

TRAVEL SALEM

The Official 2016-17 Visitor Guide Rate Card



Lodging | Trip Ideas | Resources
Visitor Guide

Travel SALEM

ABSOLUTELY OREGON

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

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

Great Outdoors
Biking, hiking, boating and more

Promoting the Mid-Willamette Valley 2015-16



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 144,441 visitors in 2014-15, and includes:

– Travel Salem Café	– Red Lion Hotel
– Salem Airport	– Salem Conference Center
– Salem Conference Center	– Lancaster Mall
– Willamette Heritage Center at the Mill	– Amtrak
– BEST WESTERN PLUS Mill Creek Inn	– South Salem Phoenix Inn

- * Travel Salem's Convention Services department, which assisted 52,865 visitors / delegates in 2014-15
- * 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.

2016-17 ADVERTISING

Rates

DISPLAY ADS

Full page	\$4,600
$\frac{2}{3}$ Page	3,400
$\frac{1}{2}$ Page	2,550
$\frac{1}{3}$ Page	1,850
$\frac{1}{6}$ Page	1,135
$\frac{1}{12}$ 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	$7\frac{1}{2}"$	$4\frac{7}{8}"$

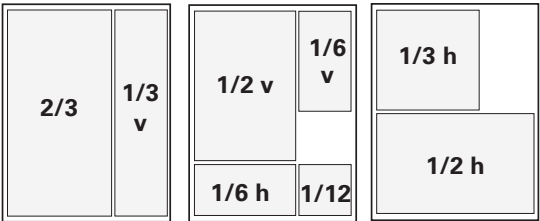
One-third page

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One-sixth page

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

One-twelfth page $2\frac{1}{4}"$ $2\frac{1}{4}"$



Space Closing: March 11, 2016

Materials Due: March 25, 2016

For more information or to reserve your space in the 2016-17 Salem Area Visitor Guide, contact:

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