



UPDATED: November 1, 2011



## 2011 MARKETING OPPORTUNITIES

**Come join SOVA... save up to 90% in media cost!** The real value of a SOVA co-op is being featured with other partners that help sell the diversity of the region to consumers... so these ads offer the perfect environment for your message. Plus SOVA handles everything: media placement, ad production, website development, and we provide you with leads in most cases. All ads direct readers to a specific campaign website featuring more information about your company and a hotlink.


Mark@sova.org - 1-541-488-4925 or 1-800-554-0564.

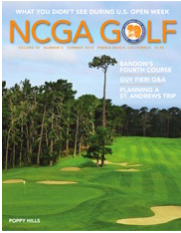

### 2011 PRINT AND ONLINE MEDIA CO-OPS



All rates are subject to change based on the final number of partners in each program.

<p><b>SOVA CO-OP - PRINT</b>  <b>#1-11 – 2011 AAA TOURBOOK</b>            Annual Publication (April 2010 - March 2011)            1.2 million cir / 3.6 million readers</p> <p><b>SPACE FOR 4 PARTNERS</b></p> <p><b>HALF-PAGE COLOR SPREAD</b> in Oregon-Washington TourBook adjacent to the Crater Lake section. Annual Publication: Publishes March 2011.</p> <p>Partnership includes ad production, media space, and hot link and exposure on SOVA website featured in the ad:  <a href="http://www.southernoregon.org/AAA">www.southernoregon.org/AAA</a>.</p>	<p><b>CONFIRMED PARTNERS</b></p> <p>Roseburg VCB            Medford VCB            Kla-Mo-Ya            Grants Pass/Hellgate</p> <p><b>SOLD OUT FOR 2011</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$22,000</b></p> <p><b>PARTNER COST</b></p> <p><b>\$4,950</b>            per partner</p>
<p><b>SOVA CO-OP - PRINT</b>            State of Oregon Official Publications  <b>#2-11 – TRAVEL OREGON VISITOR GUIDE</b>            300,000 cir / 700,000 potential readers</p> <p><b>SPACE FOR 12 PARTNERS</b></p> <p>  <b>Two, Half Page Color Ads</b></p> <p>Using a dynamic new ad format, <b>four half page ads</b>, and run as continuous half-page spreads, SOVA's new ad will DOMINATE this publication, which is the state's primary marketing tool.</p> <p></p> <p>Thousands turn to this guide as a trusted resource to map out travel plans for lodging, dining, attractions, shopping and adventure in Oregon. It features a specific section on Southern Oregon.</p>	<p><b>DEADLINE</b>            January 15, 2011</p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$20,000</b></p> <p><b>PARTNER COST</b></p> <p><b>\$1,700</b>            per partner</p>

<p><b>SOVA CO-OP - PRINT/ONLINE</b>  <b>#3-11 SOUTHERN OREGON GOLF TRAIL</b></p> <p><b>SPACE FOR 6 PARTNERS</b></p> <p>Join our annual “Golf Trail” promotion. This is an integrated media approach that includes a comprehensive print and online campaign including e-blasts!</p>  <p><b>Full-Page shared ad in Golfing Oregon</b></p>  <p><b>Second Quarter-Page “Golf Trail” ad in Golfing Oregon that highlights SOVA’s Golf Trail website.</b></p> <p><b>Half-Page “Golf Trail” ad in Golfing Nevada</b></p> <p><b>Partners in the Golf Trail will be mentioned in the editorial section for Southern Oregon.</b></p> <ul style="list-style-type: none"> <li>! <b>Golf Trail Banner ad on both publications websites for three months</b></li> <li>! <b>Two eblast emails to 25,000 subscribers, per month for three months, featuring our partners</b></li> </ul>	<p><b>DEADLINE</b>  <b>November 30, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$8,000</b></p> <p><b>PARTNER COST</b>  <b>\$772</b>  <b>per partner</b></p>
<p><b>SOVA CO-OP/RCMP - ONLINE</b>  <b>#4-11 - WINECOUNTRY.COM</b>  <b>WINE SPOTLIGHT MONTHLY FEATURE</b></p> <p><b>SPACE FOR 12 PARTNERS</b></p> <p>SOVA tested this website in 2010. In four months the site generated <b>277,211 Impressions and 648 click-thrus to the SOVA wine campaign website.</b> Now we’re back with a program that will highlight a specific winery each month. Each month the featured winery will receive banner ads, advertorial opportunities and e-blasts to a targeted audience.</p> <p><b>Your own banner ads (3) on WineCountry.com for a full month with hot links to your site</b></p> <p><b>Editorial exposure, blog feature, and stories about your winery on the Winecountry.com website for a full month</b></p> <p><b>All 12 wineries will be featured each month on “The Best of the Best” SOVA website developed for the one year campaign</b></p>	<p><b>DEADLINE</b>  <b>January 15, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$9,000</b></p> <p><b>PARTNER COST</b>  <b>\$600</b>  <b>per partner for a 12 month campaign</b></p> <p><b>PLUS RCMP FUNDS</b></p>

