



Winter at the Oregon Coast 2023 Partner Package Option



A look at Travel Trends heading out of the Pandemic...

- 84% of people plan to resume normal travel by 2022-2023
- 2-4 trips on average planned
- Year around travel focus
- 81% of trips will be focused on experiencing local culture and giving back to local communities

Campaign Strategy:

- Encourage travel to the Oregon Coast in the off season
- Reach the largest concentration of Oregon Coast travelers using Broadcast Television and targeted digital marketing tools
- Use turn-key creative to showcase the beauty of the Oregon Coast in the winter months
- Maximize investment and leverage in-kind support to generate greatest impact



Feature your destination throughout the entire 15-second message!

Pick the newly updated creative that aligns best with your destination and you will be featured through out the entire message with a lower third overlay and end tag.

Sample Overlay Graphic



Sample End Tag



PORTLAND MARKET





Portland - TV/DIGITAL

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

Campaign Dates: 3 weeks (TBD, 2023)

15-second messages

Days	Times	Program	Total Spots
Mon-Fri	6-7a	KATU News This Morning 6am	8x
Mon-Fri	7-9a	Good Morning America	4x
Mon-Fri	9a-5p	AM Northwest/The View/Kelly!/GMA Day/Afternoon Live/Drew Barrymore/KATU 4p News	13x
Mon-Fri	5-7p	KATU News 5-7pm	3x
Mon-Sun	5a-12a	KATU Best Times Available	15x
Sa-Su	6-9a	KATU Weekend News This Morning	3x
Mon-Sun	5a-2a	KATU BONUS	3x
Total:			50x

Includes tagging of one 15-second message

Digital Campaign Elements:

102,000 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+): 1,569,600

Value: \$14,500

Net Investment: \$6,000





Portland - TV

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

Campaign Dates: 3 weeks (TBD, 2023)

15-second messages

Days	Times	Program	Total Spots
Mon-Fri	6-7a	KATU News This Morning 6am	8x
Mon-Fri	7-9a	Good Morning America	4x
Mon-Fri	9a-5p	AM Northwest/The View/Kelly!/GMA Day/Afternoon Live/Drew Barrymore/KATU 4p News	13x
Mon-Fri	5-7p	KATU News 5-7pm	3x
Mon-Sun	5a-12a	KATU Best Times Available	15x
Sa-Su	6-9a	KATU Weekend News This Morning	3x
Mon-Sun	5a-2a	KATU BONUS	3x
		Total:	50x

Includes tagging of one 15-second message

Campaign Reach (Adults 18+): 1,467,600

Value: \$11,250

Net Investment: \$3,000

Portland – LIFESTYLE SEGMENT



AM Northwest, airs weekdays from 9-10am, features the best in local and national entertainment, discussions about family and relationships, health and beauty tips, home and garden design, plus delicious recipes and regional travel features.

Segments on AM Northwest are a unique way to connect with viewers. For 3-4 minutes, viewers are focused on the featured product in a dynamic environment, including hands on demonstrations with the show's host – Helen Raptis!

AM Northwest segment includes the following:

- 1x segment, 3 to 4-minute interview on AM Northwest (in-studio or via Zoom interview)
- Segment timing to be mutually determined
- Segment will be posted on KATU.com and on the AMNW Facebook page
- Segment will be made available for additional marketing purposes

Net Investment: \$1,800



PORTLAND'S
favorite local talk show for 43 years!



