

# Marketing Program Details

## The Hottest Advertising Deals on the Planet!

We're not kidding! Starting as low as \$160, get your own personal marketing team, plus a whole lot of value!

**We're ready to work for you!**



### Marketing Packages—the Best Options at a Discount!

Your investment is part of a strategic, regional advocacy and marketing effort to position and promote the greater Salem area as a travel & convention destination. Join the team!

#### Packages

The following marketing packages include **Basic Membership** benefits (\$160 value)

- Membership in Travel Salem
- Business listing & link on TravelSalem.com website
- Subscription to weekly broadcast e-mail featuring events & activities
- Public relations support (e.g. press releases)
- Social media promotion & training
- Subscription to Industry e-Newsletter
- Travel Café Business Spotlight at First Wednesdays (reserve early, limited space)

#### 1. Essential Marketing Package—\$369

- Includes Basic Membership benefits listed above
- Expanded listing & link on TravelSalem.com website
- Listing in Salem Area Visitors Guide
- Brochure in Travel Café

SAVE  
10 %

#### 2. Online Marketing Package—\$639

- Includes Basic Membership benefits listed above
- Expanded listing & link on TravelSalem.com website
- Video listing & link on TravelSalem.com website
- Travel Packages on TravelSalem.com website
- Website advertisement
- e-Blast advertisement

SAVE  
10 %

#### 3. Supreme Combo Marketing Package—\$768

- Includes Basic Membership benefits listed above
- Two expanded listings & links on TravelSalem.com website
- Listing in Salem Area Visitors Guide
- Brochure in Travel Café
- Video listing & link on TravelSalem.com website
- Travel Packages on TravelSalem.com website
- Website advertisement
- e-Blast advertisement

SAVE  
20 %

#### 4. Ultimate Marketing Package—\$1,288

- Includes Basic Membership benefits listed above
- Up to 3 expanded listings & links on TravelSalem.com website
- Video listing & link on TravelSalem.com website
- Advertisement on TravelSalem.com website (one month)
- Travel Packages on TravelSalem.com website
- Industry and Consumer e-Newsletter advertisement OR paid e-Blast advertisement
- Listing in Salem Area Visitors Guide
- Brochure in Travel Café
- Brochure in satellite visitor information kiosks (Salem Conference Center & Salem Airport)
- Welcome Bag promotional offers

SAVE  
20 %

**+ Corporate Sponsorship recognition at events & in publications + 3 months Digital City Guide (FREE!)**

PACKAGES

181 High Street NE, Salem, OR 97301 :: 503-581-4325 ext. 26 :: 800-874-7012 :: Fax: 503-581-4540

# Build Your Own Package!

We know your marketing needs are as unique as your business. We're here to help. Pick and choose the Marketing Options that best fit your goals and budget. **PLEASE NOTE:** In order to access these options, you must first purchase Basic Membership for \$160.

## ONLINE & DIGITAL OPTIONS

TravelSalem.com is the direct connection to the greater Salem area for domestic and international travelers, meeting planners and other industry professionals. The website also serves as the regional hub for Marion & Polk county residents interested in information on attractions, accommodations, restaurants & events. In 2009, TravelSalem.com had **189,000 online visits**. TravelSalem.com also serves as the local portal to TravelOregon.com and OregonWineCounty.org.

### Honeywood Winery

Established in 1933, Honeywood is the oldest producing winery in Oregon. Over 75 years experience in creating award winning varietal, specialty and premium fruit wines.  
1350 Hines St. SE  
Salem, OR 97302  
503-362-4111  
800-726-4101  
[www.honeywoodwinery.com](http://www.honeywoodwinery.com)



### Expanded Website Listing & Link—\$50

Includes basic listing, photo and 25 words of text. Make your listing jump off the page and improve click through rate. *(For businesses without a website, we can help you create a static webpage to link to a restaurant menu, list of services, brochure image, etc.)*

### Today's Hair Salon & Day Spa

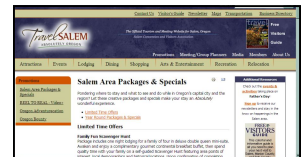
Awesome haircuts to gorgeous hair color & perms. Pedicures, manicures & elegant artificial nails. Relaxing massages and rejuvenating facials. All this & more for you in our friendly salon.  
1223 Edgewater St. NW  
Salem, OR 97304  
503-588-8886  
[www.todayshair-salon.com](http://www.todayshair-salon.com)



### Video Website Listing—\$150 (Introductory Special!)

Post a video, virtual tour or photo slideshow on TravelSalem.com and give visitors a first-hand glimpse of your business or product. More than 70% of travelers use online video to make decisions about where to go prior to their visit. **Add another video listing for only \$50.**

### Travel Packages—\$50 Limited offers and year-round packages and specials.



### Travel Café Digital City Guide

#### Advertising—\$99/month (6-month minimum)

Get your business on TV screens in 790 hotel rooms and Travel Salem's Travel Café big screen TVs, 160 times a day, 5,400 times a month! Reach a whole new market and influence visitors at the right time—when they make their decision of what to do and see!

