



**Grab Attention & Drive New Business**  
**VIDEO WEBSITE LISTING**  
**Post a Video, Virtual Tour**  
**or Photo Slide Show**



- Tap into nearly 250,000 unique visitors to Travel Salem's website with your video listing.

*Add an additional video for \$50.*

***More than 80% of today's consumers prefer video - Act Now!***

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**Sample of Basic Listing with Video**

**BeckenRidge Vineyard**

300 Reuben Boise Rd.

Dallas, OR 97338

503-831-3652

[www.beckenridge.com](http://www.beckenridge.com)



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**Sample of Expanded Listing with 2 Videos**

**Motorcycle Mania**

Forty years of riding and collecting motorcycle memorabilia. From Kneivel to McQueen, AJS to Zundapp, it's all here to share with our two-wheel friends. Group catering available.

100 S Detroit Ave.

Detroit, OR 97342

503-854-3735



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**Sample of Expanded Listing with 1 Video**

**The Grand Hotel in Salem**

The Grand Hotel in Salem features over-sized guest rooms. Each room with work/living area, complimentary high speed Internet, complimentary breakfast.

201 Liberty St. SE

Salem, Oregon 97301

503-540-7800

877-540-7800

[www.GrandHotelSalem.com](http://www.GrandHotelSalem.com)

[Check Availability](#)



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**CALL TRAVEL SALEM TODAY!**

Ask for Sue Nichols, Community Development Director, 503-581-4325 x 22 or [SNichols@TravelSalem.com](mailto:SNichols@TravelSalem.com)

[MORE INFORMATION ON BACK]

## ***Keep Visitors on Your Website Longer***

Studies show that **consumers prefer video to text by a margin of 6 to 1**. Websites that contain video will keep their viewers for an average of 6 minutes versus text only sites averaging 60 seconds.

### ***Increase Sales***

12% of people going to a site with video marketing its products and services will end up buying from that site versus text only sites that average 1%.

#### **Now is the time for video listings!**

Your video can be replicated on your website, Facebook, YouTube, LinkedIn, Vimeo and others to maximize your online presence. Check our website at [www.TravelSalem.com](http://www.TravelSalem.com) to view the following three types of listings.

#### ***Member Opportunities:***

***For only \$50 a year to add a Video Listing to your Marketing Options.***

***Add another Video Listing for only \$50.***

#### ***Travel Salem Member Special:***

Travel Salem's video production members are also offering discounts to produce your listing for those who want a professionally produced video, virtual tour, or slide show created.

Locate video members offering special prices at:

[www.TravelSalem.com/taxonomy/term/171/all](http://www.TravelSalem.com/taxonomy/term/171/all) and

<http://www.travelsalem.com/taxonomy/term/178/all>.

#### **Video Listing Specs:**

**Size:** Up to 2MB.

**Type of File:** AVI (windows), MOV (mac), or email the url of your YouTube video to Sue Nichols at: [snichols@travelsalem.com](mailto:snichols@travelsalem.com)

**Copyright:** Please make sure you have permission when using copyrighted material such as: music, photos or video ([www.copyright.gov](http://www.copyright.gov)). Contact Travel Salem if you have any questions.

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