



# ADVERTISING & SPONSORSHIP

the best way to reach locals & visitors

Travel Salem is the official destination marketing & management organization for the Salem & Mid-Willamette Valley (Marion/Polk Counties).

Advertise with us to reach a qualified & engaged audience planning travel and activities to the region.

## Visitors to Oregon spent statewide:

- **\$13.8 billion in 2022**
- \$10.9 billion in 2021
- \$6.6 billion in 2020

## Visitors to Salem & Mid-Willamette Valley spent:

- **\$782 million in 2022**
- \$676.3 million in 2021
- \$314.9 million in 2020

## Visitors are from:

- **44% Oregon**
- 14% California
- 12% Washington
- 30% from throughout the US & International

## Affordable advertising

Advertising options range from

**\$50 to \$1,500 per year**

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### GET STARTED TODAY

call 503.581.4325 x125 or  
contact **Tina@TravelSalem.com**

### To purchase advertising visit:

<https://www.travelsalem.com/advertising-opportunities/>



# TravelSalem.com Advertising

**1 Business Listings**  
\$75

**2 Block Ad (bottom of page)**  
\$150 (6 months)  
\$250 (12 months)

## STATS

- 300,000-500,000 sessions per year

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1

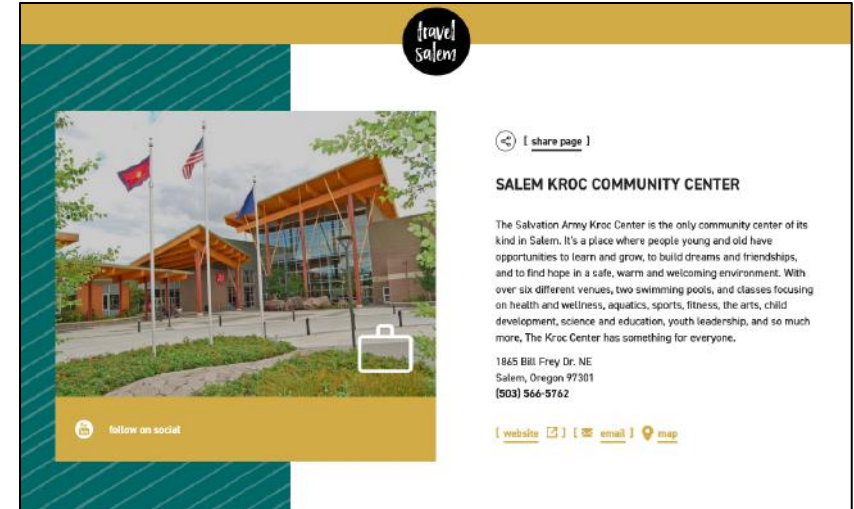


### SALEM KROC COMMUNITY CENTER

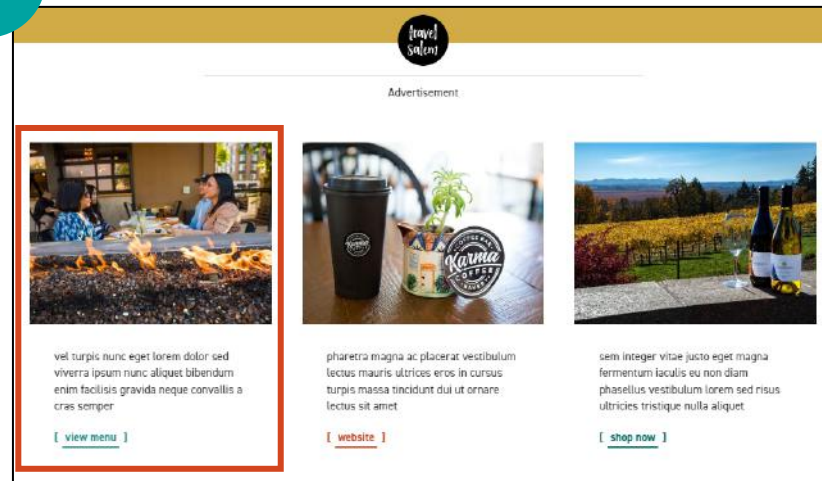
1865 Bill Frey Dr. NE  
Salem, Oregon 97301  
(503) 566-5762