<p><b>SOVA CO-OP - PRINT/ONLINE</b>  <b>#5-11 - SUNSET MAGAZINE</b>  <b>April, May, June, July</b>  270,000 print impressions / 616,000 online impressions, plus reader service.</p> <p><b>SPACE FOR 4 PARTNERS</b></p> <p>This co-op starts with a half page color ad in the <b>Pacific Northwest Travel Planner (April)</b>. Then SOVA moves online to promote your business for four months in a series of banner ads and text (Apr/May/Jun/Jul) on sunset.com.</p>  <p><b>Half-Page shared print ad - April, 2011</b></p> <p><b>Two banner ads (728x90 and 300x250) running throughout sunset.com.</b></p> <p><b>April banner ad (300x100) of a contextually integrated placement on sunset.com's Travel channel.</b></p> <p><b>Exposure on SOVA website featured in ad with hotlink to your site</b></p> <p>You will also receive reader service for April and a listing on sunset.com's All print and banner ads will drive readers to a special campaign website that will only feature our partners (4) with hotlinks and online video.</p>	<p><b>DEADLINE</b>  <b>January 15, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$15,000</b></p> <p><b>PARTNER COST</b>  <b>\$3,775</b></p>
<p><b>SOVA CO-OP/RCMP - TV/ONLINE</b>  <b>#6-11 MAY/JUNE (SFO) BAY AREA TV SHOW</b>  7,000,000 Impressions</p> <p>SOVA has been working with the San Francisco Bay Area's NBC station on a dynamic two month (May/June 2011) campaign that features a 30 minute TV show (<b>Great Getaways</b>) on Southern Oregon, highlighting co-op partners, running six times in two months.</p> <p>In addition, each partner will receive 1, 2 and 5-minute Great Getaways video vignettes airing during NBC programming for two months. All segments will be posted on a special SOVA/NBC website.</p> <p>A special SOVA/NBC website will all partners and track response.</p>	<p><b>DEADLINE</b>  <b>February 1, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p>Oregon Shakespeare  Medford VCB  Discover Klamath VCB  Roseburg VCB  Seven Feathers  Morrison's Lodge</p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$54,000</b></p> <p><b>PARTNER COST</b></p> <p><b>CALL FOR DETAILS</b></p> <p><b>PLUS RCMP FUNDS</b></p>

