



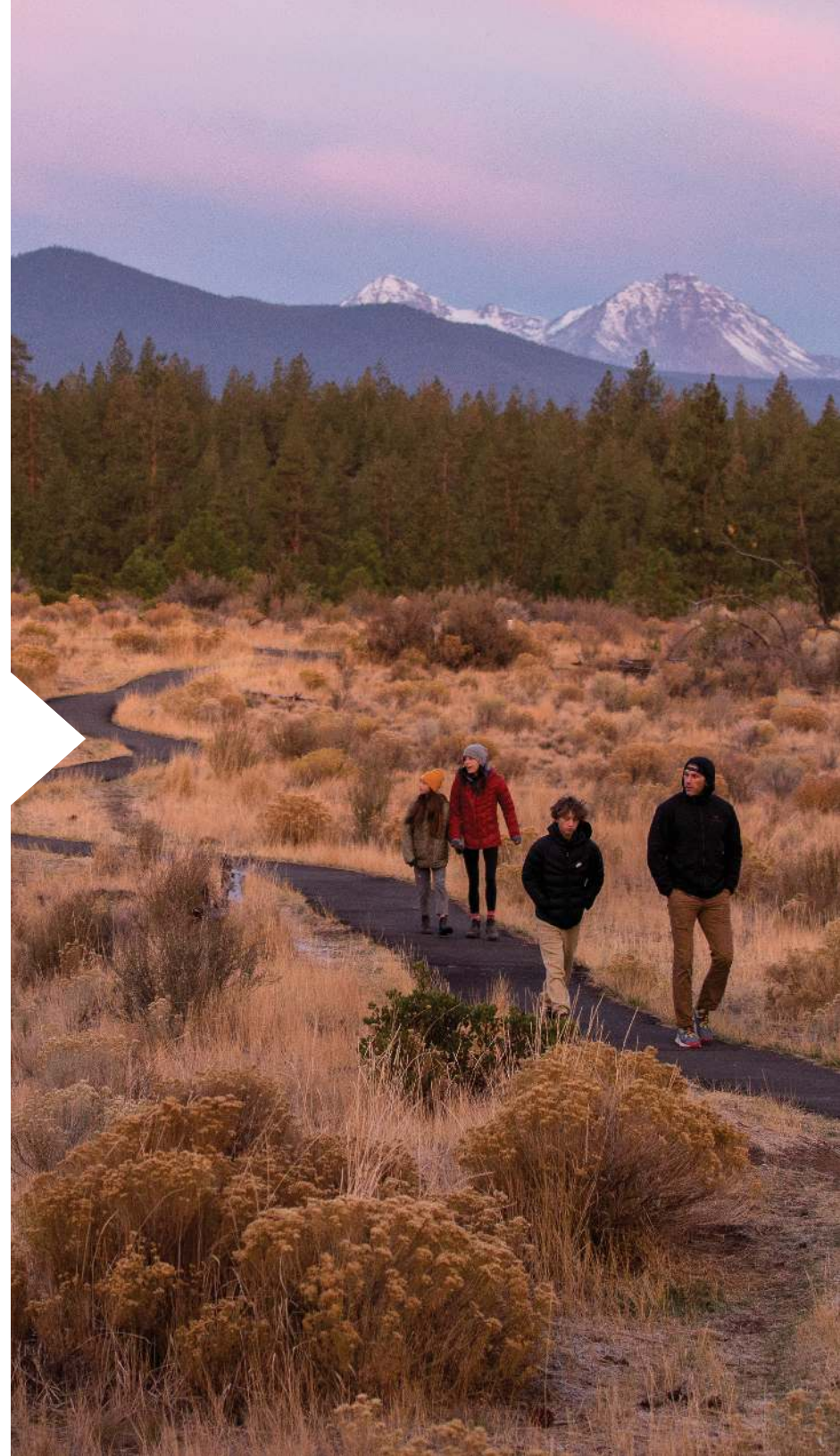
CENTRAL OREGON

MEDIA KIT FY 2022-23

WE ARE VISIT CENTRAL OREGON

We inspire Central Oregon tourism by celebrating our unique culture and diverse landscapes. We know we are stronger through collaboration and create valuable opportunities to work with our partners. Leading with vision and creativity, we champion the value of tourism for the long-term vitality of the region.