[ video ]

[website](#) [learn more](#) [map](#)



2





## TravelSalem.com Advertising cont.

### 3 Full Screen Ad (Category Specific/top of page)

\$150 (3 months)

\$300 (6 months)

\$550 (12 months)

#### STATS

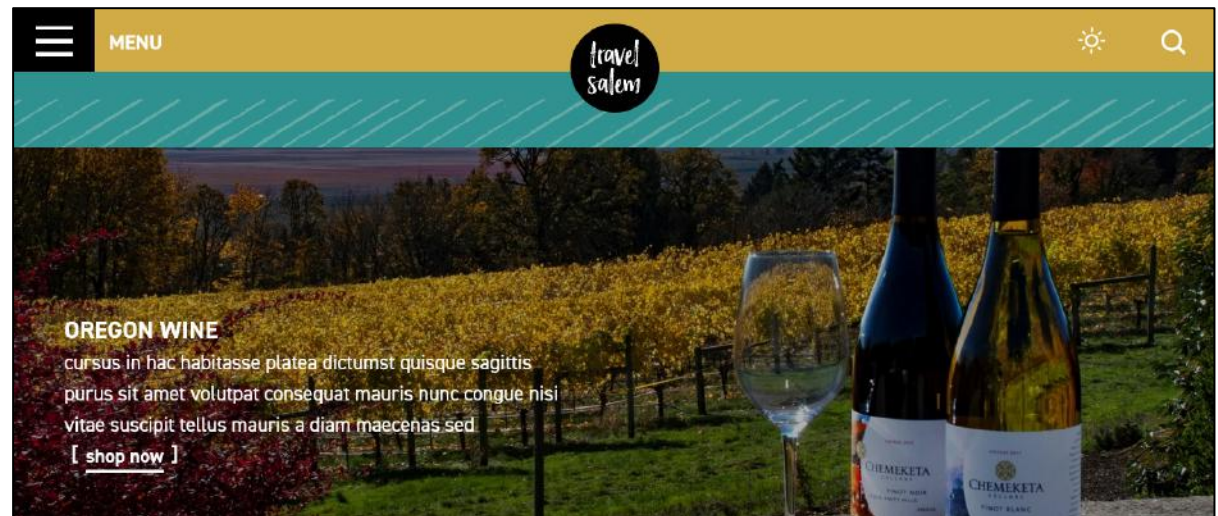
- 300,000-500,000 sessions per year

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\*\*Apply \$5 to each item if paying by credit card.

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## Salem Area Visitor Guide

**4 Business Listing**  
\$150 per listing

**5 Display Ad**  
Contact: Betsy Hand  
MEDIAmerica  
[betsyh@mediamerica.net](mailto:betsyh@mediamerica.net)  
503.939.5696

### STATS

- 100,000 printed annually
- Distributed to 800 locations throughout Oregon, California & Washington including sports events
- Digital edition on TravelSalem.com
- Main response piece to all Salem consumer inquiries
- Distributed at convention, meeting, and consumer tradeshows

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## Salem Area Visitor Center

### 6 Brochure

- \$50 per brochure placement in Visitor Center
- \$50 per brochure placement in satellite centers (2)
- \$100 per brochure placement in relocation packet (100+ sent annually)
- \$350 per brochure placement in Salem Airport

### Pad Map

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Large ad \$1,500

Small ad \$750

(50,000 printed annually – limited ad space)