<p><b>SOVA CO-OP/RCMP - PRINT</b>  <b>#7-11 NCGA GOLF MAGAZINE - N. CALIF</b>  175,000 cir / Northern California</p> <p><b>SPACE FOR 8 PARTNERS</b></p>  <p>The official publication of the <b>Northern California Golf Association</b> will be running a story on Oregon Golf in their Spring 2011.</p> <p><b>NCGA Golf</b> mails directly to the homes of over 175,000 NCGA members and is a great way to send your advertising message to the most avid, affluent golfers in your drive-market.</p> <p><b>Full-Page shared ad in the publication</b></p> <p><b>Exposure on SOVA website featured in all ads</b></p>	<p><b>DEADLINE</b>  February 15, 2011</p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$9,500</b></p> <p><b>PARTNER COST</b>  <b>\$995</b>  per partner</p> <p><b>PLUS RCMP FUNDS</b></p>
<p><b>SOVA CO-OP - PRINT/ONLINE</b>  <b>#8-11 OREGON LIFESTYLE - SPRING</b>  Southern Oregon Magazine - 50,000 Impressions  Central Oregon Magazine - 50,000 Impressions  1859 Magazine - 30,000 cir / 60,000 Impressions</p> <p><b>SPACE FOR 4 PARTNERS</b></p> <p>Want to reach, affluent, well-traveled consumers throughout Oregon? This is the perfect ad trio - three top lifestyle magazines reaching more than 150,000 readers in the summer of 2011.</p>  <p><b>Shared half-page color ad in THREE PUBLICATIONS</b></p> <p><b>Website banner ad (3 months) on Southern Oregon and Central Oregon magazine sites, plus 2 email blasts per month for three months to 25,000 readers of Southern Oregon and Central Oregon magazines.</b></p> <p><b>Banner ad on 1859 website for three months</b></p> <p><b>Exposure on SOVA website featured in all ads</b></p>	<p><b>DEADLINE</b>  February 15, 2011</p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$4,600</b></p> <p><b>PARTNER COST</b>  <b>\$1,200</b>  per partner</p>

<p><b>SOVA CO-OP/RCMP - PRINT (PENDING)</b>  State of Oregon / Integrated Media  <b>#9-11 SPRING NEWSPAPER INSERT</b>  May, 2011 - 605,000 cir / 1,810,550 impressions</p> <p><b>SPACE FOR SIX (6) PARTNERS</b></p>  <p>Full-page shared advertorial story in newspaper insert</p> <p>Four-month online promotion on VacationFun.com with two E-blasts emails to 25,000 subscribers</p> <p>Leads from newspaper insert (estimated at 6,000)</p> <p>Exposure on SOVA website featured in ad</p> <p>This co-op has been the #1 generator of leads for four straight years. In 2010, participants averaged 6,000 leads for this program. The insert targets high-income consumers in eight key markets: San Francisco, Sacramento, Los Angeles, Medford, Portland, Salem, Eugene, and Seattle Washington.</p>	<p><b>DEADLINE</b>  March 5, 2011</p> <p><b>CONFIRMED PARTNERS</b></p> <p>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$27,000</b></p> <p><b>PARTNER COST</b></p> <p><b>CALL FOR DETAILS</b></p> <p><b>PLUS RCMP FUNDS</b></p>
<p><b>SOVA/RCMP - PRINT</b>  <b>#10-11 AMERICA JOURNAL</b>  May/June Issue, 2011 40,000 cir / 200,000 readers</p> <p><b>SPACE FOR 4 PARTNERS</b></p>  <p><b>HALF-PAGE COLOR AD</b> - Since 2004, this German consumer magazine has provided more than 56 pages of editorial exposure on Oregon in 14 different issues. More than 75% of their readers travel independently to America. The average reader also keeps the magazine for more than four years.</p>	<p><b>DEADLINE</b>  March 10, 2011</p> <p><b>CONFIRMED PARTNERS</b></p> <p>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$4,800</b></p> <p><b>PARTNER COST</b></p> <p><b>\$1,200 per partner</b></p>

