



ADVERTISING & SPONSORSHIP

THE BEST WAY TO REACH LOCALS & VISITORS

Travel Salem is the official destination marketing & management organization for the Salem & Mid-Willamette Valley (Marion/Polk Counties).

Advertise with us to reach a qualified & engaged audience planning travel and activities to the region.

Visitors to Oregon spent statewide:

- **\$13.8 billion in 2022**
- \$10.9 billion in 2021
- \$6.6 billion in 2020

Visitors to Salem & Mid-Willamette Valley spent:

- **\$782 million in 2022**
- \$676.3 million in 2021
- \$314.9 million in 2020

Visitors are from:

- 44% Oregon
- 14% California
- 12% Washington
- 30% from throughout the US & International

Affordable advertising
Advertising options range from
\$50 to \$1,500 per year

GET STARTED TODAY
call 503.581.4325 x125 or contact
Tina@TravelSalem.com

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TravelSalem.com Advertising

1 Business Listings
\$75

2 Block Ad (bottom of page)
\$150 (6 months)
\$250 (12 months)

STATS

- 300,000-500,000 sessions per year

To purchase advertising visit:
<https://www.travelsalem.com/advertising-opportunities/>


1



SALEM KROC COMMUNITY CENTER
1865 Bill Frey Dr. NE
Salem, Oregon 97301
(503) 566-5762

[video]

[website](#) [learn more](#) [map](#)



SALEM KROC COMMUNITY CENTER


The Salvation Army Kroc Center is the only community center of its kind in Salem. It's a place where people young and old have opportunities to learn and grow, to build dreams and friendships, and to find hope in a safe, warm and welcoming environment. With over six different venues, two swimming pools, and classes focusing on health and wellness, aquatics, sports, fitness, the arts, child development, science and education, youth leadership, and so much more, The Kroc Center has something for everyone.

1865 Bill Frey Dr. NE
Salem, Oregon 97301
(503) 566-5762

[website](#) [email](#) [map](#)


2

Advertisement




vel turpis nunc eget lorem dolor sed viverra ipsum nunc aliquet bibendum enim facilis gravida neque convallis a cras semper

[view menu]



pharetra magna ac placerat vestibulum lectus mauris ultrices eros in cursus turpis massa tincidunt dui ut ornare lectus sit amet

[website]



sem integer vitae justo eget magna fermentum iaculis eu non diam phasellus vestibulum lorem sed risus ultricies tristique nulla aliquet

[shop now]



TravelSalem.com Advertising cont.

- 3 Full Screen Ad
(Category Specific/top of page)
- \$150 (3 months)
 - \$300 (6 months)
 - \$550 (12 months)

STATS

- 300,000-500,000 sessions per year

To purchase advertising visit:

<https://www.travelsalem.com/advertising-opportunities/>

**Apply \$5 to each item if paying by credit card.

3





Salem Area Visitor Guide

4 Business Listing
\$150 per listing

5 Display Ad
Contact: Betsy Hand
MEDIAmerica
betsyh@mediamerica.net
503.939.5696

STATS

- 100,000 printed annually
- Distributed to 800 locations throughout Oregon, California & Washington including sports events
- Digital edition on TravelSalem.com
- Main response piece to all Salem consumer inquiries
- Distributed at convention, meeting, and consumer tradeshows

To purchase advertising visit:
<https://www.travelsalem.com/advertising-opportunities/>



4



5





Salem Area Visitor Center

6 Brochure

- \$50 per brochure placement in Visitor Center
- \$50 per brochure placement in satellite centers (2)
- \$100 per brochure placement in relocation packet (100+ sent annually)
- \$350 per brochure placement in Salem Airport

