




UPDATED: 1.16.12
SOUTHERN OREGON VISITORS ASSOCIATION
2012 PROPOSED CO-OP PROGRAMS
SUBJECT TO CHANGE BASED ON PARTICIPATION

FOR MORE INFO EMAIL OR CALL: Mark@southernoregon.org - 1-541-488-4925

2012 PRINT AND DIGITAL MARKETING PROGRAMS

<p>SOVA CO-OP – PRINT #1-12 AAA TOURBOOK 2012 Annual Publication (April 2012 – March 2013) 1.2 million cir / 3.6 million readers</p> <p>SPACE FOR 4 PARTNERS</p> <p>HALF-PAGE COLOR SPREAD in Oregon-Washington TourBook adjacent to the Crater Lake section. Annual Publication: Publishes March 2012.</p> <p>CONFIRMED PARTNERS</p> <p>Roseburg VCB, Medford VCB, Running Y Ranch, Grants Pass/Hellgate</p>	<p>TOTAL MARKETING VALUE \$20,500</p> <p>PARTNER COST</p> <p>\$5,125 per partner</p> <p>SOLD OUT FOR 2012</p>
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<p>SOVA CO-OP - PRINT State of Oregon Official Publications #2-12 TRAVEL OREGON VISITOR GUIDE 300,000 cir / 700,000 potential readers</p>  <p>SPACE FOR 12 PARTNERS</p> <p>Four, Half-Page Color Ads</p> <p>Named the “Best print Visitor Guide in the Country” by the U.S. Travel Association, this indispensable guide is a trusted travel planning resource for discovering Oregon for the first time, over and over again. Covering the state’s seven regions, the official state publication is the leading planning tool for lodging, dining, attractions, shopping and adventure. And through a strategic alliance with the Oregon Restaurant and Lodging Association, the guide offers the most comprehensive lodging listings of any publication.</p> <p>Using a dynamic ad format, four half-page ads running on two half-page spreads, your company will be noticed!</p>	<p>DEADLINE January 18, 2012</p> <p>TOTAL MARKETING VALUE \$21,000</p> <p>PARTNER COST</p> <p>\$1,750 per partner</p> <p>In 2011, this campaign generated more than 10,000 leads per partner.</p>
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<p>SOVA/RCMP CO-OP – DIGITAL #3-12 OUTSIDE ONLINE – CALIFORNIA ONLY ADVENTURE TRAVELER FOCUS 417,000 impressions – April/May</p>  <p>SPACE FOR 8 PARTNERS</p> <p><i>Outside Magazine</i> is the nation's leading adventure magazine. This two-month campaign (March 13th through May 13th) will geo-target ONLY CALIFORNIA visitors to the magazine's dynamic online website. This is an incredible low-cost way for outfitters, fishing guides, zip line operators or any business that wants to reach the active, younger generation.</p> <ul style="list-style-type: none"> • Banner ad on Outside Online for two months (California) • Opt-In reader service leads • Advertorial feature on Outside Magazine's online newsletter 	<p>DEADLINE January 20, 2012</p> <p>TOTAL MARKETING VALUE \$10,200</p> <p>PARTNER COST</p> <p>\$375.00 per partner</p> <p>PLUS RCMP FUNDS</p>
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<p>SOVA/RCMP CO-OP – PRINT #4-12 GOLF DIGEST – OREGON GUIDE Oregon / Washington / Idaho / California / Canada 233,133 Cir / 600,000 impressions</p> <p>SPACE FOR 6 PARTNERS</p>  <p>OREGON GUIDE IN GOLF DIGEST</p> <p>INVEST IN YOUR FUTURE BY TARGETING GOLF'S MOST AFFLUENT PLAYERS—Golf Digest's passionate readers. An advertisement in the Oregon Guide provides fully-integrated access to unmatched industry demographics, reaching affluent golfers who travel frequently to satisfy their passion for the game.</p> <ul style="list-style-type: none"> • Exposure in half-page full color ad • Reader Service listings • Opportunity to place offers on Golf Digest's "Hot Deals & Great Getaways" website • Listing in Golf Digest national travel information page from May 2012 through September 2012 • Feature in the E-escapes 50,000 Golf Digest subscriber travel newsletter distributed monthly 	<p>DEADLINE January 30, 2011</p> <p>TOTAL MARKETING VALUE \$12,500</p> <p>PARTNER COST</p> <p>\$850 per partner</p> <p>PLUS RCMP FUNDS</p>
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<p>SOVA CO-OP – DIGITAL #5-12 TRIP ADVISOR – CALIFORNIA ONLY NORTHERN CALIFORNIA TRAVELER FOCUS 350,000 impressions</p> <p>SPACE FOR 6 PARTNERS</p>  <p>This innovative campaign will deliver up a banner ad for your company reaching ONLY people with computer (IP) addresses in Northern California (from the Or-Ca border down to the greater San Francisco-Sacramento area) searching for Oregon travel info on TripAdvisor.com</p> <p>Program includes production of a banner ad for your company with link to a campaign landing page that features your company information in detail with a hot link to your site.</p>	<p>DEADLINE February 1, 2012</p> <p>TOTAL MARKETING VALUE \$9,500</p> <p>PARTNER COST</p> <p>\$1,589 per partner</p>
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<p>SOVA CO-OP - TV/DIGITAL #6-12 NBC TV SHOW - SAN FRANCISCO ENCORE PERFORMANCE OF GREAT GETAWAYS 4,000,000 Impressions</p>  <p>SAN FRANCISCO BAY AREA – One of SOVA's most successful marketing efforts in 2011 was running a 30-minute TV show (<i>Great Getaways</i>) on Southern Oregon on the San Francisco Bay Area's NBC station for two month (June/July). SOVA is exploring bringing this program back for an encore performance with new footage and destinations.</p> <p>A special SOVA/NBC website will feature all partners and track response. An online trip giveaway will increase response for 2012.</p>	<p>DEADLINE February 1, 2012</p> <p>TOTAL MARKETING VALUE \$54,000</p> <p>PARTNER COST</p> <p>CALL FOR DETAILS</p>
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SOVA CO-OP - PRINT/DIGITAL
#7-12 OREGON LIFESTYLE TRIO
OREGON TRAVELER FOCUS
 Spring, 2012 (March / April / May)

