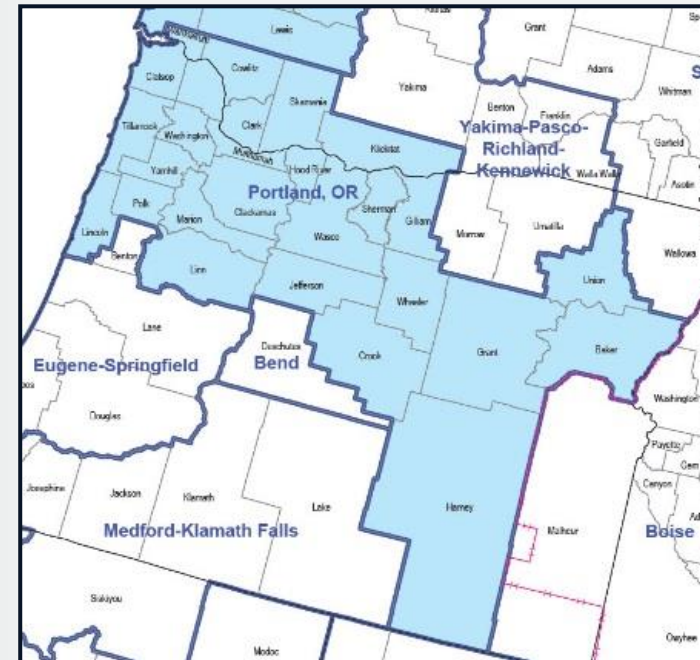
**86%** Smartphones

**31%** SmartTVs

Black



Hispanic



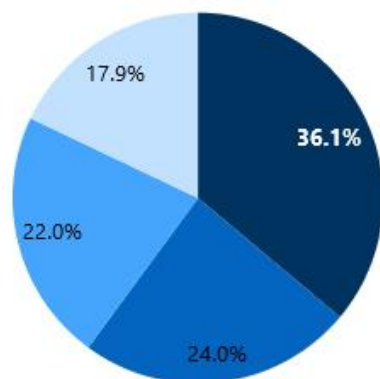
The Nielsen Designated Market Area (DMA) includes coastal counties, Portland/Vancouver metro, the Columbia Gorge and parts of Eastern Oregon.

Portland metro area is headquarters for Nike, Adidas and Intel.

# KOMO Is The #1 News Station In The Market

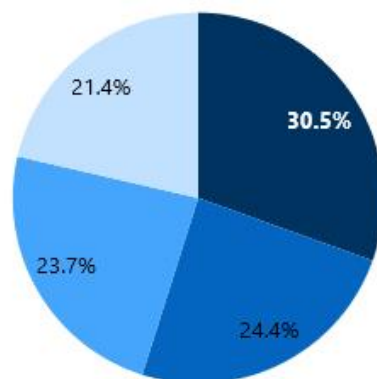
**KOMO delivered the highest share of news rating points in the market in Oct 2020!**

Share of Local News Ratings (P2+)



■ KOMO ■ KING ■ KIRO ■ KCPQ

Share of Local News Ratings (P25-54)



■ KOMO ■ KING ■ KIRO ■ KCPQ

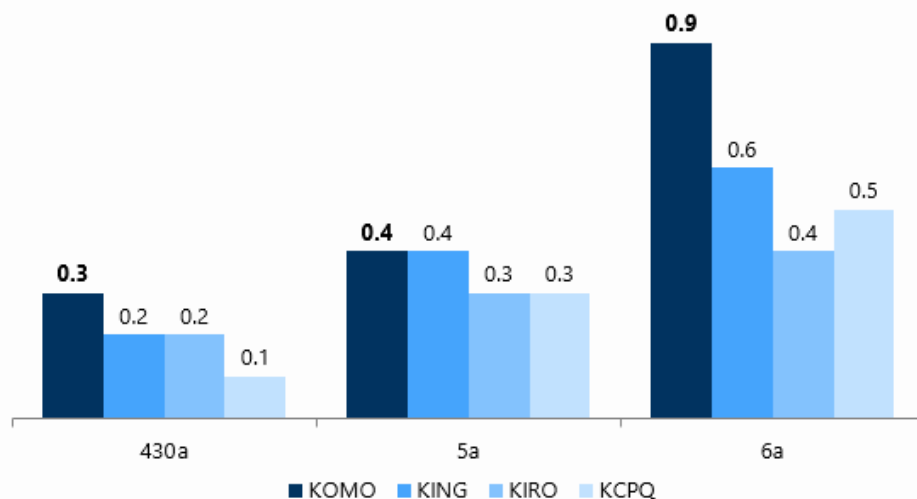
Share of local news is based on average rating of major M-F newscasts for each station:  
KOMO-430a, 5a, 6a, 11a, 4p, 5p, 6p, and 11p  
KING-430a, 5a, 6a, 12p, 4p, 5p, 630p, 7p and 11p  
KIRO-430a, 5a, 6a, 12p, 5p, 530p, 6p, 7p and 11p  
KCPQ-430a, 5a, 6a, 7a, 9a, 4p, 5p, 10p, and 11p