7 Pad Map

Large ad \$1,500
Small ad \$750

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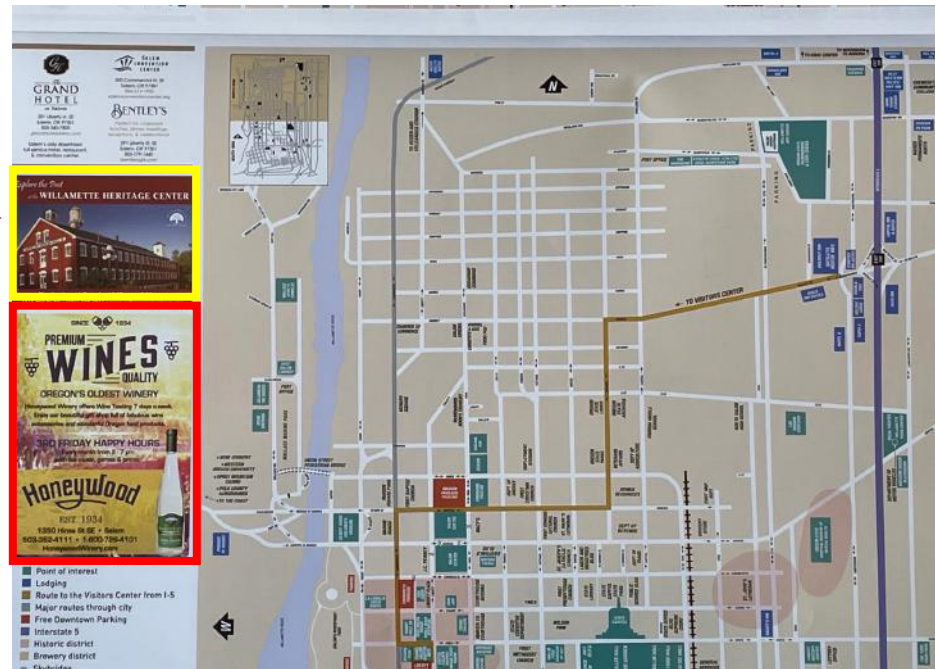
6



7

Small →

Large →





9 **Consumer E-newsletter Advertisement** (6,000 subscribers - sent every two months)
\$200

11 Blog Advertisement (in Blog and Blog webpage /2,000 subscribers, plus 2,000 monthly pageviews)
\$200

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****Apply \$5 to each item if paying by credit card.**

9 & 11

Sponsor

Lorem Ipsum

Image

Advertisements






lorem donec massa sapien utlamoerper
dignissim cras tncidunt lobortis feugiat
vivamus at augue eget arcu dictum varius
duis at consectetur

Ullamcorper dignissim cras tincidunt lobortis
feugiat vivamus at augue eget arcu dictum
varius dui at consectetur lorem donec
massa sapien

blog



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You are receiving this email because you opted in via our website.



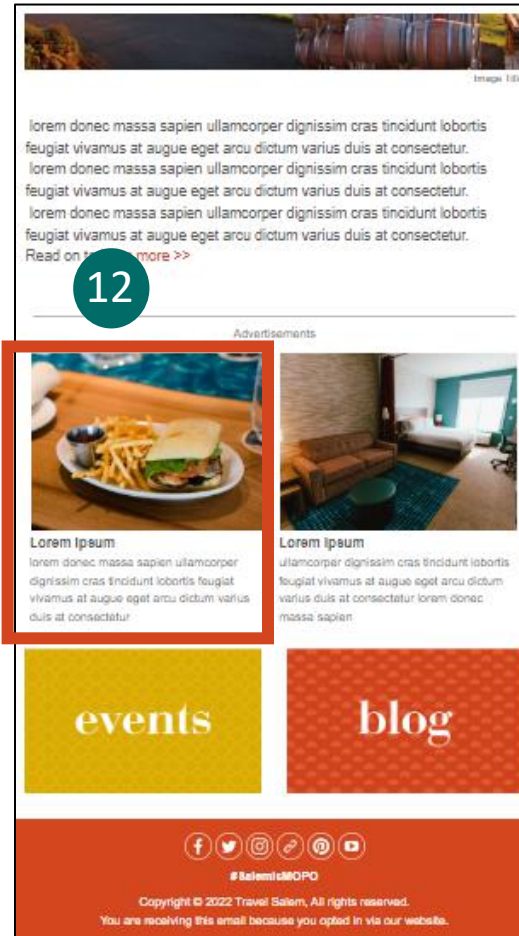
Industry Email Advertising

- 12 Industry E-newsletter Advertisement** (only offered 6 times a year)
\$100 (3,000 subscribers)

- 13 Featured E-blast to Industry Stakeholders**
(3,000 subscribers / only 6 E-blasts available per year / Specific content promoting your business, event, or promotion)
\$250

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13



Please join us as we celebrate National Travel & Tourism Month in May and honor the movers and shakers whose resiliency, outside-the-box ideas and innovative partnerships increased the economic impact of tourism in Salem and the Mid-Willamette Valley.

