

# 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 Mt. Williamson Valley with these favorite experiences from PCH locals.

**Discover the history of Salem**  
Salem City Center

**Enjoy the scenic views of Mt. Williamson State Park**  
Mt. Williamson State Park

**Enjoy the fresh produce at Salem Farmers Market**  
Salem Farmers Market

**Enjoy the art at Salem Art Museum**  
Salem Art Museum

**Enjoy the scenic views of Salem Riverfront**  
Salem Riverfront

**Enjoy the animals at Salem Zoo**  
Salem Zoo

### NORTH MARION COUNTY

Visiting the heart of Oregon's wine country, you'll find a world of scenic views, historic buildings, and delicious food.

**Enjoy the scenic views of North Marion County**

**Enjoy the wine at North Marion County**

### EAST MARION COUNTY

From scenic views to delicious food, East Marion County offers a world of experiences.

**Enjoy the wine at East Marion County**

**Enjoy the wine at East Marion County**

### TASTER'S MAP

### Wineries & Tasting Rooms

Discover the heart of Oregon's wine country, where you'll find a world of scenic views, historic buildings, and delicious food.

**Enjoy the wine at Wineries & Tasting Rooms**

**Enjoy the wine at Wineries & Tasting Rooms**

### Shopping

Discover the heart of Oregon's wine country, where you'll find a world of scenic views, historic buildings, and delicious food.

**Enjoy the shopping at Shopping**

**Enjoy the shopping at Shopping**

### LOCAL SPOTLIGHT

Discover the heart of Oregon's wine country, where you'll find a world of scenic views, historic buildings, and delicious food.

**Enjoy the local spotlight at Local Spotlight**

**Enjoy the local spotlight at Local Spotlight**

### Salem Saturday Market

Discover the heart of Oregon's wine country, where you'll find a world of scenic views, historic buildings, and delicious food.

**Enjoy the Salem Saturday Market at Salem Saturday Market**

**Enjoy the Salem Saturday Market at Salem Saturday Market**

### LOCAL SPOTLIGHT

Discover the heart of Oregon's wine country, where you'll find a world of scenic views, historic buildings, and delicious food.

**Enjoy the local spotlight at Local Spotlight**

**Enjoy the local spotlight at Local Spotlight**

## 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](http://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
------------	-------	-------	------------	-------	-------

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

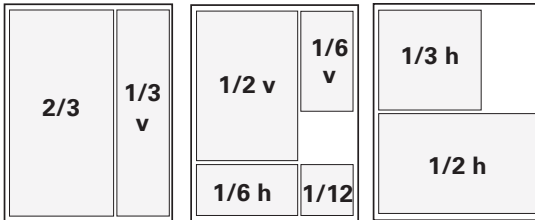
### One-third page

Vertical	$2\frac{1}{4}$ "	10"
Horizontal	$4\frac{5}{8}$ "	$4\frac{7}{8}$ "

### 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:

**Holly Homnick:** d: 503-445-8841; c: 503-679-3556; hollyh@mediamerica.net

**Terra Moreland:** d: 503-445-8830; c: 971-235-2146; terram@mediamerica.net