

HERE IS OREGON (THE OREGONIAN)

Work with the team of storytellers at Here Is Oregon (OregonLive/The Oregonian) to showcase your business or event. Long-form storytelling pairs with paid promotion in the Storyteller package, and/or market your events with the Event Booster.

Brand Storyteller

- Excellent chance to go deeper and tell the story of your business. Custom story written, produced and published by Here Is Oregon from an interview with you! Mt. Hood Territory co-branding (logo) may be included.
- Promotion includes 100k impressions on OregonLive.com, shared on @HerelsOregon social media, HerelsOregon.com website, Here Is Oregon newsletter and story printed in The Sunday Oregonian with QR code.
- \$700 cost to partner (\$3,000 value).

Event Booster

- Promote your event to the Here Is Oregon and OregonLive audience.
- Promotion includes 100k impressions on OregonLive.com (can feature a photo carousel or video), event mention in Here Is Oregon newsletter and mention in The Sunday Oregonian.
- \$400 cost to partner (\$1,500 value).

To Participate

1. [Sign up using our online forms](#) and select Brand Storyteller and/or Event Booster. Businesses may participate in each program once per fiscal year. Participation limited to 10 spaces, first come, first served. You may sign up in advance of your story or event timing to hold a place.
2. After receiving your submission, we will contact you to confirm your participation and connect you with the team at Here Is Oregon.
3. You work with the Here Is Oregon team on your marketing messaging/story.
4. Mt. Hood Territory will pay the bill in full and send you an invoice for your portion (\$700 Storyteller or \$400 Event) after your ad campaign ends.

Questions? Contact Ithaca Janzen at
ithaca@mthoodterritory.com or 971-235-1730 (call/text)
mthoodterritory.com/co-op-ad-program

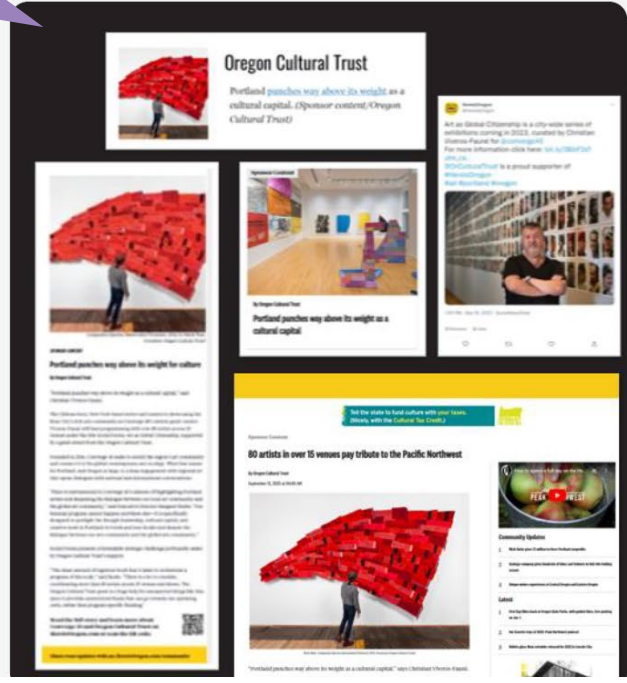
DETAILS: HERE IS OREGON PACKAGES

\$700

Here is Oregon Brand Storyteller

Custom story featuring your organization or event.

- Written, produced and posted on HereisOregon.com (includes display ads with custom CTA)
- 100,000 Headline ad impressions on OregonLive.com (targeted to desired audience)
- Story shared on @HereisOregon Facebook & Instagram accounts (TikTok & YouTube included with video package)
- Story featured in *The Sunday Oregonian* print & digital editions with QR code.
- Video: Packages available for additional cost.