<p><b>SOVA CO-OP</b>  <b>#11-11 - SEATTLE / MAY - ONLINE</b>  GOAL: 3,500,000 impressions / Two-Week Campaign</p> <div style="border: 2px solid black; padding: 5px; background-color: #ffff00; text-align: center;"> <p><b>2010 CAMPAIGN RESULTS</b>  Exposure: 3,000,000 Impressions  Click-Thrus: 2,200 / Page Views: 2,875  Cost Per Impression: .005</p> </div> <p>A two-week campaign aimed at the Seattle/Tacoma market using a variety of online tools including geo-targeting Google and Yahoo paid searches, banner ads on high traffic Seattle websites, and a special campaign website to track all results.</p> <p><b>Display ads on key high traffic local media websites plus Google and Yahoo sites</b></p> <p><b>Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site.</b></p> <p><b>Priority listing and online coupons on "Web Special" page of the campaign website.</b></p> <p><b>CAMPAIGN PARTNER (6 Spots)</b> - Individual banner ads on websites that feature your copy/photo/logo, plus preferred placement on campaign website with hotlinks and up to three online coupons.</p> <p><b>WEB PARTNER (8 Spots)</b> - Exposure is limited to being featured on the campaign website and offering coupons on the website with hotlinks to your site.</p>	<p><b>DEADLINE</b>  <b>March 15, 2010</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Cost includes ad banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$15,000</b></p> <p><b>PARTNER COST</b>  <b>\$1,500</b>  <b>Campaign Partner</b></p> <p><b>\$350</b>  <b>Web Partner</b></p>
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<p><b>SOVA CO-OP - ONLINE</b>  <b>#12-11 TOTAL PORTLAND - MAY</b>  GOAL: 3,000,000 impressions / Three-Week Campaign</p> <div style="border: 2px solid black; padding: 5px; text-align: center;"> <p><b>2010 CAMPAIGN RESULTS</b>  Exposure: 2,775,000 Impressions  Click-Thrus: 1,975 / Page Views: 2,676  Cost Per Impression: .005</p> </div> <p>A three-week campaign aimed at the Portland market using a variety of online tools including geo-targeting Google and Yahoo ads, plus banner ads on high traffic media websites, and a special campaign website to track all results.</p> <p><b>Display ads on key high traffic local media websites plus Google and Yahoo sites</b></p> <p><b>Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site.</b></p> <p><b>Priority listing and online coupons on “Web Special” page of the campaign website.</b></p> <p><b>CAMPAIGN PARTNER (6 Spots)</b> - Individual banner ads on websites that feature your copy/photo/logo, plus preferred placement on campaign website with hotlinks and up to three online coupons.</p> <p><b>WEB PARTNER (8 Spots)</b> - Exposure is limited to being featured on the campaign website and offering coupons on the website with hotlinks to your site.</p>	<p><b>DEADLINE</b>  <b>March 15, 2010</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Cost includes ad banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$14,000</b></p> <p><b>PARTNER COST</b>  <b>\$1,500</b>  <b>Campaign Partner</b></p> <p><b>\$350</b>  <b>Web Partner</b></p>
<p><b>SOVA CO-OP - WEB</b> <b>(PENDING)</b>  <b>#13-11 SOVA GOES MOBILE</b>  <b>I-PHONE/SMARTPHONE AP</b></p> <p>SOVA is in development of a Smartphone Ap that would place maps of Southern Oregon on mobile phones with links to co-op partner information and websites. Contact Mark Dennett (1-800-554-0564 / <a href="mailto:Mark@sova.org">Mark@sova.org</a>) if interested.</p>	<p><b>DEADLINE</b>  <b>April 1, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$10,000</b></p> <p><b>CALL FOR DETAILS</b></p>