Southern Oregon Magazine - 50,000 Impressions
 Central Oregon Magazine - 50,000 Impressions
 1859 Magazine - 60,000 Impressions

SPACE FOR 6 PARTNERS

Want to reach, affluent, well-traveled consumers throughout Oregon?
 This is the perfect co-op - three top lifestyle magazines reaching more
 than 150,000 readers in the Spring. *All magazines have distribution
 (newsstands) throughout Oregon.*

- Shared half-page color spread ad in **THREE PUBLICATIONS**
- Bonus - online eblast to subscribers for three months



DEADLINE
February 1, 2012

TOTAL
MARKETING
VALUE
\$8,500

PARTNER
COST

\$1,250
 per partner

SOVA CO-OP - DIGITAL
#8-12 TRAVEL OREGON DIGITAL
WINE AND CULINARY TRAVELER FOCUS
Summer 2012 (July/August/September)

2,200,000 Impressions Annually

SPACE FOR 6 PARTNERS



Tap into the newly re-designed **TravelOregon.com website** with your brand message. Make an impression on visitors as they explore travel options. The state's most powerful and popular website is expanding to include more content with easy navigation.

Your SOVA produced banner ad will run in the **See & Do Section, in the food+drink section**

Campaign is ideal *for hotels, wineries, breweries, food products* – any business that wants to target people that want to explore the wine and culinary adventures in Southern Oregon.

DEADLINE
February 10, 2012

TOTAL
MARKETING
VALUE
\$2,000

PARTNER
COST

\$330
per partner

- **Banner ads for three months**
- **Campaign website with hot links to your website**

SOVA CO-OP – PRINT & DIGITAL

State of Oregon / Madden Media

#9-12 SPRING NEWSPAPER INSERT

Canada / Washington / California / Oregon

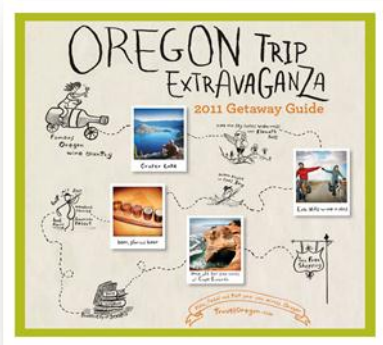
April, 2012 - 605,000 cir / 1,810,550 impressions

SPACE FOR SIX (6) PARTNERS

- Full page shared advertorial story in newspaper insert.
- Four-month online promotion on VacationFun.com with two E-blasts emails to 50,000 subscribers.
- Print Insert Leads (Expect 6,000)

This co-op has been the #1 generator of leads for five straight years.

