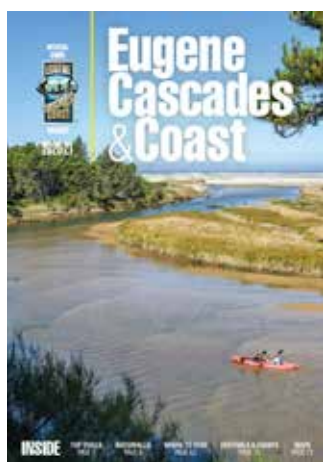
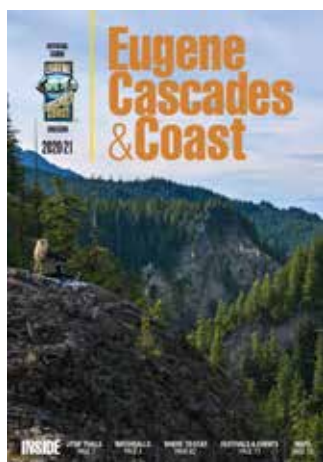
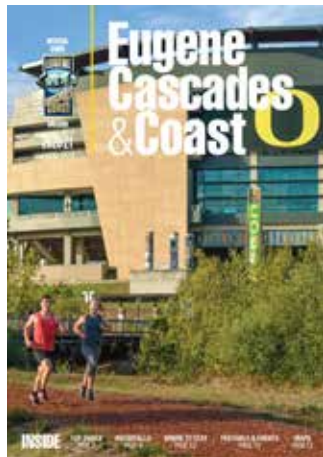




EUGENE, CASCADES & COAST

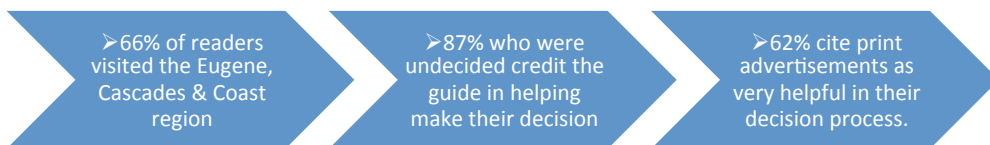
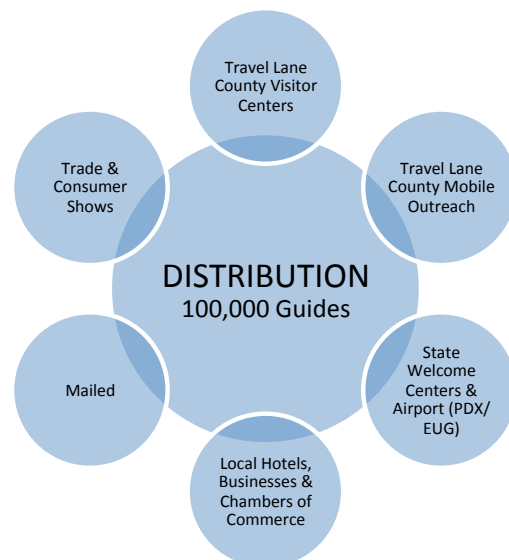
Visitor Guide Advertising



The Eugene, Cascades & Coast Official Visitor Guide is a powerful marketing tool used for travel inspiration, trip planning and on location reference. Readers trust the guide, giving it marks of **98 percent for overall satisfaction**.

“As we continue to welcome visitors back in 2021, having a comprehensive visitor guide will be key in our marketing efforts to inspire travelers to choose our destination and connect them to the information they need to have a great time while they’re here.”

– **Kari Westlund**, President & CEO



VISITOR DEMOGRAPHICS

Age:
42% between 25-44

Gender:
57% female
43% male

Income:
>\$91,000 per year

Education:
53% graduated college plus
26% post-graduate

Spending:
>\$300 average per day

*Sources: WACVB DMO Visitor Guide User and Conversion Study 2014
Destination Analysts Website User & Conversion Study 2017*

DISTRIBUTION
Begins May 2021






DEADLINES
Space reservation: March 12, 2021
Materials due: April 2, 2021

CONTACT
Nancy Burke:
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Hannah Patterson:
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2021 EUGENE, COAST & CASCADE AD RATES*



INTERIOR ADS

	DIMENSIONS	MEMBER RATES	NON-MEMBER RATES
	FULL PAGE Live: 7.75"x10.125" Trim: 8.375"x10.875" Bleed: 8.625"x11.125"	\$3,850	\$4,120
	2/3 PAGE 4.75"x9.75"	\$2,850	\$3,135
	1/2 PAGE Vertical: 4.75"x7.25" Horizontal: 7.375"x4.75"	\$2,155	\$2,430
	1/3 PAGE Vertical: 2.25"x9.75" Horizontal: 4.75"x4.75"	\$1,525	\$1,800
	1/6 PAGE Vertical: 2.25"x4.75" Horizontal: 4.75"x2.25"	\$785	\$1,060

COVERS

	MEMBER RATES	NON-MEMBER RATES	DIMENSIONS
BACK COVER	\$4,725	\$5,000	Live: 7.75"x10.125" Trim: 8.375"x10.875" Bleed: 8.625"x11.125"
INSIDE FRONT COVER	\$4,490	\$4,770	
INSIDE BACK COVER	\$4,260	\$4,540	

*All rates are net and for full-color ads. There is no additional charge for bleeds. Production costs will be billed when applicable.

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