Reach your audience more places than ever. Capture their attention through a multitude of channels provided by Visit Central Oregon.



**94K
Monthly**

Newsletter Opt-in
Subscribers

OUR AUDIENCE

Choose from a multitude of channels to capture the attention of actively engaged prospects. Our inspirational and resourceful website and print/digital guides reach local and out-of-town visitors who enjoy a diverse range of lifestyles.



Print Publications

Annual Readership **345K** across all guides

Travel Guide **100K**

High Desert Weddings **25K**

Savor Dining Guide **30K**

visitcentraloregon.com

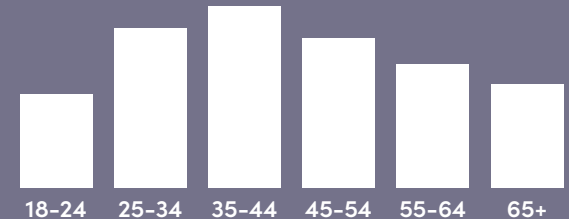
55%

Female

45%

Male

Ages



Top 5 Locations

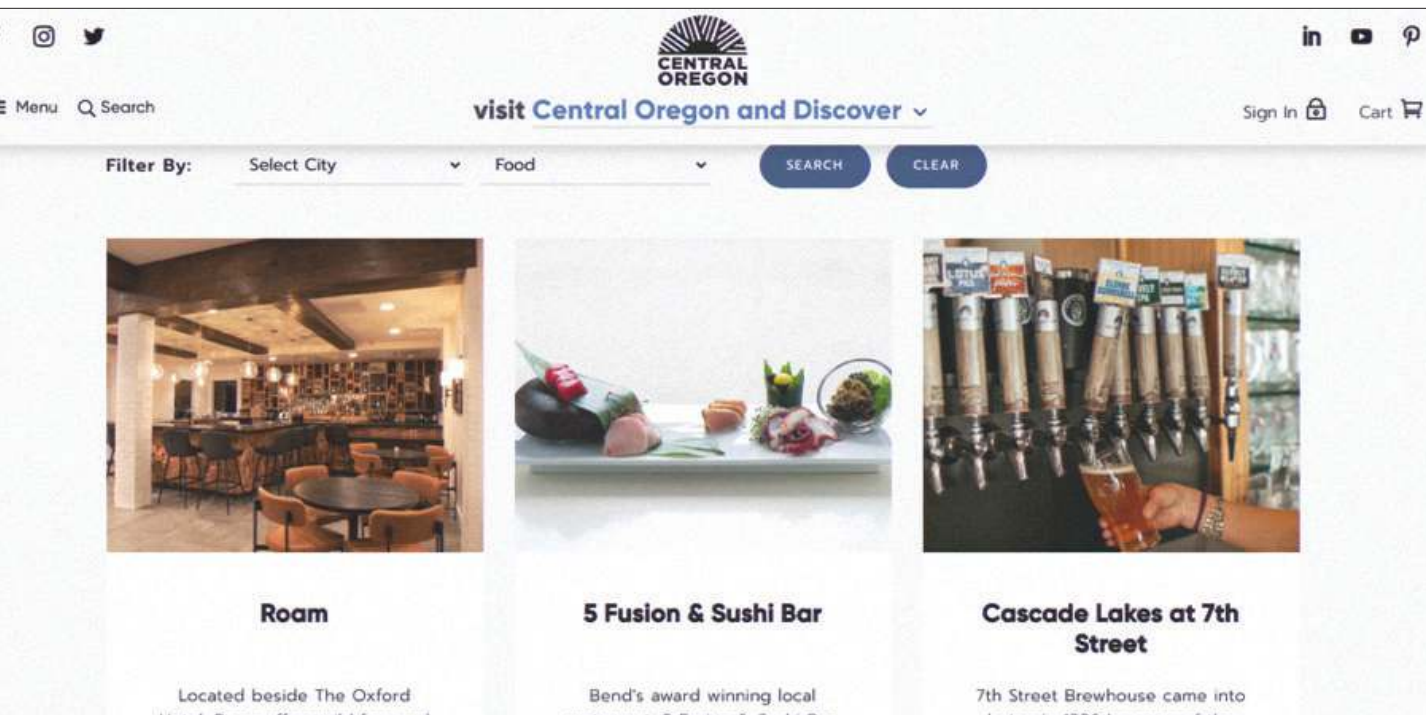


818K

Annual Pageviews

500K

Annual Users



VISITCENTRALOREGON.COM | FREE PLACEMENT DIRECTORY + EVENTS

Get a complimentary business listing to put your company in front of high-potential visitors. This is one valuable benefit offered for free to the tourism industry in Central Oregon. Head