<p><b>SOVA/RCMP CO-OP - PRINT/ONLINE</b>  <b>#14-11 JUNE - GOLF DIGEST INSERT</b>  237,520 cir / California, Oregon, Washington, Phoenix (DMA)</p> <p><b>SPACE FOR 6 PARTNERS</b></p> <p><i>Golf Digest</i> is the leading golf magazine in the US. Now you can enjoy a superior environment to promote your course, city or hotel to hardcore golfers who travel frequently and spend significantly more on their vacation than non-golfers.</p> <p><b>BONUS - A 1/3 page four color ad</b> will run in the <b>May 2011 Oregon Golf Guide</b>. The guide will immediately follow the map insert by Travel Oregon in <i>Golf Digest</i> (CA, ID, OR, WA) Ad will feature your course and drive people to the campaign website.</p> <p><b>Exposure in one-page full color magazine insert</b></p> <p><b>Exposure in 1/3 page ad in May Oregon Golf Guide</b></p> <p><b>Exposure on SOVA website featured in insert</b></p>	<p><b>DEADLINE</b>  <b>April 1, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$23,000</b></p> <p><i>Ad on Map</i></p> <p><b>PARTNER COST</b>  <b>\$3,741</b></p> <p><b>PLUS RCMP FUNDS</b></p>
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<p><b>SOVA CO-OP - PRINT</b>  <b>#15-11 MAY/JUNE</b>  <b>WINE-FOOD ADVENTURES</b>  Northwest Palate - 45,000 readers / 130,000 impressions</p> <p><b>SPACE FOR 10 PARTNERS</b></p> <p><b>Exposure in four page magazine insert</b>  <b>Exposure on SOVA website featured in insert</b></p> <p><i>Northwest Palate</i> is a popular Northwest magazine that celebrates wine, food, and travel. A bimonthly since 1987, Northwest Palate reaches food and wine enthusiasts who are educated, affluent and well traveled.</p> <p><b>FOUR-COLOR INSERT</b> - Your winery, restaurant or specialty food company will be featured in a special four page insert that highlights the wine, beer, food and culinary adventures available throughout Southern Oregon - from the coast to the high country.</p>	<p><b>DEADLINE</b>  <b>April 1, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$6,000</b></p> <p><i>Ad on Map</i></p> <p><b>PARTNER COST</b></p> <p><b>PENDING FINAL PRICING</b></p> <p><b>CALL MARK TODAY</b></p>
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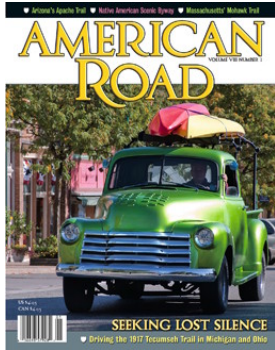


**SOVA CO-OP - PRINT/ONLINE**  
**#16-11 – AMERICAN ROAD MAGAZINE**

**Summer 2011 Issue**

15,000 cir. / 45,000 readers

**SPACE FOR 6 PARTNERS**



Shared full-page color ad

Bonus shared 1/6-page color ad

Online PDF tour maps for three months  
(Jun/Jul/Aug) from SOVA

Banner ad on website for one month

Leads from magazines (opt-in leads)

**Exposure on SOVA website featured in ad with hotlink to your site**

This unique heritage tourism magazine was one of top lead producers for 2010, plus they have an outstanding social media supporting program. Readers: 78% are 45 years and older, 45% have incomes of \$75,000+.

**The Summer Byways/Highways Special Section** promotes Scenic Byways. In addition to a color ad, SOVA will once again be posting a scenic drive map on their web site and all partners will be listed in an index in the section. All partners receive exposure in the full-page ad **(copy, photo and logo)**.

**DEADLINE**  
**April 1, 2011**

**CONFIRMED**  
**PARTNERS**

**TOTAL**  
**MARKETING**  
**VALUE**

**\$5,000**

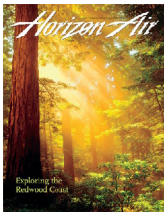
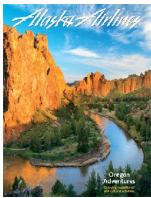
**PARTNER**  
**COST**