Helen Raptis,
AM Northwest Host

MONDAY-FRIDAY
9am-10am



SEATTLE MARKET





Seattle - TV/DIGITAL

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

Campaign Dates: 3 weeks (TBD, 2023)

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/KOMO Noon News/GMA Day/General Hospital/Kelly Clarkson	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
		Total:	22x

Includes tagging of one 15-second message

Digital Campaign Elements -

102,000 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+): 1,104,900

Value: \$13,030

Net Investment: \$6,030



Seattle - TV



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

Campaign Dates: 3 weeks (TBD, 2023)

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/KOMO Noon News/GMA Day/General Hospital/Kelly Clarkson	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
		Total:	22x
<i>Includes tagging of one 15-second message</i>			

Campaign Reach (Adults 18+): 1,001,900

Value: \$9,030

Net Investment: \$3,030



DIGITAL OPPORTUNITIES

(BEHAVIORAL AND GEOGRAPHICAL TARGETING)





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

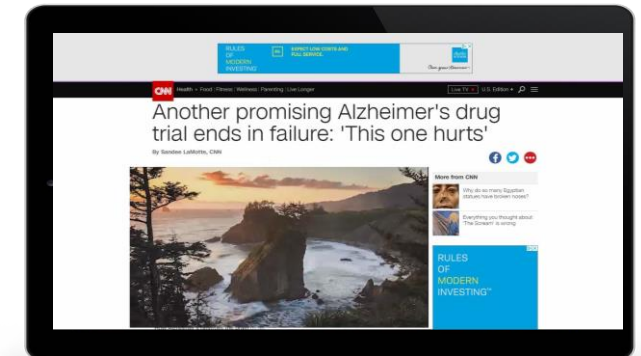
Medford DMA

Northern California (opportunity to pick specific regions)

Campaign Deliverables:

102,000 Video Pre-Roll Impressions served to desired audience

Net Investment: \$3,000





OVER THE TOP VIDEO STREAMING

Campaign Timing: 3 Weeks

Days	Strategy	Spot Length	Total Impressions
Mon-Sunday	Targeted Over-The-Top Streaming/Pre-Roll Video Campaign	:15	94,444

What is Over the Top Streaming/Pre-Roll Video

An advanced television delivery platform that enables advertisers to deliver their commercial message inside of content streamed directly over the Internet to a connected device like a Smart TV or through desktop and mobile video publishers. Pre-roll video delivers you message to targeted users before their desired content.

Benefits of Using OTT:

- Your message is served to cord-cutters (people that no longer have a cable subscription) which is a mutually exclusive and different audience than cable
- Daily video consumption has exploded –the US is now at 28 Trillion video views per day
- 71% of all U.S. Households use Over the Top Streaming every month
- The average home views 100 hours of Connected TV content each month
- Opportunity to target geographic areas to expand your visibility
- Commercials are Non-Skippable
- Quality programming – all brand safe content – 3rd party verified
- Validated and detailed reporting

WHY OTT VIEWING MATTERS — ANY DMA



Net Investment: \$3,000

CONQUESTING EMAIL

Email marketing is proven to be a highly effective and economical way to directly connect with your best potential direct to consumer shoppers.

Email marketing enables you to:

- Reach a highly targeted audience each month
- Showcase local restaurants, events, attractions, encourage newsletter sign ups, etc
- Keep Your Business top of mind
- Drive engagement visits to your website
- Track performance

Results your can trust:

- Average open rate: 10%+
- Guaranteed 2% click-thru rate
- Fully transparent reporting including click-thru and conversion rates

Targeting

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

Campaign Deliverables: 50,000 targeted emails

Net Investment: \$1,800



TRAVEL OREGON

'TIS THE SEASON FOR HOLIDAY SHOPPING

Oregon invites you to prepare, care and connect.

You don't have to look far to find thoughtfully handmade and curated presents in Oregon — locally made clothing and kitchenware, bottles of award-winning wine and beer, or gift certificates to a favorite Oregon attraction or restaurant.

This year, Oregon businesses need your support more than ever. With the statewide two-week freeze through December 2 to stop the rapid spread of COVID-19, museums and other indoor activities are closed, restaurants are takeout only, and retail stores are limited a maximum of 75% capacity. That means your dollar can make a big impact here at home.

Keep your holiday shopping local this season and [give the gift of Oregon](#) to your loved ones. Together we can keep spirits bright throughout our communities.