to visitcentraloregon.com/marketing-opportunities/ to register your business. It's a great way to get your business in front of potential visitors and customers to the region.



VISITCENTRALOREGON.COM

FEATURED PARTNER - DIGITAL ADVERTISING OPPORTUNITIES

Attract highly engaged travelers with a logo and a direct link to your business website. Intentional featured placements on visitcentraloregon.com offers exclusivity and brand recognition.

Golf Placement

Golf and resort partners have the opportunity for golf display—the most highly trafficked page visitcentraloregon.com/things-to-do/golf/golf-trail/

3 Exclusive Spots

45K
Monthly
Views

\$1,500
Biannually
\$2,700
Per Year

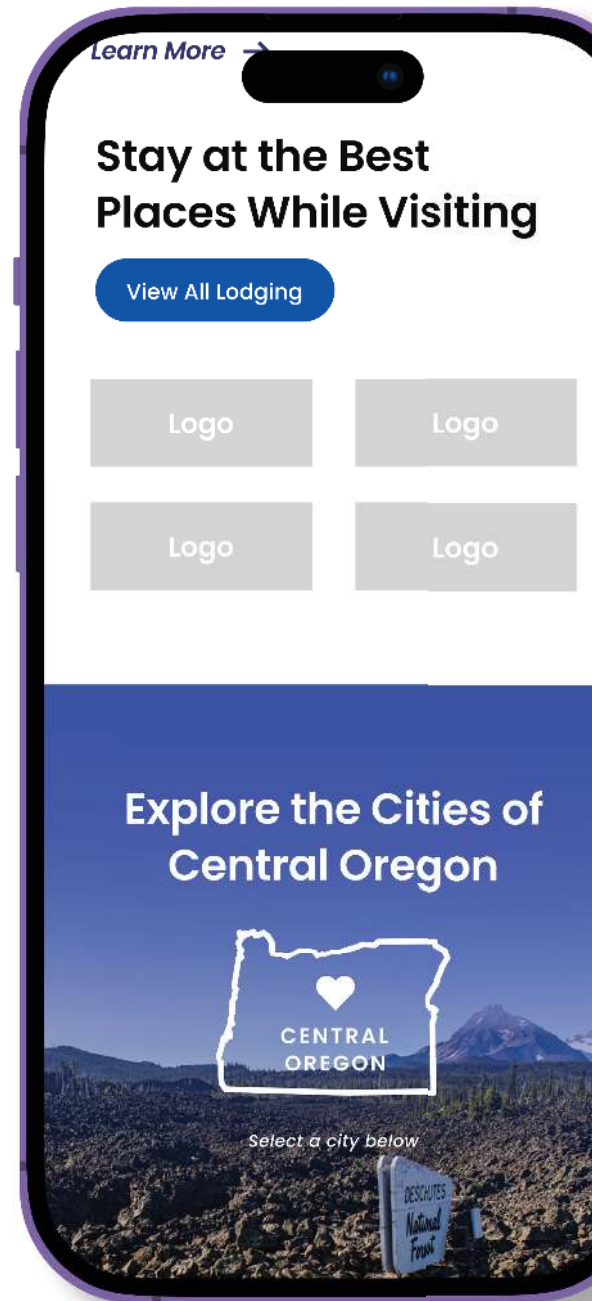
Lodging Placement

Lodging partners have the opportunity for homepage display—the second most highly trafficked page on visitcentraloregon.com

4 Exclusive Spots

43K
Monthly
Views

\$1,500
Biannually
\$2,700
Per Year



VISITCENTRALOREGON.COM

FEATURED PARTNER - DIGITAL ADVERTISING OPPORTUNITIES (CONT.)