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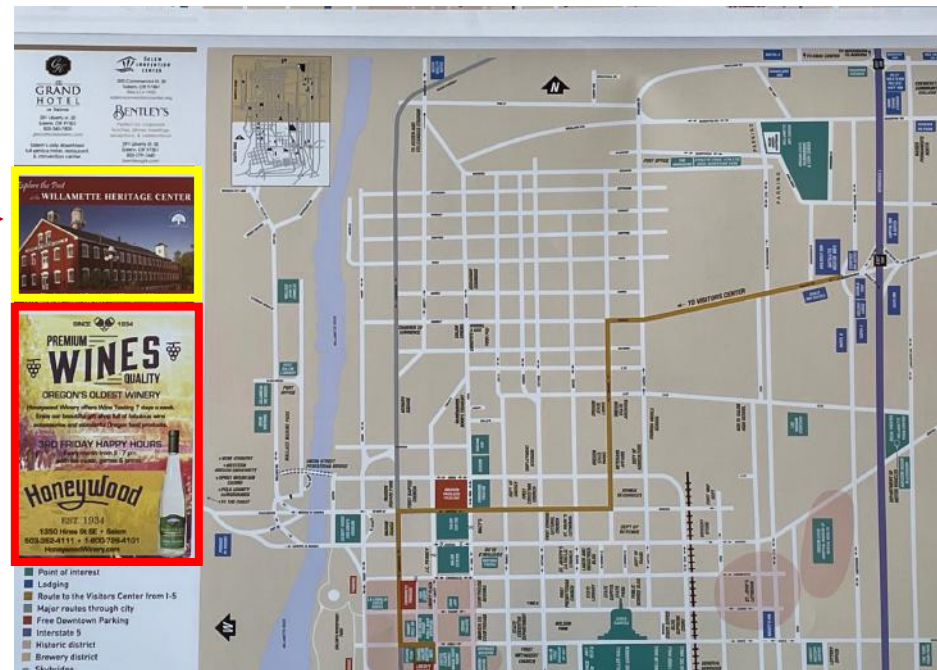
6



7

Small →

Large →







## Consumer Email Advertising

- 8 Consumer E-newsletter Sponsored Content** (6,000 subscribers – send every two months)  
\$300
- 9 Consumer E-newsletter Advertisement** (6,000 subscribers - sent every two months)  
\$200
- 10 Blog Sponsored Content** (2,000 subscribers/600 words – 12 sent per year)  
\$250
- 11 Blog Advertisement** (in Blog and Blog webpage /2,000 subscribers, plus 2,000 monthly pageviews)  
\$200

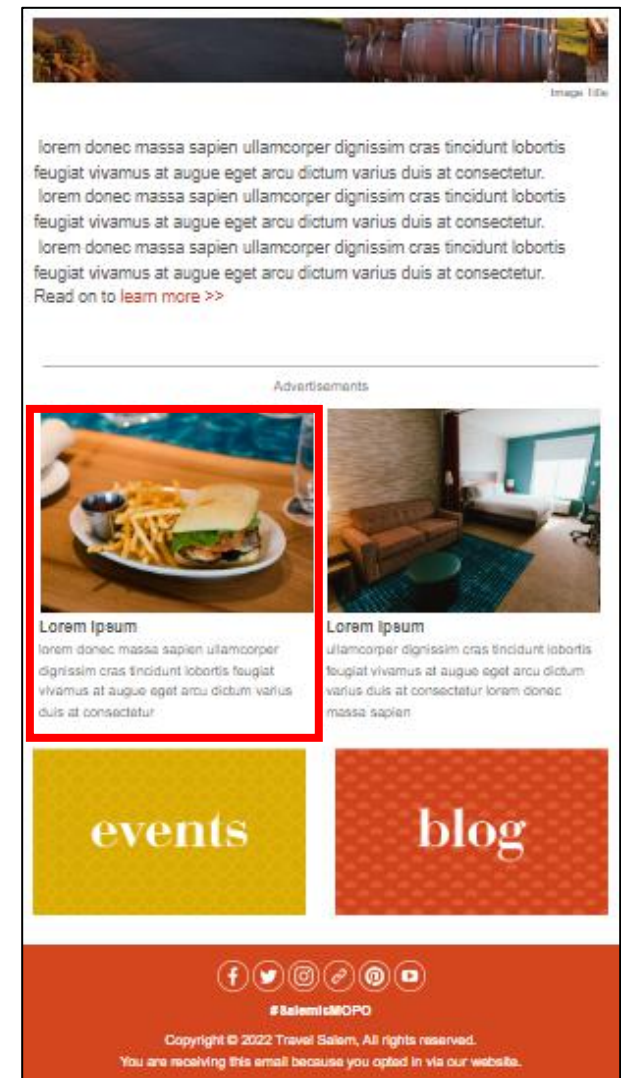
To purchase advertising visit:  
<https://www.travelsalem.com/advertising-opportunities/>