Learn more about safe travel information during COVID-19 at [TravelOregon.com/COVID](#)



TAKE CARE OUT THERE



OREGON MT. HOOD TERRITORY

Places to stay | Things to do | Free Travel Planner



Summer is in full swing in Mt. Hood Territory!

Keep reading for more of our favorite experiences this season. And be in the know about all of our notable events and happenings.

[Sign up for our monthly newsletter today!](#)



Animal Yoga, Miniature Trains and More

From alpaca yoga to horse train rides, experience unique things to do with the family in Molalla.



Forest of Bathing in Molalla

Time for some wilderness? Hike, camp, mountain bike and enjoy the rushing water along the Molalla River Corridor Recreation Area.



Support Molalla's Local Restaurants

Looking to turn up or relax after a day of adventures in Molalla? Check out these local eat and craft breweries for food from the inside.



Celebrate a Living Legacy

Fireworks, parades and other parties. Fourth of July weekend celebrates all the events highlighting the Molalla Business-POLCA Rocks.



Summer's Best in Mt. Hood Territory

Looking for more summer fun? See what the rest of The Territory has to offer, from backyard hikes to flower farms.



DIGITAL TARGETING SNAPSHOT

Demo



Age
Business Type
Children in Household
Education Level
Gender
HHI
Household-other
Home Ownership
Marital Status
Occupations
Spoken Languages
Vehicle
+More

Geo



State
Country
DMA
ZIP Code

Contextual



Content Type
Keyword(s)
Section
Page

In Market



Auto
Baby & Children's Products
Computers & Peripherals
Consumer Electronics
Education
Financial Services
Home & Garden
Real Estate
Software
Telecom
Travel
Wedding
+ More

Interests



Arts & Entertainment
Autos & Vehicles
Beauty & Fitness
Books & Literature
Business & Industrial
Computers & Electronics
Finance
Food & Drink
Games
Hobbies & Leisure
Home & Garden
Internet & Telecom
Jobs & Education
+ More



PICK YOUR PACKAGE

Select the package you'd like to purchase – multiple packages can be purchased to maximize your exposure. Tina and Kristin at KATU will reach out to confirm package availability and campaign timing.

Portland

- _____Portland TV/Pre-Roll Combo Package (\$6,000)
- _____Portland TV Package (\$3,000)
- _____AM Northwest Lifestyle Segment (\$1,800)

Seattle

- _____Seattle TV/Pre-Roll Combo Package (\$6,030)
- _____Seattle TV Package (\$3,030)

