

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



Salem Area Visitor Guide 2017-18

Tap Into a Lucrative Visitor Market

\$553.1 million*

Travelers to Marion & Polk County spent this much in 2015.

Top Five

The Salem Area Visitor Guide is one of the top five promotional pieces picked up at Oregon rest areas.

Top Three

The Salem Area Visitor Guide is ranked as one of the top three information sources used for planning a trip to the area.

*Dean Runyan 2015P Impact of Travel report (commissioned by Travel Oregon)

ESSENTIAL EXPERIENCES

From wonderful lakes to winery tours, immerse yourself in the historic city of Salem and the scenic Mid-Willamette Valley with these favorite experiences from PCH Media.

AMERICAN HERITAGE

- Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.
- Take a scenic drive through the Willamette Valley, home of some of the best wine in Oregon.
- Experience the beauty of the Willamette Valley, home of some of the best wine in Oregon.
- Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.
- Take a scenic drive through the Willamette Valley, home of some of the best wine in Oregon.
- Experience the beauty of the Willamette Valley, home of some of the best wine in Oregon.

North Marion County

Experience the beauty of North Marion County, home of some of the best wine in Oregon.

WINE TASTING

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

East Marion County

Experience the beauty of East Marion County, home of some of the best wine in Oregon.

WINE TASTING

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

TASTER'S MAP

A detailed map of the Salem area, showing wineries, tasting rooms, and other points of interest.

WINERIES & TASTING ROOMS

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

Wineries & Tasting Rooms

A list of wineries and tasting rooms in the Salem area, including contact information and descriptions.

WINERIES & TASTING ROOMS

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

Shopping

A list of shops and businesses in the Salem area, including contact information and descriptions.

SHOPPING

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

LOCAL SPOTLIGHT

A list of local businesses and events in the Salem area, including contact information and descriptions.

LOCAL SPOTLIGHT

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

Salem Saturday Market

A list of vendors and products at the Salem Saturday Market, including contact information and descriptions.

Salem Saturday Market

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

Local Businesses

A list of local businesses and services in the Salem area, including contact information and descriptions.

LOCAL BUSINESSES

Visit the historic downtown of Salem, Oregon's oldest city, and see the historic Willamette Falls.

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	$7\frac{1}{2}"$	$4\frac{7}{8}"$

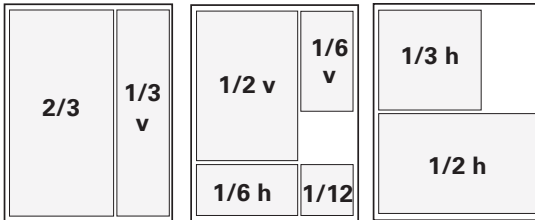
One-third page

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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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