NEWSPAPER READERS - Targeting delivers the insert to subscribers with the income and propensity to travel to Southern Oregon. Bonus circulation goes to regional AAA travel advisors.



Newspapers: *Los Angeles Times, Sacramento Bee, San Francisco Chronicle, San Francisco Examiner, Boise Idaho Statesman, Eugene Register-Guard, Portland Oregonian, Salem Statesman-Journal, Seattle Times, Vancouver Columbian, and Vancouver Sun, Canada*

VACATIONFUN.COM VISITORS & SUBSCRIBERS - The eBlast and eZine reach best-match subscribers who've asked to receive ongoing travel updates

TRAVELERS SEARCHING ON GOOGLE – Search Engine Marketing (SEM) performed by Madden directs additional geo-targeted prospects to the campaign when they use relevant search terms.

DEADLINE
February 11, 2012


**TOTAL
MARKETING
VALUE
\$29,000**

**PARTNER
COST**

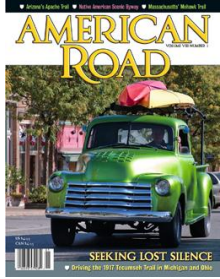
\$4,879
per partner

**EACH 2011
PARTICIPANT
RECEIVED MORE
THAN 6,000 LEADS!**

<p>SOVA CO-OP – PRINT/DIGITAL #10-12 PORTLAND MONTHLY - May, 2012 Special Southern Oregon Section</p> <p>SPACE FOR 10 PARTNERS</p>  <p>SOUTHERN OREGON SPECIAL SECTION</p> <p>TWO-PAGE COLOR SPREAD - Targeting the Portland market, this campaign features a two-page spread in a special Southern Oregon editorial feature.</p> <ul style="list-style-type: none"> • Shared two-page color ad spread 	<p>DEADLINE February 20, 2012</p> <p>TOTAL MARKETING VALUE \$13,000</p> <p>PARTNER COST</p> <p>\$995.00 per partner</p>
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<p>SOVA/RCMP CO-OP - PRINT/DIGITAL #11-12 SUNSET MAGAZINE – CALIFORNIA May, June</p> <p>325,000 print cir / 700,000 impressions 419,580 online impressions, banner ad. 97,610 online impressions, newsletter</p>  <p>SPACE FOR 6 PARTNERS</p> <p>This co-op starts with a half-page color ad in the Northern California Edition of Sunset in May. Then SOVA moves online for May and June to promote your business with banner ads.</p> <ul style="list-style-type: none"> • Half page shared print ad – May, 2012 <ul style="list-style-type: none"> • Banner ads running May and June on sunset.com. • Opt-in leads - reader service (print) for April <p>NEW FOR 2012 – BUY ONE OR MORE SPACES – INCREASE YOUR EXPOSURE!</p>	<p>DEADLINE February 30, 2012</p> <p>TOTAL MARKETING VALUE \$21,000</p> <p>PARTNER COST</p> <p>\$2,500 per partner</p> <p>PLUS RCMP FUNDS</p>
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SOVA CO-OP - PRINT/ONLINE
#12-12 AMERICAN ROAD MAGAZINE
 Summer (Jun/Jul/Aug) Issue
 47,000 cir. / 70,000 readers



SPACE FOR 6 PARTNERS

- Full page color ad (inside front cover)
- Online itinerary maps for two months
- Ongoing social media campaign
- Opt-In leads from magazines

This unique heritage tourism magazine continues to be one of SOVA's top lead producers, plus they have an outstanding social media support program. **Readers:** 100% report taking a vacation trip each year; 78% are 45 years and older, 45% have incomes of \$75,000+.

BONUS SOCIAL MEDIA - To drive traffic to YOUR WEBSITE, the editorial staff posts monthly to their social media sites stories featuring your business. Each post includes a hyperlink. In addition, SOVA will be posting a scenic drive map on their web site and all partners will be listed in an index in the section.