\*\*Apply \$5 to each item if paying by credit card.

8 & 10



9 & 11





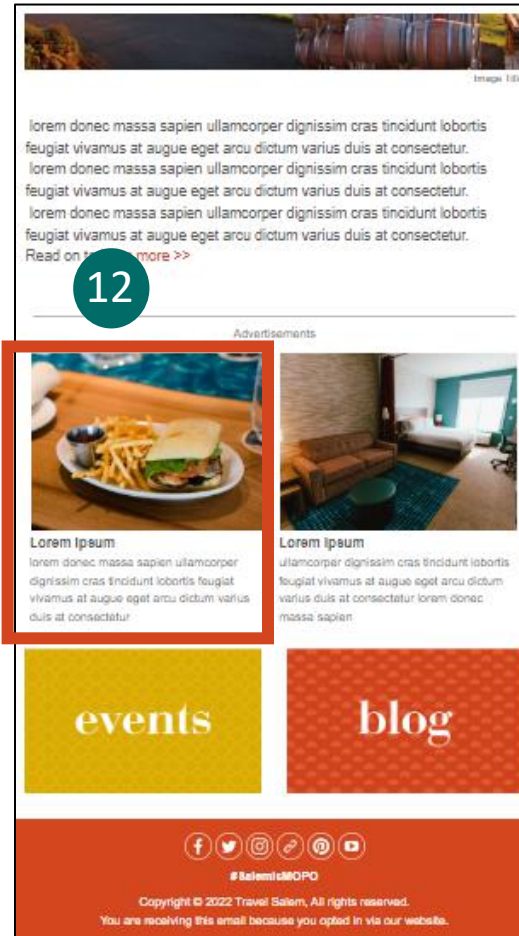
## Industry Email Advertising

- 12 Industry E-newsletter Advertisement** (only offered 6 times a year)  
\$100 (3,000 subscribers)

- 13 Featured E-blast to Industry Stakeholders**  
(3,000 subscribers / only 6 E-blasts available per year / Specific content promoting your business, event, or promotion)  
\$250

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\*\*Apply \$5 to each item if paying by credit card.



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Please join us as we celebrate National Travel & Tourism Month in May and honor the movers and shakers whose resiliency, outside-the-box ideas and innovative partnerships increased the economic impact of tourism in Salem and the Mid-Willamette Valley.

### The Most Oregon Part of Oregon (MOPO) Awards Luncheon

Thursday, May 12  
12 pm – 1:30 pm (Doors open at 11:45 am)  
The Salem Convention Center



## Sponsorship Opportunities

### 14 Mid-Willamette Valley Tourism Summit & MOPO Awards

(November annual educational event) \$500-2,000

- Brings together tourism stakeholders and industry to recap the previous year results. Workshops led by industry professionals on trending topics, technology, and overall strategy. Average attendance: 120+
- Includes the MOPO awards (Most Oregon Part of Oregon) which celebrates tourism industry businesses and events that have excelled during the year (e.g., promotions, marketing, partnerships, product/event development). Average attendance: 120+
  - Sponsorship options include - Presenting Sponsor, Supporting Sponsor, Breakout Session Sponsor, Centerpiece Sponsor



### Corporate Annual Sponsor \$1,200

- Corporate sponsors are key businesses that support Travel Salem's mission to increase visitation by promoting the Salem region as a premier destination.
- Includes: A listing in the Salem Area Visitor Guide, a brochure in the Salem Visitor Center, and listing on TravelSalem.com.