Digital Options

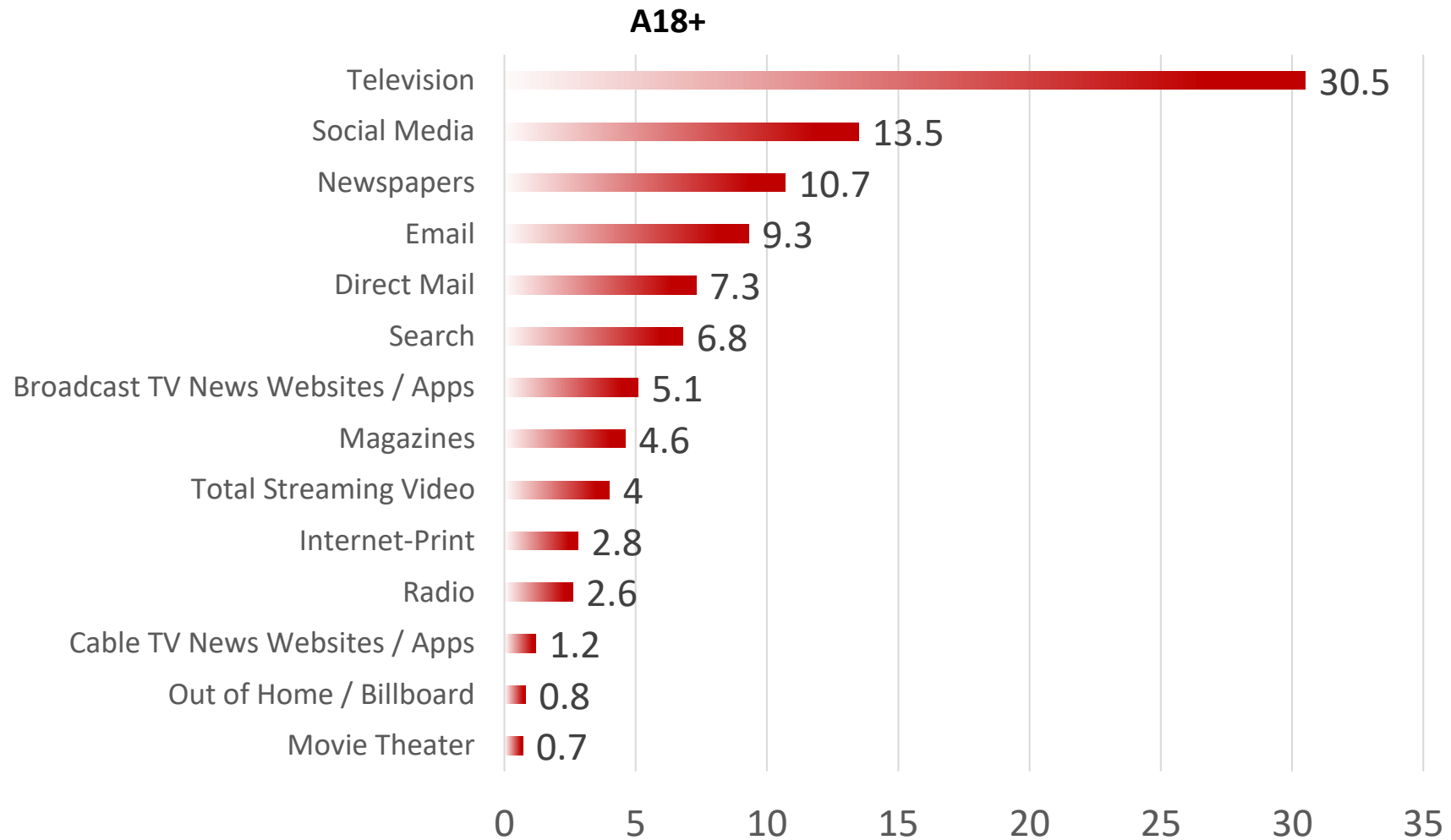
- _____Video Pre-roll (\$3,000)
- _____Over the Top Streaming (\$3,000)
- _____Targeted Email (\$1,800)



APPENDIX



Television is The Most Effective Advertising Message



Source: GfK TVB 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.

ABC DELIVERS TOP NEWS PROGRAMS



'Good Morning America' won the May 2022 sweep in Total Viewers (3.330 million) and Adults 25-54 (796,000), based on Most Current Data from Nielsen Media Research. 'GMA' out delivers 'Today' in total viewers, substantially increasing lead versus the previous sweep and more than doubles its lead from a year ago.



The #1 Program Across All of Television Is 'World News Tonight With David Muir' — Winning in Total Viewers, Adults 25–54 and Adults 18–49, Leading NBC by 1.5 Million and CBS by 3.2 Million Viewers.



'This Week with George Stephanopoulos' Ranks No. 1 in Adults 25-54 During May Sweep, Leading Both CBS' 'Face the Nation' and NBC's 'Meet the Press' for the 2nd Year in a Row.



ABC News' "Nightline" is late-night television's prestigious, award-winning news. Season to Date, 'Nightline' Is Beating CBS' 'The Late Late Show with James Corden' in Adults 25-54 for the 7th consecutive year.



