

Vancouver

usa



2021 MEDIA KIT

TOURISM IN VANCOUVER USA IS BIG BUSINESS!

And visitors to the Vancouver area are ready to spend their vacation dollars!

Last year, tourism in Clark County continued to be an economic driver, with visitors spending \$555,000,000. This growth contributes to the Clark County tourism economy, an industry that supports more than **4,180** tourism related jobs.

Don't miss out on this opportunity – reserve your ad in the *Vancouver USA Travel Magazine and Relocation Guide* today!

Total Visitor Spending

\$555 million



LODGING

\$95 million



RETAIL SALES

\$144 million



FOOD & DRINK

\$120 million



ACTIVITIES &
RECREATION

\$98 million

THE POWER OF VISITORS GUIDES

Recent studies* show that the official *Vancouver USA Travel Magazine* will influence 2021 travel plans and spending decisions.

“Did reading the guide influence or change the following aspects of your trip?”**



17%

STAYED LONGER



50%

**ADDED
ATTRACTIONS**



45%

**ADDED
ACTIVITIES**



24%

**SPENT MORE
MONEY**



83%+

Of undecided travelers were influenced to choose a destination after reviewing a visitors guide.

45%

spent more than 45 minutes reading a visitors guide.

50%+

of respondents used a visitors guide to plan their trip.

53%

spent between 15 and 45 minutes reading a visitors guide.

40%

used a visitors guide both prior to and during their visit.

*WACVB study conducted by Destination Analysts, March 2014
**Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University March 2014

TOTAL CIRCULATION: 95,000



YEAR-ROUND TARGETED DISTRIBUTION

- Visitor centers throughout WA and OR
- Visitor info kiosks along the I-5 Corridor
- Expanded distribution in Greater Portland area
- Portland International Airport
- The Visitor Information Center at the Fort Vancouver National Site
- More than 30 local hotels
- Meeting planners bringing groups to Vancouver
- Convention delegate welcome packets
- Visitor points of interest throughout Southwest WA
- Chambers of Commerce in Clark County
- Businesses and individuals relocating to the area

“Our conference attendees were thrilled with the Visitors Guide, and the many options for meals and entertainment within walking distance of the Hilton. Many attendees took advantage of the riverfront park to jog or walk, and the Farmers Market was a big hit.”

- Washington State
Bar Association

DIGITAL DISTRIBUTION

- Digital flipbook available on iPad, tablets and mobile as well as online viewing at visitvancouverusa.com

GREAT STORYTELLING AND EYE-CATCHING VISUALS

Your ad will be surrounded by original content and captivating images, to keep the readers interest on the page while giving them the tools to Do The Couve.



2021 VISIT VANCOUVER USA NET RATES

SIZE	RATE
Full page	\$3,700
2/3 page	\$2,811
1/2 page (H only)	\$2,403
1/3 (H or V)	\$1,740
1/6 page (V only)	\$1,024
Back cover	\$4,515
Inside front cover	\$4,094
Inside back cover	\$4,094

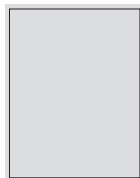
All rates are net. All ads to be printed 4 color. Spec sheet available on request.

DEADLINES

Space Reservation:
MAY 18, 2021

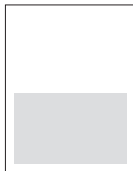
Materials Due:
MAY 25, 2021

Distribution:
JUNE 2021



FULL PAGE

BLEED:
8.25" x 10.75"
TRIM:
8" x 10.5"
NON-BLEED:
7.25" x 9.75"



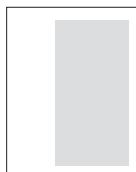
1/2 PAGE

HORIZONTAL:
7" x 4.625"



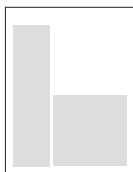
1/6 PAGE

VERTICAL:
2.25" x 4.625"



2/3 PAGE

VERTICAL:
4.625" x 9.5"



1/3 PAGE

SQUARE:
4.625" x 4.625"
VERTICAL:
2.25" X 9.5"

Reserve your ad today

VANCOUVER USA TRAVEL MAGAZINE PRESENTED BY

Visit Vancouver USA

ADVERTISING SALES

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PRODUCTION INQUIRIES

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If the file is over 9 MB please send to our FTP:
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login: advertiser@sagacitymedia.com
password: oakstreet



SAGACITY MEDIA
CUSTOM PUBLISHING DIVISION

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