Event Page Placement

Located on the main events page, visitcentraloregon.com/events/—a placement option where viewers are looking for the latest happenings in Central Oregon.

6 Exclusive Spots

36K
Monthly
Views

\$1,200
Biannually
\$2,100
Per Year

City Placement

Highlight your business in the city your visitors and customers are, within the city your business is located. visitcentraloregon.com/cities/'city of choice'/

*Advertising options available within the city where you are located.

5 Exclusive Spots (per city)

21K
Monthly

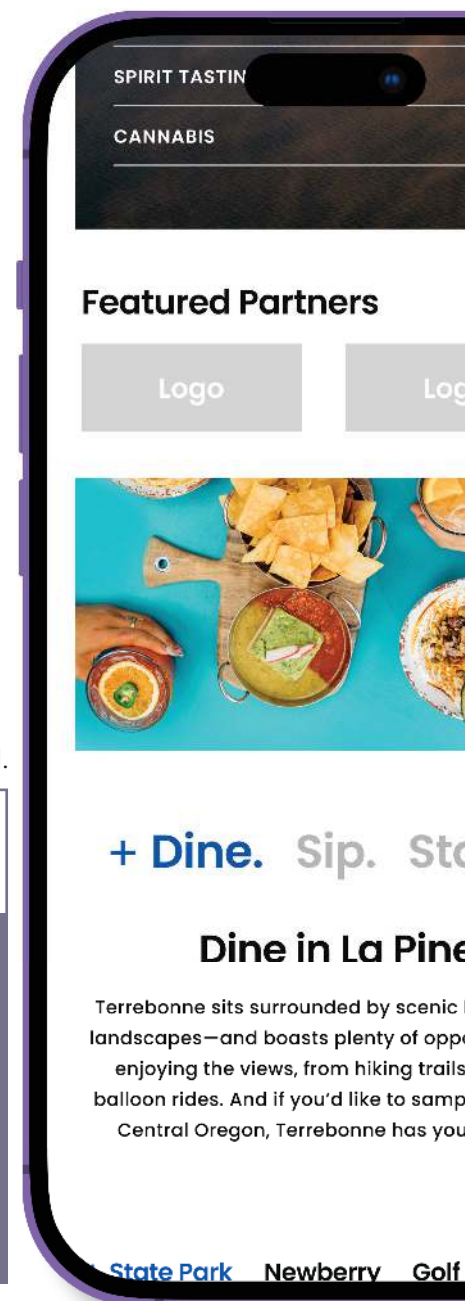
2.7K
Avg.Monthly

\$900
Biannually
(Bend & Sunriver)

\$500
Biannually
(Central Oregon)

\$1,700
Per Year
(Bend & Sunriver)

\$900
Per Year
(Central Oregon)



