

TRAVEL SALEM

The Official 2015-16 Visitor Guide Rate Card

Travel SALEM

Lodging | Trip Ideas | Resources

Home Grown
Award-winning wines, farm-to-table cuisine and gorgeous gardens

Culture & Heritage
Explore the past in museums, galleries and historical sites

Great Outdoors
Biking, hiking, boating and more

Salem Oregon Visitor Guide Including Marion and Polk Counties



MEDIAmerica



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 135,337 visitors in 2013-14, and includes:
 - Travel Salem Café
 - Red Lion Hotel
 - Salem Airport
 - Salem Conference Center
 - Lancaster Mall
 - Willamette Heritage Center at the Mill
 - Amtrak
 - BEST WESTERN PLUS Mill Creek Inn Travel Plaza
 - South Salem Phoenix Inn
- * Travel Salem's Convention Services department, which assisted 41,641 visitors / delegates in 2013-14
- * 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 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.

2015-16 ADVERTISING

Rates

DISPLAY ADS

Full page	\$4,600
2/3 Page	3,400
1/2 Page	2,550
1/3 Page	1,850
1/6 Page	1,135
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
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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

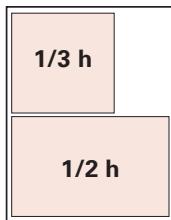
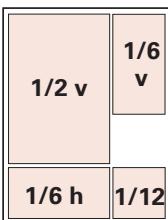
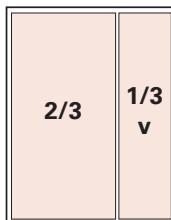
Vertical	2 $\frac{1}{4}$ ".....	10"
Horizontal	4 $\frac{5}{8}$ ".....	4 $\frac{7}{8}$ "

One-sixth page

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

One-twelfth page

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Space Closing: March 6, 2015

Materials Due: March 13, 2015

For more information or to reserve your space in the 2015-16 Salem Area Visitor Guide, contact:

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