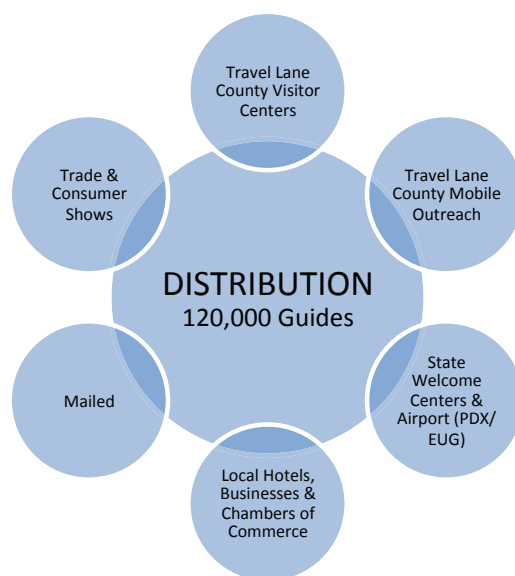


EUGENE, CASCADES & COAST

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**.



➤66% of readers visited the Eugene, Cascades & Coast region

➤87% who were undecided credit the guide in helping make their decision

➤62% cite print advertisements as very helpful in their decision process.

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 March 2022






DEADLINES

Rate protection: October 8, 2021
Space closing: November 5, 2021
Materials due: November 19, 2021

CONTACT

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Nancy Burke:
cell: 503.961.2177, 503.445.8809, nancyb@mediamerica.net

DIMENSIONS & RATES

	DIMENSIONS	MEMBER RATES	NON-MEMBER RATES
	FULL PAGE Live: 7.75"x10.125" Trim: 8.375"x10.875" Bleed: 8.625"x11.125"	\$4,345	\$4,665
	2/3 PAGE 4.75"x9.75"	\$3,230	\$3,550
	1/2 PAGE Vertical: 4.75"x7.25" Horizontal: 7.375"x4.75"	\$2,435	\$2,555
	1/3 PAGE Vertical: 2.25"x9.75" Horizontal: 4.75"x4.75"	\$1,725	\$2,040
	1/6 PAGE Vertical: 2.25"x4.75" Horizontal: 4.75"x2.25"	\$885	\$1,200

COVERS

	MEMBER RATES	NON-MEMBER RATES	DIMENSIONS
BACK COVER	\$5,335	\$5,670	Live: 7.75"x10.125" Trim: 8.375"x10.875" Bleed: 8.625"x11.125"
INSIDE FRONT COVER	\$5,090	\$5,405	
INSIDE BACK COVER	\$4,830	\$5,145	

*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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