DEADLINE
March 1, 2012

TOTAL
MARKETING
VALUE
\$4,650

PARTNER
COST

\$775
 per partner

SOVA CO-OP - PRINT
#13-12 AMERICA JOURNAL
INTERNATIONAL TRAVELER FOCUS
 May/June Issue, 2012
 40,000 cir / 200,000 readers



SPACE FOR 3 PARTNERS

HALF-PAGE COLOR AD - Since 2004, this German consumer magazine has provided more than three dozen pages of editorial exposure on Oregon in more than dozen issues. More than 75% of their readers travel independently to America. The average reader also keeps the magazine for more than four years.


DEADLINE
March 10, 2012


TOTAL
MARKETING
VALUE
\$4,000

PARTNER
COST

\$1,350
 per partner

LOWER PRICE
FOR 2012!

<p>SOVA/RCMP CO-OP - DIGITAL #14-12 FACEBOOK CAMPAIGN – MAY/JUNE WINE AND CULINARY FOCUS</p>  <p>SPACE FOR 10 PARTNERS</p> <p>With more than 800 million users, and 138 million visitors users per month (according to complete.com), FaceBook is THE social media network.</p> <p>In cooperation with Travel Oregon, SOVA is designing a TWO-MONTH campaign using image and text-based ads that will bring your business to the attention of younger, affluent consumers in Oregon, Washington and California. A monthly giveaway will generate even more excitement for your business.</p>	<p>DEADLINE March 15, 2012</p> <p>TOTAL MARKETING VALUE \$5,000</p> <p>PARTNER COST</p> <p>\$495.00 per partner</p> <p>MORE DETAILS PENDING</p> <p>RESERVE YOUR SPOT TODAY!</p>
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<p>SOVA CO-OP - DIGITAL #15-12 – REVIEW SITES – SUMMER 2012</p>  <p>SPACE FOR 10 PARTNERS</p> <p>Founded in 2004, Yelp has over 61 million visitors to the site. With over 22 million local reviews, a rapidly expanding user community, and a built-in forum for consumer interactions, Yelp is a fantastic place to advertise.</p> <p>This proposed digital effort will feature online ads Yelp and on other top rated review sites.</p>	<p>DEADLINE March 15, 2012</p> <p>TOTAL MARKETING VALUE \$4,000.00</p> <p>PARTNER COST</p> <p>\$395.00 per partner</p> <p>MORE DETAILS PENDING</p> <p>RESERVE YOUR SPOT TODAY!</p>
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SOVA CO-OP - DIGITAL**#16-12 PORTLAND ONLINE - MAY**

GOAL: 1,400,000 impressions / Two-Week Campaign

**SPACE FOR 6 CAMPAIGN PARTNERS
AND 6 WEB PARTNERS**

A three-week campaign aimed at the Portland market using a variety of online tools including geo-targeting, Yahoo and Comcast ads, plus banner ads on Oregon Live (the Oregonian's online service).

- Display ads on key high-traffic local websites plus Yahoo and Comcast sites.
- Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site.

CAMPAIGN PARTNER - Individual banner ads on websites that feature your copy/photo, plus preferred placement on campaign website with hotlinks.

WEB PARTNER - Exposure on the campaign website ONLY.

2011 CAMPAIGN RESULTS**Exposure: 1,362,592 Impressions****Clicks to Campaign Site: 1,174****DEADLINE**
April 15, 2012**TOTAL
MARKETING
VALUE**
\$12,600**PARTNER
COST****\$1,700**
campaign partner**\$395**
web partner

SOVA CO-OP/RCMP - DIGITAL
#17-12 SAN FRANCISCO ONLINE - JUNE

GOAL: 5,000,000 Impressions

**SPACE FOR 6 CAMPAIGN PARTNERS
AND 6 WEB PARTNERS**



A dynamic three-week digital campaign aimed at the Bay Area using a variety of online tools including geo-targeting Trip Advisor, Yahoo ads and ads on high traffic media websites.

- **Display ads on key high-traffic newspaper websites plus Trip Advisor and Yahoo sites – CPM Cost: Under \$1.00**
- **Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site.**

CAMPAIGN PARTNER - Individual banner ads on websites that feature your copy/photo/logo, plus preferred placement on campaign website with hotlinks.

