



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

**Less than  
\$175  
a year**

Tap into nearly 200,000 unique visitors to Travel Salem's website with your video listing.

**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.

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

**Sample of Basic Listing with Flash Ad**

**Town and Country Lanes**

3500 River Rd N

Keizer, OR 97303

503-390-2221

[www.tandcowl.net](http://www.tandcowl.net) and [www.bowlcrazy.com](http://www.bowlcrazy.com)



**Sample of Expanded Listing with Photo Slide Show**

**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



**Sample of Expanded Listing with Video**

**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)



**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]

## **Introductory Specials:**

***Less than \$175 a year to add a Video Listing to your Marketing Options.***

AND Travel Salem's video production members are also offering discounts to produce your listing for those who want a professional 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>.

## **Listing Specs:**

**Length:** Up to 3 minutes.

**Size:** Up to 2GB.

**Type of File:** MOV (mac), WMV (windows Media Video), MP4 (ipod/psp), MPEG, FLV (adobe flash), 3GP (cell), AVI (windows), MKV (h.264)

**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 regarding this.

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