

A scenic mountain trail with pack animals and a hiker. The image shows a dirt path winding through a lush, green forest of tall evergreen trees. In the foreground, three pack animals (mules or horses) are loaded with large, light-colored bundles of gear. A hiker is visible in the distance, leading the pack animals. The background features a steep, rocky mountain slope covered in dense forest. The overall atmosphere is peaceful and adventurous.

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# DISTRIBUTION

WHERE DO OUR GUIDES GO?

## DISTRIBUTION SITES THROUGHOUT OREGON, WASHINGTON, AND IDAHO

219..... Portland area

106... Boise area

68..... The Dalles/Hood River area

65..... Yakima/Tri-Cities area

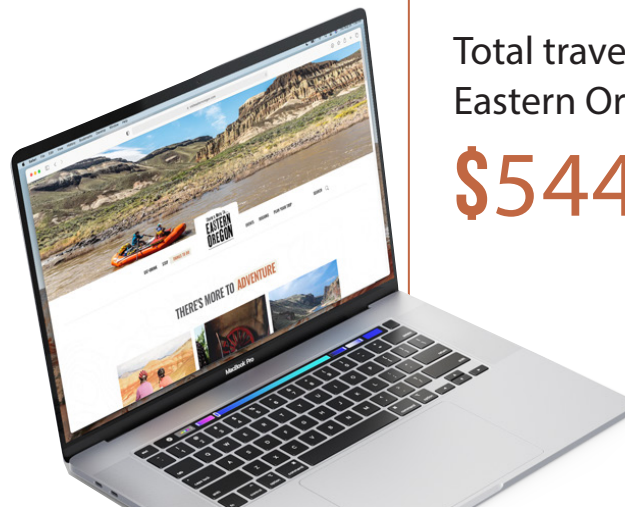
63..... Central Oregon/Bend

60..... NE Oregon

+ 8  
Oregon  
Welcome  
Centers

+ distribution  
sites in  
Multnomah Falls  
and Boardman

The consumer website  
brings in additional  
guide requests along  
with more people  
reading content.



90,000 COPIES  
distributed annually

In the fiscal year of 2022,  
spending in the Eastern Oregon  
region increased by 33%, the  
highest it's been since 2003.

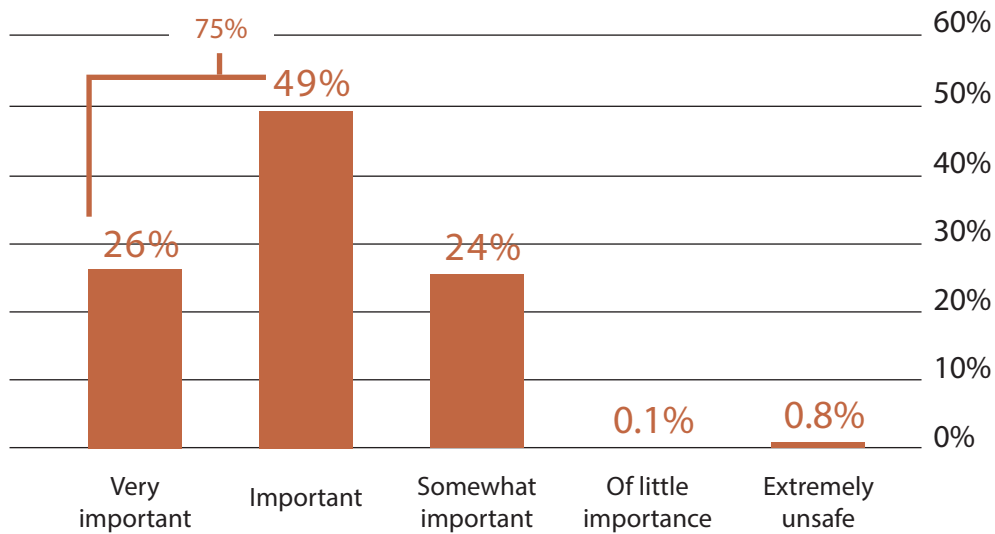
Total travel spending in  
Eastern Oregon in 2022:

