

EUGENE, CASCADES & COAST

Dining Guide Advertising



Attract visitors to your restaurant by featuring your ad in the 2019-20 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 \$710 million annually into the local economy, including \$293 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 2019

- 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

2019-20 AD SIZES & RATES*

FULL PAGE: \$1,055
 Live: 3½" x 8½"
 Trim: 4" x 9"
 Bleed: 4¼" x 9¼"

HALF PAGE: \$815
 3½" x 4½"

THIRD PAGE: \$650
 3½" x 2 11/16"

Back cover: \$1,340
 Inside front cover: \$1,215
 Inside back cover: \$1,125

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



DEADLINES

Space reservation: July 26, 2019
 Materials due: August 16, 2019

CONTACT

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