



FOR IMMEDIATE RELEASE

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Travel Salem Announces Creative Partnership with Digital City Guide

Advertise Daily in 600 Hotel Rooms and the Travel Salem Travel Café

SALEM, ORE. — Travel Salem is pleased to announce a creative partnership with Digital City Guide, the host of the default television channel in 600 Salem and Keizer hotel rooms. This is the channel that is featured when the television is turned on.

Travel Salem has a total of 20 spaces, currently 16 spaces remain, for businesses interested in a flash or still ad in the Travel Café and in Salem and Keizer hotel rooms. The ads run eight times an hour, 160 times a day, and 4,800 times a month. This advertising medium visually reaches overnight visitors; promoting businesses who want to attract visitors to their front door.

In addition, events will be pulled from TravelSalem.com using RSS feed technology and featured as a news crawl on the bottom of the screens. Businesses and organizations can post their events for free, and take advantage of this great marketing opportunity.

Contact Travel Salem to have your space reserved because the 20 spots that are available are going fast — now down to 16. The cost of this incredible exposure is only \$99 per month.

Contact Irene Bernards, director of marketing & public relations at 503-581-4325, ext. 27 or ibernards@TravelSalem.com to sign up today!

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$496 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****