Source: Nielsen NLTV Oct'20

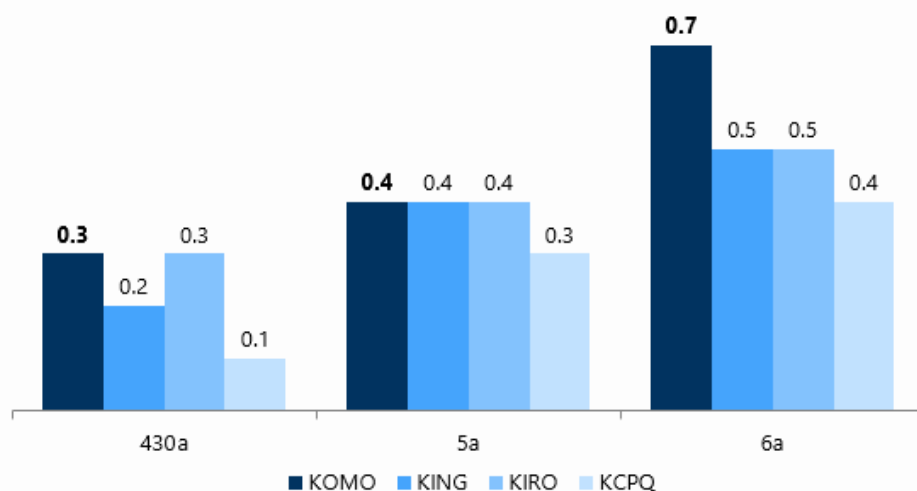


KOMO NEWS 4 So Northwest.

**Morning News Ratings P2+ Oct'20**



**Morning News Ratings A25-54 Oct'20**



## KOMO Is #1 For AM News

KOMO finished #1 or tied for #1 in the time period with total viewers at 430a, 5a, and 6a.

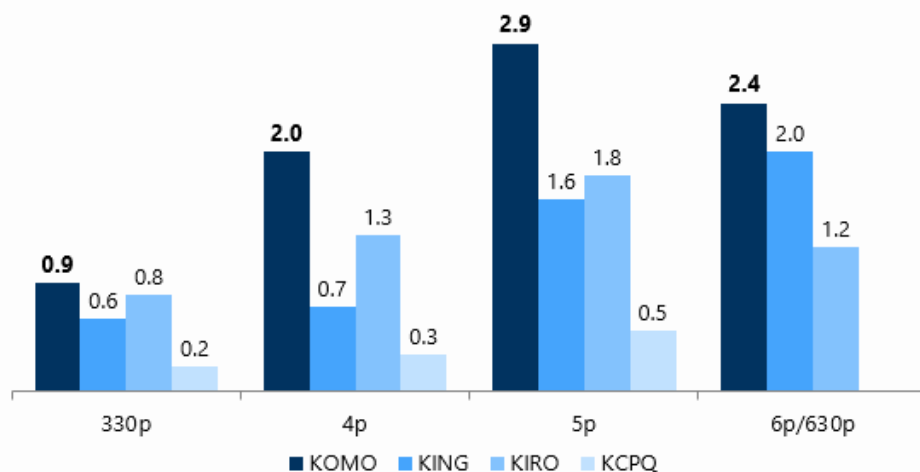
KOMO finished #1 or tied for #1 with A25-54 at 430a, 5a, and 6a.