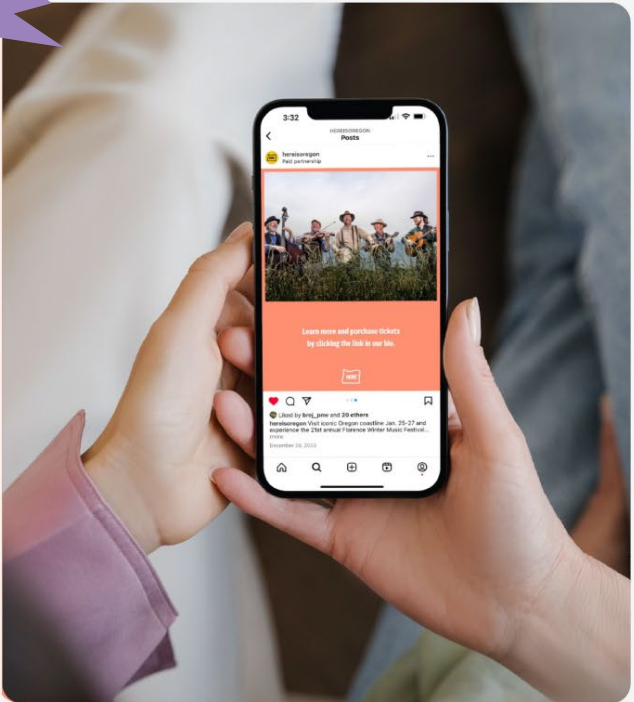


\$400

Event Booster

Everything you need to get the word out to a large audience.

- 100,000 Social Display ad impressions on OregonLive with embedded video or photo carousel
- Event mention & link in Here is Oregon weekly newsletter
- Event listed in the Here is Oregon section of The Sunday Oregonian
- Event Accelerator add on: OregonLive Homepage Takeover, Oregon's largest digital billboard



Let's lift & celebrate Oregon together

Explore the good with us on Here is Oregon.

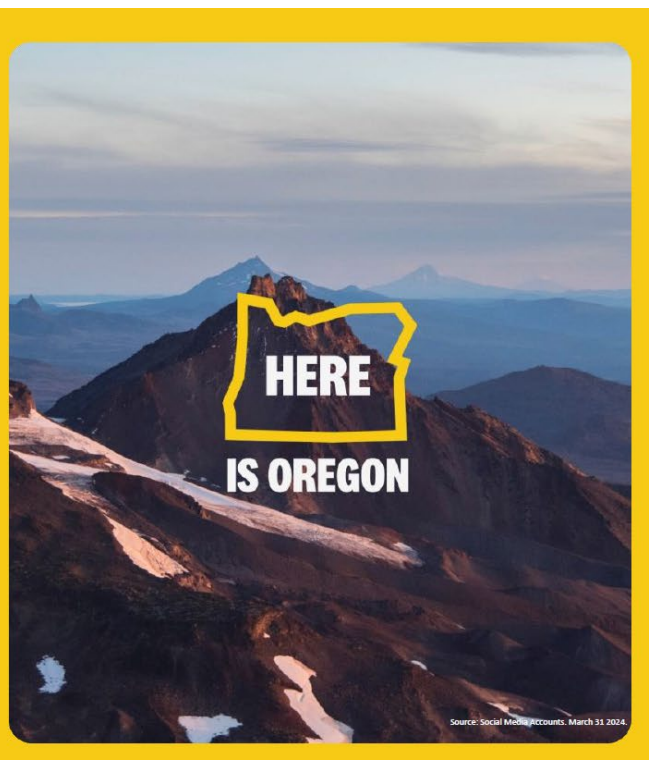
Every day, our teams share videos, photos and stories that tell real stories about our innovators, natural wonders, good food, events, places to visit and more from the across the state.

We offer unique partner packages for organizations interested in joining us to lift and celebrate the best here in Oregon.

168,281+
Followers @HereisOregon

2.5 Million
Monthly Reach

22,000+
Newsletter Subscribers



The Oregonian/OregonLive
The Oregonian
Pg. 3

Digital ¹

6,732,064

Monthly Uniques

40,938,526

Monthly Pageviews

Social ³

1.93 Million

Monthly Followers

2.5 Million

Engagements per month

Newsletters ⁵

266,630

Unique Opt-Ins

44.2%

Unique Open Rate

Top 3 newsletters: Letter from the Editor, Oregonian Exclusives, Morning Briefing

Print ²

187,456

Readership

Podcasts⁴

Quarterly Downloads

26,847	19,534
Peak Northwest	Beat Check
12,416	10,121
Soccer Made in Portland	Oregonian Sports
8,532	2,131
Blazer Focused	Beaver Banter

Source: 1. Google Analytics, Q1 2024, monthly avg.; 2. Source: AAM The Oregonian, The Sunday Oregonian circulation summary for the six months ended September 30, 2023, Portland, Oregon; 3. Social Media Accounts as of Q1 2024; 4. Megaphone, Q1 2024; 5. SaltTru, March 2024.