



2024-2025

AD NETWORK MEDIA KIT

THE OFFICIAL 2024-2025 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	RATES
Premium positions*	\$3,315
Full page	\$2,920
Two-Third page	\$2,430
Half page	\$1,950
Third page	\$1,400
Sixth page	\$915
Twelfth page	\$610

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

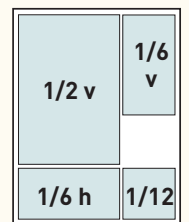
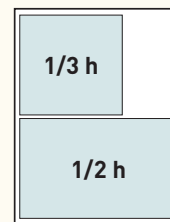
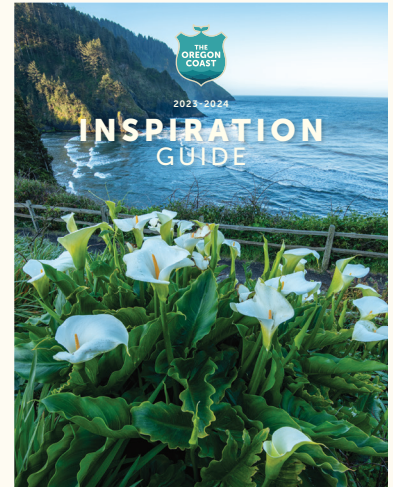
DEADLINES

Sales close: January 19, 2024 **Publication date:** April 2024

Materials due: February 16, 2024

FOR MORE INFORMATION ON ADVERTISING CONTACT:

Betsy Hand: M: 503.939.5696 O: 503.445.8830 E: betsyh@mediameter.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 nearly 1 million pageviews.*

* Based on Google Analytics

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	

WEBSITE ADVERTISING OPPORTUNITIES

The Oregon Coast Visitor Association's website is the go-to portal for visitors to find inspiration and information about the Oregon Coast. Ad formats provide a 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.

The screenshot shows the website's layout for Lincoln City. At the top is a navigation bar with links like 'Play', 'Dine', 'Stay', 'Events', 'Regions', 'Guides', 'STORE', and 'INSPIRATION IDEAS'. Below the navigation is a large hero image of a beach with the text 'LONG BEACHES AND COLORFUL KITES'. Underneath the hero image is a text block about Lincoln City's location and history. Below that is a 'FEATURED ACTIVITIES' section with two cards. The first card is for 'THE COHO OCEANFRONT LODGE IN LINCOLN CITY WELCOMES YOU!' and the second is for 'EXPLORE AND STAY AT A-1 BEACH RENTALS!'. An arrow points from the second card to a larger, detailed version of the 'EXPLORE AND STAY AT A-1 BEACH RENTALS!' advertisement shown below the screenshot.

LINCOLN CITY

LONG BEACHES AND COLORFUL KITES

Lincoln City loves the ocean. With a strong personality and a flair for the nautical and offbeat, Lincoln City revels in kite festivals and glass blowing, saltwater taffy and music festivals.

Formed from the union of five communities located along a distinctive stretch of beach, Lincoln City's location is varied and interesting, with hidden gems galore. An artsy enclave on the Coast, world-class kite fliers draw thousands in the summer. Local glass blowers create distinctive and colorful glass floats, then transform "float fairs" into lively fairs, then along the shoreline for beachcombers. They're designed to make old glass not floats the washed up on Oregon beaches carried by ocean currents from Japan.

In the midst of beautiful Oregon coastal forests, several nearby lakes are also a thing to behold. Drift Creek Falls features a surprising scene in the middle of the woods: a 100-foot high suspension bridge over a 75-foot waterfall with Drift Creek below. On the edge of the Pacific, the wide-open trails at Cascade Head lead to panoramic views of Lincoln City's coast, as well as Devil's Lake and Cape Hume. Further out, Devil's Lake and State Park provide large swaths of sheltered, open water for fishing, water sports, and swimming...dangerting and fish tales about a sea monster in the lake, of course.

FEATURED ACTIVITIES

THE COHO OCEANFRONT LODGE IN LINCOLN CITY WELCOMES YOU!
Spectacular, panoramic views of the Pacific Ocean from modern fire pits.
www.thecohohotel.com

EXPLORE AND STAY AT A-1 BEACH RENTALS!
Come and watch the surf at one of our 26 homes and condos in Lincoln City and Depoe Bay, Oregon.
www.a1beachrentals.com

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Come and watch the surf at one of our 26 homes and condos in Lincoln City and Depoe Bay, Oregon.
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SPONSORED

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THE OFFICIAL OREGON COAST VISITOR WEBSITE

www.VisitTheOregonCoast.com

AD PACKAGES AND RATES

HOME PAGE \$499 (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. Also includes all the components of the Basic Bundle.

BASIC BUNDLE \$235 (per quarter)

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

Your region landing page:

North, Central or South

All the city pages in your region

Plus select **one** of four key content areas 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 \$360 (per quarter)

Includes all components of the Basic Bundle:

Your ad runs throughout the editorial content story section of the site called Stories.