**\$770**  
**per partner**

**Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.**

<p><b>SOVA CO-OP/RCMP - ONLINE</b>  <b>#17-11 TOTAL SAN FRANCISCO - JUNE</b>          GOAL: 15,000,000 Impressions</p> <div style="border: 2px solid black; padding: 5px; background-color: yellow; text-align: center;"> <p><b>2010 CAMPAIGN RESULTS</b>  <b>Exposure: 9,340,000 Impressions</b>  <b>Click-Thrus: 11,000 / Page Views: 14,000</b>  <b>Cost Per Impression: .003</b></p> </div> <p>A dynamic three-week online campaign aimed at the Bay Area using a variety of online tools including geo-targeting TripAdvisor, Google and Yahoo ads, plus banner ads on high traffic media websites, and a special campaign website to track all results.</p> <p><b>Display ads on key high traffic local media websites plus TripAdvisor, Google and Yahoo sites</b></p> <p><b>Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site.</b></p> <p><b>Priority listing and online coupons on "Web Special" page of the campaign website.</b></p> <p><b>CAMPAIGN PARTNER (6)</b> - Individual banner ads on websites that feature your copy/photo/logo, plus preferred placement on campaign website with hotlinks and up to three online coupons.</p> <p><b>WEB PARTNER (8)</b> - Exposure is limited to being featured on the campaign website and offering coupons on the website with hotlinks to your site.</p>	<p><b>DEADLINE</b>  <b>April 5, 2011</b></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Cost includes ad banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$51,000</b></p> <p><b>PARTNER COST</b>  <b>\$4,500</b>  <b>Campaign Partner</b></p> <p><b>\$500</b>  <b>Web Partner</b></p> <p><b>PLUS RCMP FUNDS</b></p>
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<p><b>SOVA CO-OP - PRINT</b>  <b>#18-11 – SUMMER - POCKET-SIZE MAP</b>                  150,000 printed maps / 450,000 readers</p> <p>This will be the 3<sup>rd</sup> year for our popular pocket-size Scenic Byway map. This map highlights all our scenic byways and routes to Crater Lake. Backside of map has travel information and ads.</p> <p><b>Seven (7) Small Ads Available</b>                  AD SIZE: 2 ½” wide x 2 ¼” deep</p> <p><b>Two (2) Large Ads Available</b>                  AD SIZE: 5” wide x 2 ¼” deep</p>	<p><b>DEADLINE</b>                  April 16, 2011</p> <p><b>CONFIRMED PARTNERS</b></p> <p>Large Ads:</p> <p>Small Ads:</p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$10,000</b></p> <p><i>Ad on Map</i></p> <p><b>PARTNER COST</b></p> <p><b>\$880</b> small ad</p> <p><b>\$1,395</b> large ad</p>
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<p><b>SOVA CO-OP - PRINT</b>  <b>#19-11 HORIZON AND ALASKA MAGAZINES</b>  <b>TWO EDITORIAL FEATURES - JULY AND AUGUST</b></p> <p>Horizon Air Magazine - 580,000 Impressions                  Alaska Air Magazine - 1,560,000 Impressions</p> <div style="display: flex; align-items: flex-start;">  <div> <p>One of SOVA's most powerful regional co-op programs has been SOVA's annual special feature in <b>Horizon Air Magazine</b>. Your ad is surrounded by stories about living and visiting Southern Oregon.</p> <p><b>NEW FOR 2011</b> - SOVA is continuing its <b>July - Horizon Air Magazine Section</b>, but we've added a second one in <b>Alaska Airlines Magazine</b> to reach a national audience! <b>You can run your ad only in Horizon Air Magazine (July)</b>, at a discounted SOVA rate... <b>plus run the same ad in Alaska Air Magazine (August) for the same price...</b> a super deal considering the readership for Alaska Airlines is <u>three times greater</u> than Horizon.</p> </div> </div> <div style="display: flex; align-items: flex-start; margin-top: 20px;">  <div> <table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"></th> <th style="width: 35%; text-align: center;"><i>Horizon Air</i> July, 2011</th> <th style="width: 35%; text-align: center;"><i>ADD</i> <i>Alaska Air</i> <i>FOR AN</i> <i>ADDITONAL</i></th> </tr> </thead> <tbody> <tr> <td>Full Page Color</td> <td style="text-align: right;">\$4,965</td> <td style="text-align: right;">\$4,965</td> </tr> <tr> <td>2/3 Page Color</td> <td style="text-align: right;">\$3,895</td> <td style="text-align: right;">\$3,895</td> </tr> <tr> <td>1/2 Page Color - Vertical</td> <td style="text-align: right;">\$3,595</td> <td style="text-align: right;">\$3,595</td> </tr> <tr> <td>1/2 Page Color - Vertical</td> <td style="text-align: right;">\$3,350</td> <td style="text-align: right;">\$3,350</td> </tr> <tr> <td>1/3 Page Color</td> <td style="text-align: right;">\$2,340</td> <td style="text-align: right;">\$2,340</td> </tr> <tr> <td>1/6 Page Color - Vertical</td> <td style="text-align: right;">\$1,745</td> <td style="text-align: right;">\$1,745</td> </tr> <tr> <td>1/6 Page Color - Horizontal</td> <td style="text-align: right;">\$1,550</td> <td style="text-align: right;">\$1,550</td> </tr> </tbody> </table> </div> </div>		<i>Horizon Air</i> July, 2011	<i>ADD</i> <i>Alaska Air</i> <i>FOR AN</i> <i>ADDITONAL</i>	Full Page Color	\$4,965	\$4,965	2/3 Page Color	\$3,895	\$3,895	1/2 Page Color - Vertical	\$3,595	\$3,595	1/2 Page Color - Vertical	\$3,350	\$3,350	1/3 Page Color	\$2,340	\$2,340	1/6 Page Color - Vertical	\$1,745	\$1,745	1/6 Page Color - Horizontal	\$1,550	\$1,550	<p><b>DEADLINE</b>                  APRIL 20, 2011</p> <p><b>CONFIRMED PARTNERS</b></p> <p>Display ad, plus leads from reader service</p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$40,000</b></p> <p><b>PARTNER COST</b></p> <p><b>SEE SPECIAL RATES TO THE LEFT</b></p>
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**SOVA CO-OP - ONLINE**  
**#20-11 - TOTAL SACRAMENTO - SEPT**