The Most Oregon Part of Oregon (MOPO) Awards Luncheon

Thursday, May 12
12 pm – 1:30 pm (Doors open at 11:45 am)
The Salem Convention Center



Sponsorship Opportunities

14 Mid-Willamette Valley Tourism Summit & MOPO Awards

(November annual educational event) \$500-2,000

- Brings together tourism stakeholders and industry to recap the previous year results. Workshops led by industry professionals on trending topics, technology, and overall strategy. Average attendance: 120+
- Includes the MOPO awards (Most Oregon Part of Oregon) which celebrates tourism industry businesses and events that have excelled during the year (e.g., promotions, marketing, partnerships, product/event development). Average attendance: 120+
 - Sponsorship options include - Presenting Sponsor, Supporting Sponsor, Breakout Session Sponsor, Centerpiece Sponsor



15 Corporate Annual Sponsor \$1,200

- Corporate sponsors are key businesses that support Travel Salem's mission to increase visitation by promoting the Salem region as a premier destination.
- Includes: A listing in the Salem Area Visitor Guide, a brochure in the Salem Visitor Center, and listing on TravelSalem.com.



State of Industry Summit

16 Sports Sponsor

- **Willamette Valley Open Pickleball Tournament Sponsor** – Sponsorship from \$500-\$10,000
 - Travel Salem hosts Oregon's largest annual Pickleball tournament at Illahe Hills Country Club. Sponsors are included in all promotional materials, advertising, public relations, and event signage.
- **NCAA Hard Court at the Oregon State Fair Pavilion Sponsor** –Sponsors (\$5,000 - \$17,000)
 - Sponsor's logo added to hardwood court used for basketball, volleyball, pickleball, etc.
 - In-arena signage and digital marketing opportunities



Pickleball Sponsor



Hard Court Sponsor

To purchase advertising visit:

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Advertising Specifications

1

TravelSalem.com – Business Listing

Complete online form. Travel Salem to supply link to form.

2

TravelSalem.com – Block Ad

- Dimensions: 800px by 600px (4:3 aspect ratio)
- Information needed – Image (.jpg, .png) website link
- 25 words plus call to action (e.g., learn more, view menu, order now)

3

TravelSalem.com – Full Screen Ad

- Dimensions: 1920px by 1080px
- Information needed – Image (.jpg, .png) website link, Heading, and 25-words of copy
- 25 words plus call to action (e.g., learn more, view menu, order now)

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4

Visitor Guide – Business/Event Listing

Complete online form. Travel Salem to supply link to form.

5

Visitor Guide – Display Ad (display ads are managed by Travel Salem's publisher, MEDIAmerica.

Contact: Betsy Hand

betsyh@mediamerica.net / 503.939.5696

6

Visitor Center – Brochure

- One 4x9 brochure, 8x10 magazine, or menu (100 annually)

7

Pad Map – Advertising

- Large = 3" w x 4" h
- Small = 3" w x 2" h
- 4-color/full-color
- .jpg format

8

Consumer E-Newsletter – Sponsored Content

- Article title
- 600 words
- 1 image (300+ dpi / high resolution, .jpg)

Advertising Specifications cont.

9

Consumer E-newsletter – Advertisement

- Dimensions: 800px by 600px (4:3 aspect ratio)
- 1 image (300+ dpi) and website link
- One “Call to Action” Keyword of choice, header, and 25-words of copy

10

Blog – Sponsored Content

- Article title
- 600 words
- 1 image (300+ dpi / high resolution, jpg)

11

Blog – Advertisement

- Dimensions: 800px by 600px (4:3 aspect ratio)
- 1 image (300+ dpi) and website link
- One “Call to Action” Keyword of choice, header, and 25-words of copy

12

Industry E-newsletter – Advertisement

- Dimensions: 800px by 600px (4:3 aspect ratio)
- 1 image (300+ dpi) and website link
- One “Call to Action” Keyword of choice, header, and 25-words of copy

13

Featured E-blast to Industry Stakeholders

- 500 words and logo
- “Call to Action” (e.g., learn more, view menu, order now)
- 1 image (300+dpi) and website link

14

Signature Event (State of the Industry Summit & MOPO Awards) – Sponsorship

- \$500 - \$2,000
- Presenting sponsor, supporting sponsor, breakout session sponsor, and centerpiece sponsor

15

Corporate Sponsor

- Website listing – online form
- Visitors Guide listing – online form
- Brochure in Visitors Center (One 4x9 brochure, 8x10 magazine, or menu)
- Overarching support of Travel Salem

16

Pickleball - Sports Sponsor

- Logo (.jpg or .png format)
- 30-word description

NCAA Hard Court – Sports Sponsor

- Logo (.ai format)

To purchase advertising visit:

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**Apply \$5 to each item if paying by credit card.