'20/20' is Friday's No. 1 newsmagazine for the 2021-22 broadcast season beating NBC's 'Dateline' in Total Viewers (+2% - 4.210 million vs. 4.119 million), Adults 18-49 (+13% - 859,000 vs. 758,000) and Adults 25-54 (+10% - 1.176 million vs. 1.067 million)

Source: The Nielsen Company, NTI Total Viewers



KATU Most Watched Television Station in Portland DMA



Each week, 37% of Portland adults watch KATU.
That’s more than 800,000 Portland adults!

VIEWING SOURCE	AFFILIATE	ADULTS 18+			
		RATING		IMPRESSIONS	
		4WK	AVG WK	4WK	AVG WK
KATU	ABC	52.5	37.2	1,137,664	805,067
KOIN	CBS	51.6	35.8	1,117,993	774,886
KGW	NBC	47.4	34.4	1,025,456	744,387
KPTV	FOX	43.3	31.0	938,334	670,400

PORTLAND 2020-2021 TV MARKET

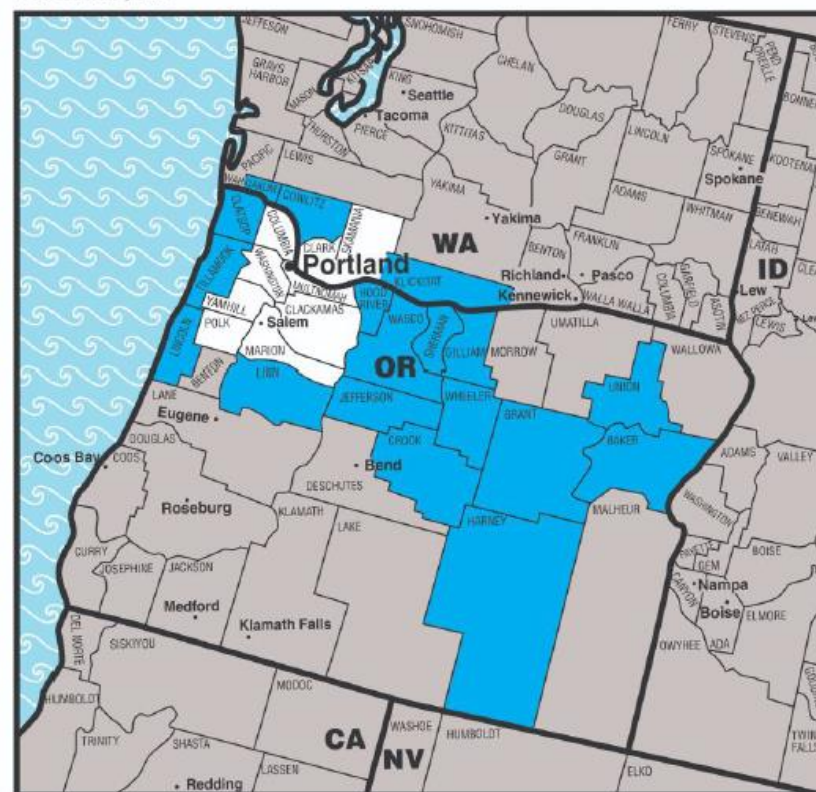
TV Households.....1,315,470
Market Rank.....21

African American 3.0%
 Hispanic 9.4%

DMA Adult Population

Adults 18+.....2,618,133
 Women 18+.....1,339,390
 Men 18+.....1,278,743
Adults 25-54.....1,348,980
 Women 25-54.....675,690
 Men 25-54.....673,290

PORTLAND, OR



Nielsen TV DMA® Region

• City — State Line □ Metro/Central DMA Area
 ■ Remainder DMA

Nielsen's 2020-2021
 Universe Estimates include
 Broadband Only Homes.

With the inclusion of these
 homes, Portland DMA
 Rank moves from 22 to 21.