Source: Nielsen NLTV Oct'20

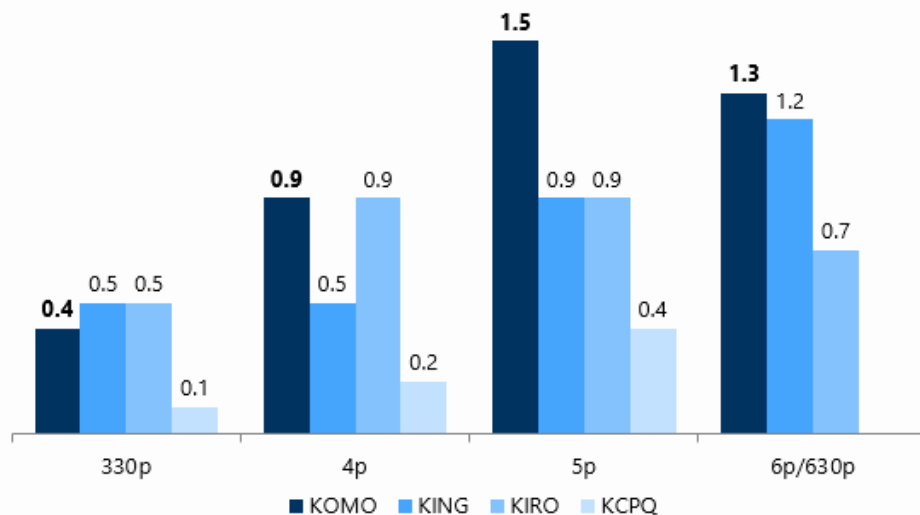
**KOMO**  
NEWS  
4 So Northwest.



Early News Ratings P2+ Oct'20



Early News Ratings A25-54 Oct'20



## KOMO Is #1 For Early News

KOMO was dominant in the early news daypart, finishing #1 in total viewers in all time periods.

KOMO also finished #1 at 4p, 5p, and 6p with A25-54.

KOMO's 5p news was the highest rated weekday newscast in the market regardless of time period with total viewers and A25-54.

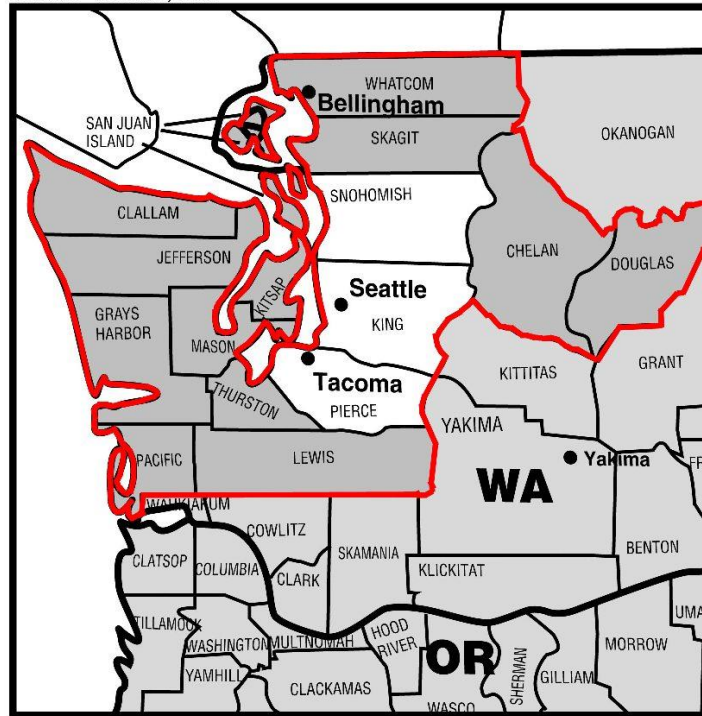
Source: Nielsen NLTV Oct'20


**KOMO**  
NEWS  
4 So Northwest.



## COVERAGE MAP

Seattle-Tacoma, WA



 **Metro Area** (Snohomish, King, Pierce Counties)

 **Designated Marketing Area**

<b>Market Rank:</b>	<b>13</b>
<b>TV Households:</b>	<b>1,854,810</b>
<b>Adults 18+:</b>	<b>3,623,344</b>

# THANK YOU

For more information, please contact:  
Tina Klassy & Kristin Spear, Marketing Consultants Job-Share Team  
[tklassy@katu.com](mailto:tklassy@katu.com) [kspear@katu.com](mailto:kspear@katu.com) 503-231-4255