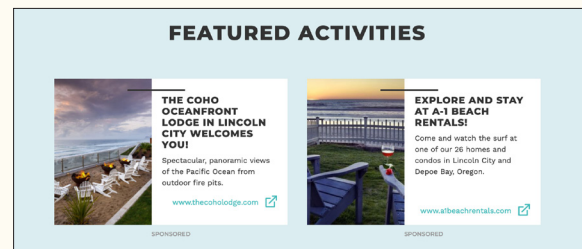
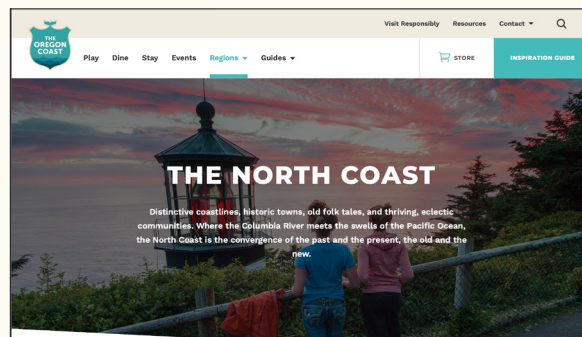
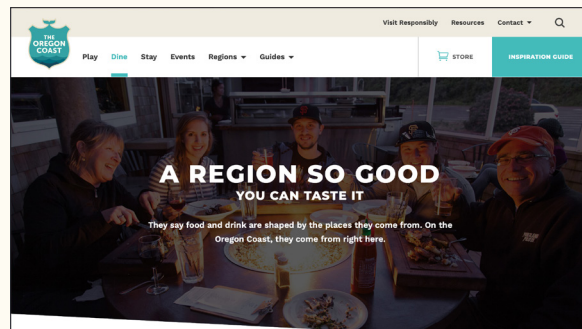
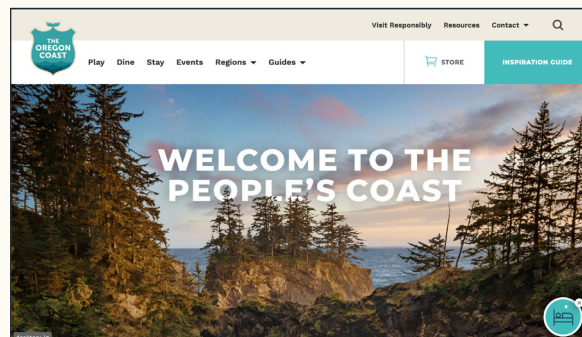
Appears on the landing page of the interactive feature Experience Finder.

2024 ISSUES & DEADLINES*

ISSUE	SPACE CLOSING	MATERIALS DUE
Quarter 1	November 20, 2023	December 15, 2023
Quarter 2	February 19, 2024	March 22, 2024
Quarter 3	May 20, 2024	June 21, 2024
Quarter 4	August 20, 2024	September 20, 2024

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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 **39,000 consumers** have opted in to receive the email newsletter.

AD OPTIONS

Banner Ads (1160 X 150) \$440
Two positions available

Formatted Text Ads (Photo + text) \$170
Four positions available

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.

2024 ISSUES & DEADLINES*

ISSUE	SPACE CLOSING	MATERIALS DUE
January	November 30, 2023	December 21, 2023
March	January 26, 2024	February 22, 2024
May	March 22, 2024	April 18, 2024
July	May 24, 2024	June 21, 2024
September	July 25, 2024	August 22, 2024
November	September 20, 2024	October 24, 2024

* The newsletter mails the second Wednesday of the month.

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MARCH-APRIL 2022

THE OREGON COAST

SPRING WILDLIFE ON THE COAST AND HOW WE CAN HELP

The Oregon Coast is home to some pretty incredible creatures -- and spring, especially, presents wonderful opportunities for wildlife viewing. Keep in mind that it only takes a few small actions on your part to ensure conservation is part of your visit. Here are some tips for safe wildlife viewing, and how to help keep populations thriving.

SEALS, WHALES, PUFFINS AND MORE!

EXPLORE FRESH NORTH COAST FLAVORS ASTORIA WARRENTON

COASTAL COFFEE HOP

When you need a vibrant pick-me-up on a foggy Oregon Coast morning, check out these micro-roasteries. Sourcing beans from countries across the world and roasting them weekly make for the perfect foamy cappuccino -- or take a bag home as a souvenir of your ocean-side trip.

GET CAFFEINATED

ORIGINS OF COASTAL COFFEE

GIRLFRIENDS GETAWAY
COORBAR, HONOLULU, CHAMBERS
TAP FOOTSTALLS & FITNESS

SUSTAINABLE SEAFOOD ON THE COAST

We all love supporting local businesses on the Coast and eating succulent, freshly caught seafood from Oregon-based fishers and crabbers. But sometimes it's hard to tell if a fish is caught locally and sustainably. We've developed some tips to help you select the catch of the day.

BUY LOCAL AND SEASONAL

Adobe Resort - Full-service experience on the ocean's edge.

From the mountains to the sea, the options are endless with **BookStayUp**.

Save 15% with our end-of-season sale at the **San at Seaside**. Book now Sunday-Thursday!

Never has it been a better time to explore together. **Carver Beach** there is magic here.

© 2022 OREGON COAST VISITORS ASSOCIATION
PO BOX 940 - TILLAMOOK, OREGON 97141
EMAIL: US or call: (541) 574-2979 / Toll Free: (888) OCVA-101

Adobe Resort - Full-service experience on the ocean's edge.

Banner ad

Formatted text ad