Portland TV Households	
2019-2020	1,112,500
2020-2021 w/o BBO	1,113,980
2020-2021 w/ BBO	1,315,470
Portland BBO Homes	201,490
BBO % of Total	15%

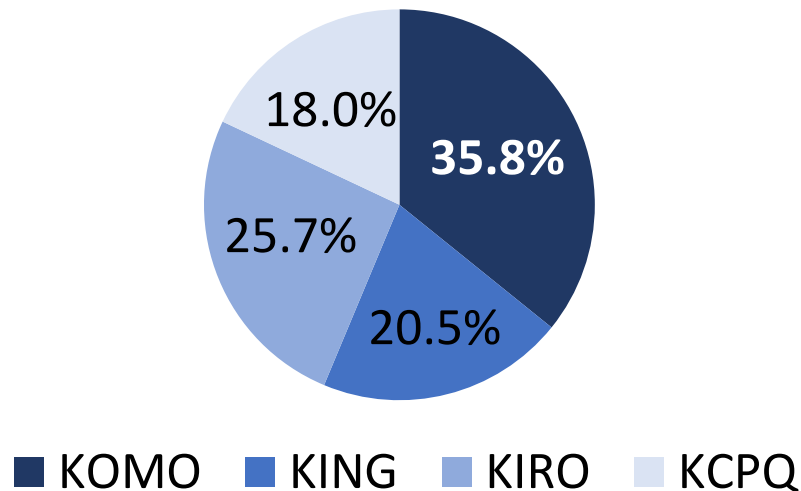
KOMO IS MOST WATCHED TELEVISION STATION IN SEATTLE DMA

Experience that is so Northwest! The strength of the KOMO brand lies in the experience and excellence of the people who deliver the news to our community.

KOMO has the most trusted and recognizable anchor talent in the market. It's what separates our news product from the competition.

It also provides an excellent environment for advertising that can't be found on any other station in the market!

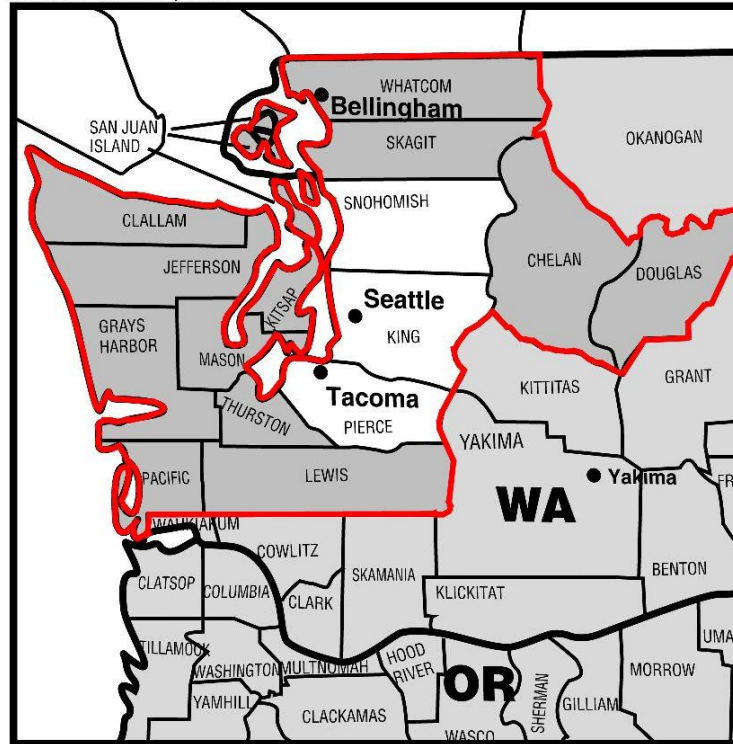
KOMO REACHES THE MOST VIEWERS!






COVERAGE MAP

Seattle-Tacoma, WA



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

 **Designated Marketing Area**

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