\$544 MILLION

# INFLUENCE

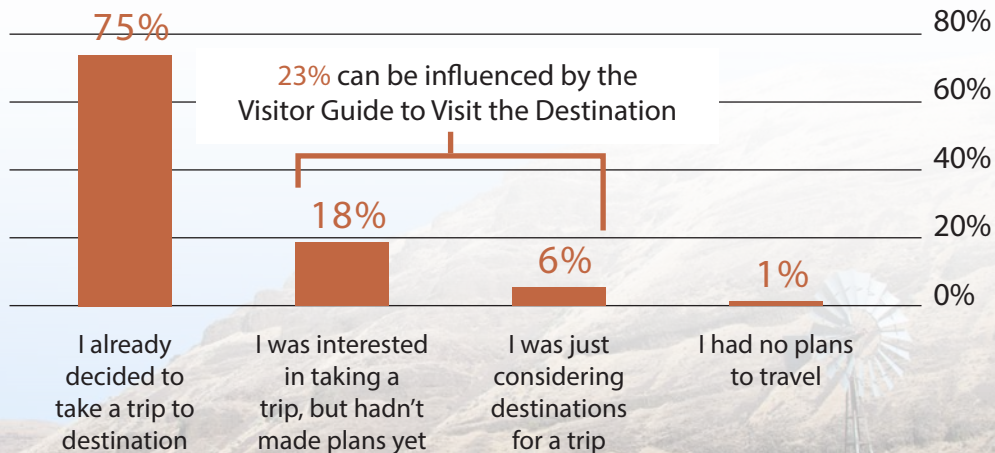
HOW DOES THE GUIDE AFFECT YOUR DECISION TO TRAVEL?

## IMPORTANCE OF VISITOR GUIDE TO DESTINATION DECISION



BASE: RESPONDENTS WHO REPORTED THE VISITORS GUIDE INFLUENCED THEIR DECISION TO VISIT, 207 COMPLETED SURVEYS

## POINT IN DESTINATION DECISION



BASE: RESPONDENTS WHO VISITED THE DESTINATION SINCE READING THE VISITOR'S GUIDE, 932 COMPLETED SURVEYS

\*STATISTICS BASED ON A 2021 COOPERATIVE RESEARCH STUDY OF 12 OFFICIAL DMO VISITOR GUIDES.  
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# REASONS FOR READING

WHY DID YOU ORDER OR PICK UP THE GUIDE?