VISITCENTRALOREGON.COM

SPONSORED CONTENT

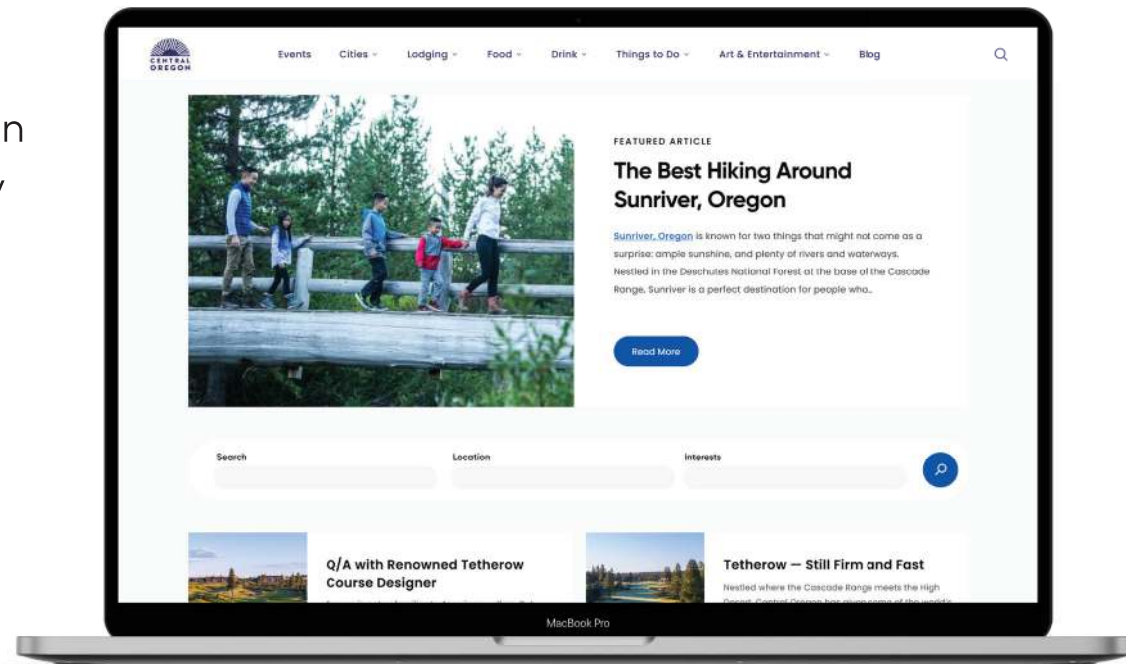
Share your business's story through custom-produced content on a featured part of visitcentraloregon. This customized content can be shared via your channels, plus is shared by Visit Central Oregon, reaching high-potential visitors and having the benefit of third-party credibility.

Choose from the following categories and your story will appear in relevant sections of visitcentraloregon.com

(The Region, Food & Drink, Things to Do, and Arts & Culture)

Package - \$2,000

- 750-word Story
- Featured on the e-newsletter, trending stories, home page and blog page for one month
- Includes writing, editing, layout, and one-year exposure on visitcentraloregon.com



E-NEWSLETTERS

EMAIL NEWSLETTER ADVERTISING

Choose from one of our themed email newsletters to get in front of 94K monthly opt-in subscribers.
500 x 200 pixel ad.

\$600 per email

Choose from one of the following monthly email themes (3 spots available per month):

1. Nov - Magic of the Holidays
2. Dec - Long Weekends + Winter Adventure
3. Jan - New Year Resolutions (Travel, Travel, Travel)
4. Feb - Making the Most of Spring Break
5. March - The Last Days of Winter
6. April - Springtime in Central Oregon
7. May - Summer Planning
8. June - The Staples + The Hidden Gems

*All issues likely to include elements of Culinary, Art, and Recreation.

Subject to change. Please confirm with VCO.



Monthly Distribution: 94K
monthly opt-in subscribers

PRINT ADVERTISING

Visit Central Oregon's 2020-2021 Official Visitors Guide received "Best Overall Magazine/Consumer" and "Visitors Guide/Consumer" at the 69th Annual Maggie Awards. To learn more about marketing your business in future editions, please contact: sales@oregonmedia.com





CENTRAL OREGON TRAVEL GUIDE

A printed Travel Guide produced in partnership with Oregon Media provides visitors as well as locals with insightful information about the region, dining and libations, recreation, lodging, events and more. Available digitally.

HIGH DESERT WEDDINGS GUIDE

A printed Wedding Guide published and distributed by Oregon Media. We partnered to produce a unique photo-heavy storytelling piece introducing Central Oregon as a year-round wedding destination, highlighting wedding stories, lodging properties and vendors from around the region. Central Oregon's wedding, style and inspiration resource guide. Available digitally.



SAVOR DINING GUIDE

Savor is an annual publication focused on the Central Oregon food community. In partnership with Oregon Media, the magazine draws on the longstanding local relationships of the area to attract residents and visitors to the engaging information about restaurants and culinary trends in the region. Savor is the high-quality source for restaurant options and culinary information for a wide variety of audiences. Available digitally.



FOR MORE INFORMATION

Contact: marketing@visitcentraloregon.com

Find [@visitcentraloregon](#) online