GOAL: 6,000,000 Impressions

**2010 CAMPAIGN RESULTS**

Exposure: 4,527,000 Impressions

Click-Thrus: 3,875 / Page Views: 4,500

Cost Per Impression: .003

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

**Display ads on key high traffic local media websites plus TripAdvisor, Google and Yahoo sites**

**Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site.**

**Priority listing and online coupons on "Web Special" page of the campaign website.**

**CAMPAIGN PARTNER (6)** - Individual banner ads on websites that feature your copy/photo/logo, plus preferred placement on campaign website with hotlinks and up to three online coupons to your site.

**WEB PARTNER (8)** - Exposure is limited to being featured on the campaign website and offering coupons on the website with hotlinks to your site.

**DEADLINE**  
**July 1, 2011**

**CONFIRMED PARTNERS**

**Cost includes ad banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report**

**TOTAL MARKETING VALUE**

**\$23,000**

**PARTNER COST**

**\$2,750 per person**

**\$350 for web special partner**

<p><b>SOVA CO-OP - PRINT</b>  <b>#21-11 OCTOBER - NEWSPAPER INSERT</b>  <b>Oregon Bounty - Northern California</b>          60,000 copies / 150,000 readers</p> <p><b>SPACE FOR TEN (10) PARTNERS</b></p> <p>Feature in four-page, color newspaper insert          Exposure on SOVA website featured in ad</p> <p>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.</p> <p><b>NEWSPAPER INSERT – OCTOBER</b>– Free standing insert into Northern California newspapers. Newspapers: Redding Searchlight, Siskiyou Daily News, Mt. Shasta Herald, Weed Press and Dunsmuir News.</p>	<p><b>DEADLINE</b>  <i>Sept 1, 2011</i></p> <p><b>CONFIRMED PARTNERS</b></p> <p><b>Co-Op includes ad production, media costs, leads and feature on special campaign website with hot link to your site.</b></p>	<p><b>TOTAL MARKETING VALUE</b>  <b>\$12,000</b></p> <p><b>PARTNER COST</b>  <b>\$1,200</b>          per partner</p>
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**2011 SOVA PUBLICATIONS - ONLINE + PRINT**