WEB PARTNER - Exposure on the campaign website with hotlinks to your site.

2012 CAMPAIGN RESULTS

Exposure: 4,961,721 Impressions

Clicks to Campaign Website: 4,584

DEADLINE
May 1, 2012

**TOTAL
MARKETING
VALUE**
\$46,500

**PARTNER
COST**

\$4,500
campaign partner

\$750
web partner

**PLUS
RCMP FUNDS**

SOVA/RCMP CO-OP - DIGITAL
#18-12 SACRAMENTO ONLINE - SEPT

GOAL: 6,000,000 Impressions

**SPACE FOR 6 CAMPAIGN PARTNERS
AND 6 WEB PARTNERS**



A two-week campaign aimed at the Sacramento market using a variety of online tools including geo-targeting Trip Advisor, Yahoo banner ads, plus ads on high-traffic media websites, and a special campaign website to track all results.

A dynamic three-week digital campaign aimed at the Bay Area using a variety of online tools including geo-targeting Trip Advisor, Yahoo ads and ads on high traffic media websites.

- **Display ads on key high-traffic newspaper websites plus Trip Advisor and Yahoo sites – CPM Cost: Under \$1.00**
- **Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site.**

CAMPAIGN PARTNER - Individual banner ads on websites that feature your copy/photo/logo, plus preferred placement on campaign website with hotlinks.

WEB PARTNER - Exposure on the campaign website with hotlinks to your site.

2011 CAMPAIGN RESULTS

Exposure: 4,423,699 Impressions
Clicks to Campaign Website: 3,708

NEW DEADLINE
May 15, 2012

**TOTAL
MARKETING
VALUE**
\$22,600

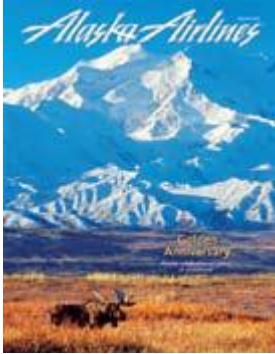
**PARTNER
COST**
\$2,750
campaign partner

\$350
web partner

**PLUS
RCMP FUNDS**

SOVA CO-OP - PRINT**#19-12 ALASKA & HORIZON MAGAZINES
SPECIAL OREGON SECTION – AUGUST 2012**

2,000,000 Impressions / Two Magazines

SPACE FOR 6 PARTNERS

Alaska Airlines and Horizon Edition magazines strive to be the best travel, lifestyle and business publications covering the West. The magazines reaches more than two million passengers throughout the U.S., a sophisticated audience of business and leisure travelers.

The average household income of a reader is more than \$103,000.

NEW FOR 2012 – In August 2012 these two publications will run a special Oregon editorial section. SOVA is planning to run a unique half-page color spread in the heart of this section. The goal is to let readers know that Southern Oregon offers the best of Oregon.

- **Half-Page, Color Spread (two half page ads)**
- **Opt-In leads from magazine**
- **Online link from the magazines digital editions to your website**

DEADLINE
June 1, 2012

**TOTAL
MARKETING
VALUE**
\$11,280

**PARTNER
COST**

\$1,880
per partner

SOVA CO-OP – PRINT/DIGITAL**#20-12 NEWSPAPER INSERT - OCTOBER****Oregon Bounty - Northern California**

60,000 copies / 150,000 readers

SPACE FOR 10 PARTNERS

Travel Oregon's Oregon Bounty promotion is the state's largest annual promotion. The state spends in excess of a million dollars sharing the excitement of Oregon's natural bounty (food, wine, beer, agricultural products, etc.). This newspaper insert supports the state's campaign (same theme and look) and also pre-sells the idea of holiday shopping in Oregon.

- **Feature in four-page, color newspaper insert**
- **Banner ads on Northern California newspaper websites**

NEWSPAPER INSERT – OCTOBER– Free standing insert into Northern California newspapers: *Redding Searchlight, Siskiyou Daily News, Mt. Shasta Herald, Weed Press and Dunsmuir News.*

DEADLINE
Sept 10, 2012

**TOTAL MARKETING
VALUE
\$12,000**

PARTNER COST

**\$1,200
per partner**