

EUGENE, CASCADES & COAST

Dining Guide Advertising



Attract visitors to your restaurant by featuring your ad in the 2018 Eugene, Cascades & Coast Dining Guide. This easy-to-use pocket guide, is organized to give visitors all the information they need to decide where to eat. Restaurant locations are plotted on neighborhood maps and icons indicate gluten-free, organic and local food, entertainment, outdoor seating, wireless access and accessibility. This handy guide helps visitors make dining decisions at a glance. Make sure your restaurant stands out with an affordable display ad.

AUDIENCE

Visitors to the Eugene, Cascades & Coast region pump approximately \$676 million annually into the local economy, including \$272 million specifically on food & beverage. Users of the guide represent a captive market, primed to spend their travel dollars here, and actively seeking restaurant recommendations. They include national and international visitors, convention delegates, sports participants, business and vacation travelers and local residents.

DISTRIBUTION (25,000 annual total) Begins October 2018

- Travel Lane County's Eugene Cascades & Coast Visitor Information Center in Eugene and the Adventure Center in Springfield.
- Local hotels through Certified Folder Display
- Ten local chambers of commerce and at area businesses
- Conventions, festivals and sports events information tables

2018 AD SIZES & RATES*

FULL PAGE: \$1,025
 Live: 3½" x 8½"
 Trim: 4" x 9"
 Bleed: 4¼" x 9¼"

HALF PAGE: \$790
 3½" x 4½"

THIRD PAGE: \$630
 3½" x 2 11/16"

Back cover: \$1,300
 Inside front cover: \$1,180
 Inside back cover: \$1,090

*All rates are net and for full-color ads. There is no additional charge for bleeds.



DEADLINES

Space reservation: July 27, 2018
 Materials due: August 10, 2018

CONTACT

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