### e-Blast Paid Advertising—\$200



Blast your customized message out to 2,400 subscribers in this exclusive advertising opportunity. Your message won't compete with other information— it IS the center of attention!



### Weekly e-Newsletter Banner

#### Advertising—\$200 (4 issues)

Reach more than 2,300 visitors & subscribers each week with a banner ad on the Weekly e-Newsletter.

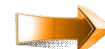


### Industry e-Newsletter Sponsorship—\$100 (1 issue)

Exclusive banner sponsorship is a unique business-to-business marketing opportunity that reaches more than 1,800 subscribers.



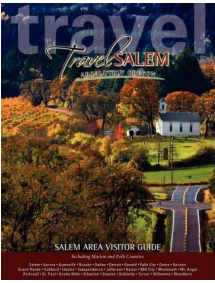
### Consumer e-Newsletter Sponsorship \$100 (1 issue)



Get your message in front of more than 1,600 travel-minded consumers.



## PRINT PROMOTIONS



### **Listing in the Official Salem Area Visitors Guide—\$100**

Greatest bang for the buck! This full-color magazine-style publication is printed annually, with 150,000 copies distributed throughout 800 locations in Oregon, Washington, California and British Columbia. Secure your listing and get in front of more than 750,000 readers!

## VISITOR INFORMATION NETWORK

### **Brochure Placement at Travel Café—\$100**

Get in front of more than 5,000 visitors each month by placing your brochure in the award-winning Travel Café where professional staff assist visitors in customizing their Salem area experience. The Travel Café is located in beautiful and historic downtown Salem.



### **Brochure Placement at Satellite Information Kiosks—\$50**

Your brochure will be placed at two high-traffic satellite locations—the Salem Conference Center and the Salem Airport. Locations are restocked weekly due to high demand.

### **Welcome Bags—\$50**

Reach convention and event delegates with special offers and product samples through this target marketing opportunity. (Criteria apply)



### **I-5 Rest Area Advertising—\$150/mth**

Reach more than 11 million visitors through advertising panels at two I-5 rest areas at the entry points to the Salem area (Wilsonville and Albany). Includes both poster and brochure rack space. Perfect for events and attractions!



## SPECIAL PROMOTIONS



### **Marketing Exchange Event Sponsor—\$250**

Presenting sponsors are recognized through pre-promotions and on the big screen at the event. Sponsors also get a 5-minute presentation, logo featured on name tags and distribution of promotional material during event.





## SALES LEADS

### Sales Leads for Conferences & Groups (No charge, as provided by Salem City Charter )

Receive sales leads for conventions, groups and events when Salem facilities can't accommodate the opportunity. Sales leads provide the opportunity to be a part of the bidding process for a conference or event seeking to hold their function in the Salem area. Due to seasonality and rotating schedules, leads cannot be guaranteed. However, only partners who have signed up for leads have the chance to receive them. (Signed "Code of Conduct" required)

## TAKE THEIR WORD FOR IT!

For more than 25 years, Travel Salem has worked in partnership with regional businesses to promote and showcase the greater Salem area as a travel destination. Travel spending now accounts for roughly \$500 million to the local economy. Our partners share, in their own words, what a Travel Salem partnership has meant to their bottom lines and success.



## TESTIMONIALS

### Membership...

"Salem Electric has enjoyed a very long association with Travel Salem. As Travel Salem enhances the livability of the Salem area, it also enhances the value of our member-owned electric utility. Through our partnership with Travel Salem, we are well-represented in decisions that affect the community we serve and by participating in Travel Salem events we are afforded many opportunities to interact with our members in a positive way."

— **B. Speckman, General Manager, Salem Electric**



"Travel Salem is a valuable partner in our efforts to bring outside conference business to Salem. I rely on their staff to provide the conference services needed before and during events that enhance the positive experience of everyone attending."

— **D. Earley, Director of Sales & Marketing, Salem Conference Center**

"Travel Salem tops the list for several GROW North Santiam entrepreneurs who want to leverage their marketing dollars, giving them visibility that they could not afford to purchase elsewhere." — **A. McKenzie, Enterprise Facilitator, GROW North Santiam**

### Social Media Classes...

"I just wanted you to know how much I appreciated the class today where you broke it down so well. We are embarking on new technology that will blend into our arsenal of business tools. Thank you for your knowledge. You guys are cutting edge." — **M. Roddick, Oregon Employer Council**

### Event Promotion...

"On behalf of Assistance League of Salem, I thank you for promoting our fundraisers. Without your support, we could not do the work we do."

— **M. Nicholas**

"Travel Salem's website of events is invaluable in promoting the activities and exhibits we offer to those visiting Salem."

— **L. Cole, Historic Deepwood Estate**



### Visitors Guide...

"...the real surprise was your Travel Salem Magazine. What a wonderful publication!!! Makes me wonder why I ever left Oregon! This has got to make your advertisers proud of their location. As a visitor, I would really be inclined to stay in the area for a week or more, just to see what your publication has suggested to see." — **H. Wood**