<p><i>Sign Up Anytime</i>  <b>2011 SOVA WEBSITE ADVERTISING</b>          400,000 unique visitors annually</p> <p>All SOVA partners/members receive a 50-word listing on SOVA's major website (www.SouthernOregon.org). SOVA offers three additional ways to improve your online exposure:</p> <p><b>SPOTLIGHT LISTING</b> – You can add a photo to your basic listing. Your listing will also be moved up, above all other listings in a specific directory (all listings are normally in alphabetical order).</p> <p><b>PHOTO FEATURES</b> – You can purchase a high-impact photo editorial feature on any page. These “advertorials” appear on the right side of all web pages. We limit the number of photo features to three on one page.</p> <p><b>E-NEWSLETTER</b> – You can have a feature story in SOVA's e-vacation newsletter that is emailed to 45,000+ people each month. These are people that have requested the SOVA Guides in the past.</p>	<p><b>PARTNER COST</b></p> <p><b>SPOTLIGHT LISTING</b>          \$20 per month          \$240.00 per year</p> <p><b>PHOTO FEATURE</b>          \$10 to \$100 per month (billed annually) depending on pages selected.</p> <p><b>E-MAIL OR CALL MARK DENNETT FOR A QUOTE</b></p> <p><b>E-NEWSLETTER</b>          \$200 for three issues.</p>
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## 2011 SOUTHERN OREGON VACATION GUIDE PRINT

120,000 printed copies / 480,000 impressions  
200,000 online readers / one million page views

For 26 years the **Southern Oregon Vacation Guide** has been the most read regional vacation guide in Southern Oregon. The guide is also online ([www.SouthernOregon.org](http://www.SouthernOregon.org)) with hot links from each display ad to the advertiser's website.

It is the only regional guide that is distributed throughout seven Southern Oregon counties (Jackson, Josephine, Coos, Curry, Douglas, Klamath, and Lake Counties). It is also distributed at all State Visitor Centers, at the Eugene and Medford airports, plus visitor centers and hotels.

### 2011 PRINT AD RATES

- Preferred Full-Page - \$6,500
- Regular Full-Page - \$5,995
- Half-Page - \$3,895
- 1/3-Page Super Square - \$3,250
- 1/6-Page Horizontal or Vertical - \$1,995
- 1/12-Page Mini Square - \$695.00
- 1/12-Page Advertorial Style - Mini Square - \$895

**DEADLINE**  
**March 16, 2011**

**TOTAL**  
**MARKETING VALUE**  
**\$90,000**

Current 2010  
advertisers receive a  
discount  
if renewed before  
Dec 31, 2010

## PREMIER MEMBER UPGRADE

- Advertorial Feature in the Vacation Guide
- Rotating Sky Banner on the SOVA Website
- Email Blast to 45,000 Consumers

Because of SOVA's nonprofit status, anyone wishing to participate in any SOVA marketing program must be a SOVA marketing partner. Any SOVA member can add a Premier upgrade (\$1,950) to their basic membership fee to add three dynamic marketing tools to their marketing effort:

**PRINT - ADVERTORIAL IN THE SOUTHERN OREGON VACATION GUIDE** - 1/3 page sidebar story on your business in the printed guide.

**ONLINE - SKY BANNER AD** - Rotating sky banner ad (top of the page) featuring your business. Your ad rotates on all pages of the SOVA website.

**E-BLAST TO 45,000+** - A feature story in one issue of SOVA's consumer "Vacation News."

**DEADLINE**  
**March 16, 2011**

**PARTNER COST**  
**\$2,100**

**LIMITED TO**  
**SEVEN (7)**  
**PREMIER MEMBERS**  
**ANNUALLY**