

TRAVEL OREGON eNEWSLETTERS

Place an ad in one of Travel Oregon's main or themed email newsletters, and Mt. Hood Territory will cover 50% of the cost. This is a great way to highlight an upcoming event or just get exposure to a new audience for your business.

Email Newsletters

Delivered to opt-in subscribers, Travel Oregon's monthly email newsletters deliver your message to consumers in a timely, targeted way. This is a great option for signature events or to highlight your business to their outdoor recreation or culinary niche interest mailing lists. Customize this experience in three ways:

- **Choose Your Audience:** Based on your business, reach Travel Oregon's general, culinary or outdoor recreation newsletter interest groups.
- **Choose Your Style:** Choose from a text ad or a banner ad (examples on following pages).
- **Choose Your Timing:** Newsletters are monthly or every other month, with ad space based on availability for 2025 calendar year.

Deadline: First come, first served. Must sign up for 2025 space no later than June 11, but email newsletters will likely fill before then!

Ad Format (Subscribers)	General (132,000)	Outdoor (82,000)	Culinary (55,000)
Banner Ad	\$995 \$497.50	\$785 \$392.50	\$680 \$340
Text Ad	\$390 \$195	\$285 \$142.50	\$285 \$142.50

To Sign Up: [Fill out the online form here](#) to indicate your interest in this program. We will put you in touch directly with the MEDIAmerica team to find the available ad space and style that matches your needs. Space is not guaranteed, so you won't be billed until your desired space is secured.

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

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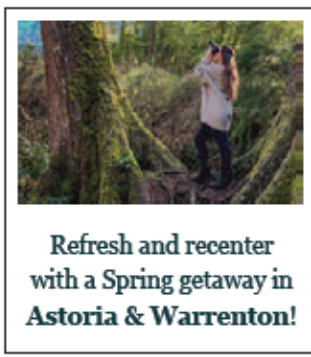
Banner Ad

- 1160x150
- Your custom design
- Only one per newsletter
- Higher placement in newsletter



Text Ad

- Photo and short text
- One of four per newsletter
- Lower placement in newsletter



EMAIL NEWSLETTERS

REACH THE ACTIVE TRAVELER AND OREGON FAN WITH TRAVEL OREGON'S E-NEWSLETTERS

Monthly General

With a following of over 132,000 opt-in subscribers, Travel Oregon's monthly e-newsletter gets your message out to this engaged audience.

Outdoor Recreation

Align your message to reach more than 82,000 opt-in active travelers. Delivered six times per year: January, March, May, July, August and October

Culinary

With a following of more than 55,000 opt-in subscribers, this niche e-newsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, September, November and December.

ABOUT OUR READERS

In State: 35% Out of State: 51% International: 4% Other: 10%

What gender do you most identify with?

Female: 61.7% Male 37.7% Non-binary: 0.6%

Have you ever taken an overnight trip to/within Oregon?

Yes 92%

Was your trip influenced by Travel Oregon's email newsletter?

Yes 53%

How much did you spend per trip?

In State: \$690

Out of State \$1,350

International \$1,950

Median \$900