State of Industry Summit

### Sports Sponsor

- **Willamette Valley Open Pickleball Tournament Sponsor** – Sponsorship from \$500-\$10,000
  - Travel Salem hosts Oregon's largest annual Pickleball tournament at Illahe Hills Country Club. Sponsors are included in all promotional materials, advertising, public relations, and event signage.
- **NCAA Hard Court at the Oregon State Fair Pavilion Sponsor** –Sponsors (\$5,000 - \$17,000)
  - Sponsor's logo added to hardwood court used for basketball, volleyball, pickleball, etc.
  - In-arena signage and digital marketing opportunities



Pickleball Sponsor



Hard Court Sponsor

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# Advertising Specifications

1

## **TravelSalem.com – Business Listing**

Complete online form. Travel Salem to supply link to form.

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## **Visitor Guide – Business/Event Listing**

Complete online form. Travel Salem to supply link to form.

2

## **TravelSalem.com - Block Ad**

- Dimensions: 800px by 600px (4:3 aspect ratio)
- Information needed – Image (.jpg, .png) website link
- 25 words plus call to action (e.g., learn more, view menu, order now)

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## **Visitor Guide – Display Ad** (display ads are managed by Travel Salem's publisher, MEDIAmerica.

Contact: Betsy Hand

[betsyh@mediamerica.net](mailto:betsyh@mediamerica.net) / 503.939.5696

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## **Visitor Center – Brochure**

- One 4x9 brochure, 8x10 magazine, or menu (100 annually)

3

## **TravelSalem.com – Full Screen Ad**

- Dimensions: 1920px by 1080px
- Information needed – Image (.jpg, .png) website link, Heading, and 25-words of copy
- 25 words plus call to action (e.g., learn more, view menu, order now)

7

## **Pad Map – Advertising**

- Large = 3" w x 4" h
- Small = 3" w x 2" h
- 4-color/full-color
- .jpg format

8

## **Consumer E-Newsletter – Sponsored Content**

- Article title
- 600 words
- 1 image (300+ dpi / high resolution, .jpg)

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# Advertising Specifications cont.

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## **Consumer E-newsletter – Advertisement**

- Dimensions: 800px by 600px (4:3 aspect ratio)
- 1 image (300+ dpi) and website link
- One “Call to Action” Keyword of choice, header, and 25-words of copy

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## **Blog – Sponsored Content**

- Article title
- 600 words
- 1 image (300+ dpi / high resolution, jpg)

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## **Blog – Advertisement**

- Dimensions: 800px by 600px (4:3 aspect ratio)
- 1 image (300+ dpi) and website link
- One “Call to Action” Keyword of choice, header, and 25-words of copy

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## **Industry E-newsletter – Advertisement**

- Dimensions: 800px by 600px (4:3 aspect ratio)
- 1 image (300+ dpi) and website link
- One “Call to Action” Keyword of choice, header, and 25-words of copy

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## **Featured E-blast to Industry Stakeholders**

- 500 words and logo
- “Call to Action” (e.g., learn more, view menu, order now)
- 1 image (300+dpi) and website link

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## **Signature Event (State of the Industry Summit & MOPO Awards) – Sponsorship**

- \$500 - \$2,000
- Presenting sponsor, supporting sponsor, breakout session sponsor, and centerpiece sponsor

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## **Corporate Sponsor**

- Website listing – online form
- Visitors Guide listing – online form
- Brochure in Visitors Center (One 4x9 brochure, 8x10 magazine, or menu)
- Overarching support of Travel Salem

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## **Pickleball - Sports Sponsor**

- Logo (.jpg or .png format)
- 30-word description

## **NCAA Hard Court – Sports Sponsor**

- Logo (.ai format)

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