74% **ATTRACTIONS**



66% **MAPS**



59% **RECREATION**



50% **TRAVEL TIPS**



43% **ACCOMMODATIONS**



48% **DINING**



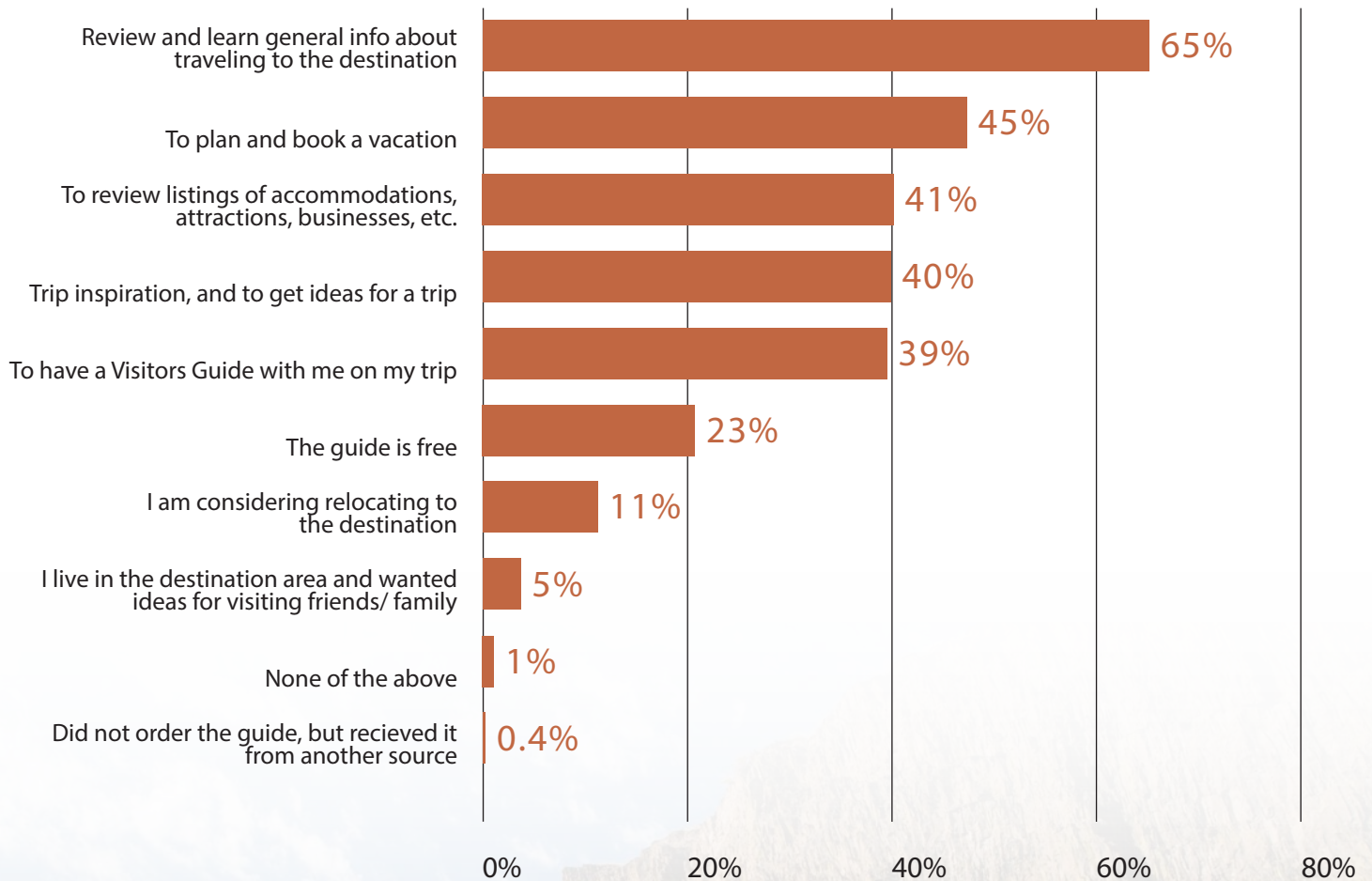
40% **EVENTS**



# REASONS FOR READING CONT.

WHY DID YOU ORDER OR PICK UP THE GUIDE?

## REASONS FOR ORDERING OFFICIAL VISITOR GUIDES

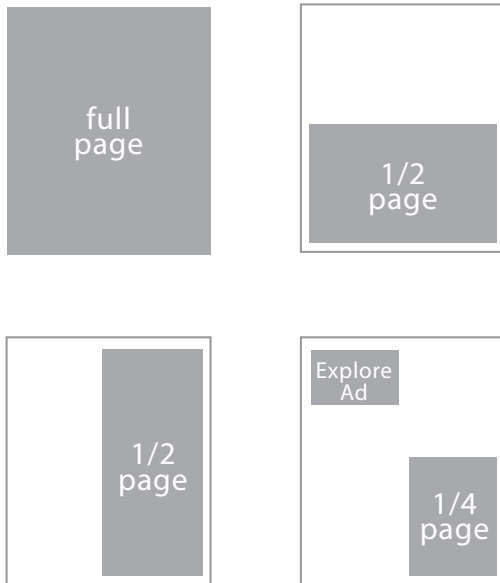


BASE: ALL RESPONDENTS, 5,691 COMPLETED SURVEYS

\*STATISTICS BASED ON A 2021 COOPERATIVE RESEARCH STUDY OF 12 OFFICIAL DMO VISITOR GUIDES. © DESTINATION ANALYSTS AND MILES PARTNERSHIP, LLLP

# ADVERTISING

## SPECIFICATIONS AND PRICING



## AD SPECIFICATIONS

Ad dimensions	Width	Height
Full page (bleed)*	8.625"	11.125"
Trim	8.375"	10.875"
Live Area/No Bleed	8.125"	10.625"
Full page	7.922"	10.625"
1/2 page horizontal	7.922"	5.25"
1/2 page vertical	3.9"	10.625"
1/4 page	3.9"	5.25"

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Ad size	Rate
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## AD DEADLINES

EARLY BIRD DISCOUNT RESERVATION: JANUARY 31, 2024  
SPACE RESERVATION: APRIL 5, 2024  
MATERIALS DUE: APRIL 12, 2024  
PUBLICATION DATE: MAY 3, 2024