

TRAVEL SALEM

The Official 2017-18 Visitor Guide Rate Card

THINGS TO DO | EAT & DRINK | TRIP PLANNING

Travel SALEM

ABSOLUTELY OREGON

Essential EXPERIENCES

From outdoor adventure and local heritage
to farm-fresh cuisine and world-class wine

PROMOTING THE MID-WILLAMETTE VALLEY 2016-17



MEDIAmerica



Distribution – 140,000

Travel Salem’s annual distribution plan of the visitors guide provides a comprehensive reach to a highly qualified audience. Find the Salem Area Visitor Guide at:



- * Travel Salem Information Network, which assisted 164,735 visitors in 2015-16, and includes:

- Travel Salem Café
- Salem Airport
- Salem Conference Center
- Willamette Heritage Center at the Mill
- BEST WESTERN PLUS Mill Creek Inn Travel Plaza
- Red Lion Hotel
- Salem Conference Center
- Lancaster Mall
- Amtrak
- South Salem Phoenix Inn

- * Travel Salem’s Convention Services department, which assisted 42,990 visitors / delegates in 2015-16
- * Hotels, motels, bed & breakfasts, RV parks and campgrounds in the Salem area
- * Eight official welcome centers, visitor information centers and rest areas throughout Oregon
- * Meeting convention and sport groups
- * Tour operators, travel agents and AAA offices throughout Oregon, Washington and California
- * Major attractions and points of interest throughout Oregon
- * Trade shows and exhibitions
- * Large employers and area realtors for use in relocation packets
- * Or by direct request via TravelSalem.com or calling the Travel Salem office

Expanded Visibility

Produced as a “Digital Edition”: This page-turning replica of the magazine expands circulation to the online consumer—and includes live links to the advertiser web sites.

2017-18 ADVERTISING

Rates

DISPLAY ADS

Full page	\$4,600
$\frac{2}{3}$ Page	3,400
$\frac{1}{2}$ Page	2,550
$\frac{1}{3}$ Page	1,850
$\frac{1}{6}$ Page	1,135
$\frac{1}{12}$ Page	725

PREMIUM POSITIONS

Back Cover	\$6,200
Page 3, 4 or 5	5,200
Inside Front Cover	5,200
Inside Back Cover	4,950

SPACE UNIT	WIDTH	DEPTH	SPACE UNIT	WIDTH	DEPTH
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Full page

Trim	$8\frac{3}{8}$ "	$10\frac{7}{8}$ "
Bleed	$8\frac{5}{8}$ "	$11\frac{1}{8}$ "
Non-bleed	$7\frac{1}{2}$ "	10"

Two-thirds page $4\frac{5}{8}$ 10"

One-half page

Vertical	$4\frac{5}{8}$ "	$7\frac{1}{2}$ "
Horizontal	$7\frac{1}{2}$ "	$4\frac{7}{8}$ "

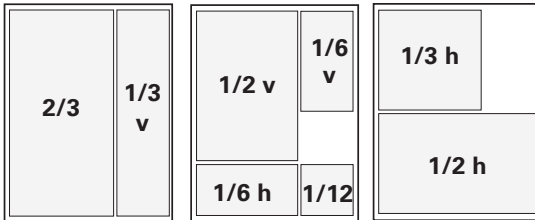
One-third page

Vertical	$2\frac{1}{4}$ "	10"
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One-sixth page

Vertical	$2\frac{1}{4}$ "	$4\frac{7}{8}$ "
Horizontal	$4\frac{5}{8}$ "	$2\frac{1}{4}$ "

One-twelfth page $2\frac{1}{4}$ " $2\frac{1}{4}$ "



Space Closing: March 10, 2017

Materials Due: March 24, 2017

For more information or to reserve your space in the 2017-18 Salem Area Visitor Guide, contact:

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