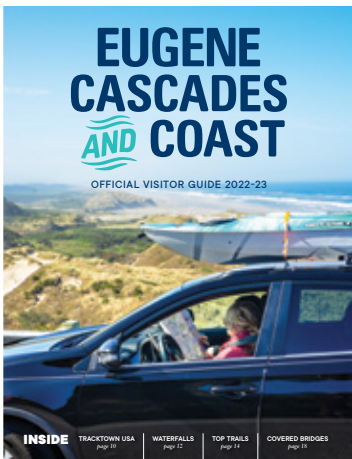
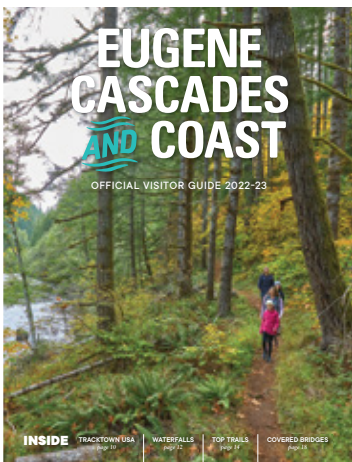
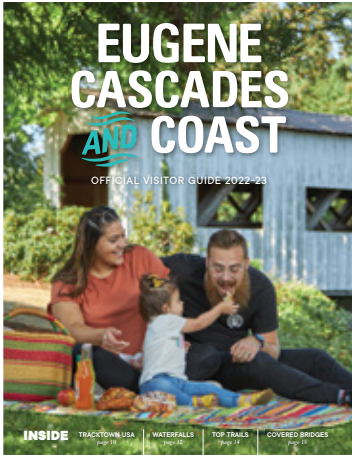
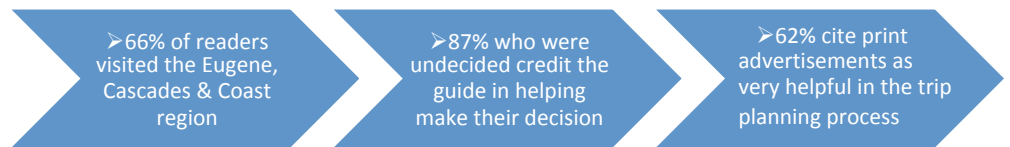
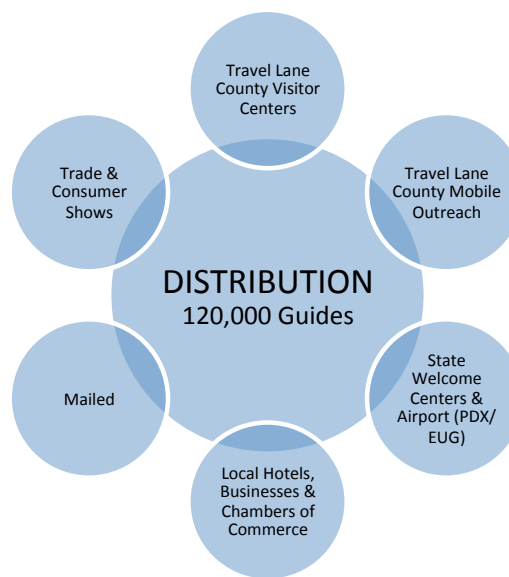


Visitor Guide Advertising



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**.



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 2023

DEADLINES
Space closing: November 4, 2022
Materials due: November 25, 2022

CONTACT
Betsy Hand:
cell: 503.939.5696, 503.445.8830, betsyh@mediamerica.net

DIMENSIONS & RATES

	DIMENSIONS	PARTNER RATES	NON-PARTNER RATES
	FULL PAGE Live: 7.75"x10.125" Trim: 8.375"x10.875" Bleed: 8.625"x11.125"	\$4,560	\$4,895
	2/3 PAGE 4.75"x9.75"	\$3,390	\$3,725
	1/2 PAGE Vertical: 4.75"x7.25" Horizontal: 7.375"x4.75"	\$2,555	\$2,680
	1/3 PAGE Vertical: 2.25"x9.75" Horizontal: 4.75"x4.75"	\$1,810	\$2,140
	1/6 PAGE Vertical: 2.25"x4.75" Horizontal: 4.75"x2.25"	\$930	\$1,260

COVERS

	PARTNER RATES	NON-PARTNER RATES	DIMENSIONS
BACK COVER	\$5,600	\$5,950	Live: 7.75"x10.125" Trim: 8.375"x10.875"
INSIDE FRONT COVER	\$5,345	\$5,675	Bleed: 8.625"x11.125"
INSIDE BACK COVER	\$5,070	\$5,400	

*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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