

ORLA Member Advertising Packages











Share the good.

Here is Oregon launched in October 2021 as an original brand extension of The Oregonian/ OregonLive, the #1 source for news in the PNW.

Designed as a place to lift and celebrate the best of Oregon, Here is Oregon is also an opportunity to catalyze leaders together to drive economic recovery and reconnection.

Hundreds of videos and stories have reached millions already, all dedicated to celebrating our state's brilliant innovators, natural wonders, award-winning food, events, interesting places to visit, and so much more.

√ BRAND GROWTH 1

3.2 million

Avg. Monthly Reach

+21% YoY

13 million

Avg. Monthly Impressions

+6% YoY





SOCIAL @HEREISOREGON

156,951

Total Followers

+88.8% YoY

91%

Engagement Rate

Avg. Monthly Growth

11.1%

+1.5% YoY

EMAIL WEEKLY NEWSLETTER ³

20,903

Subscribers

Avg. Open Rate

26.2%

3.2%

Click Thru Rate

HERE IS OREGON STORIES 4

1.9 million

Avg. Content Reach/Month

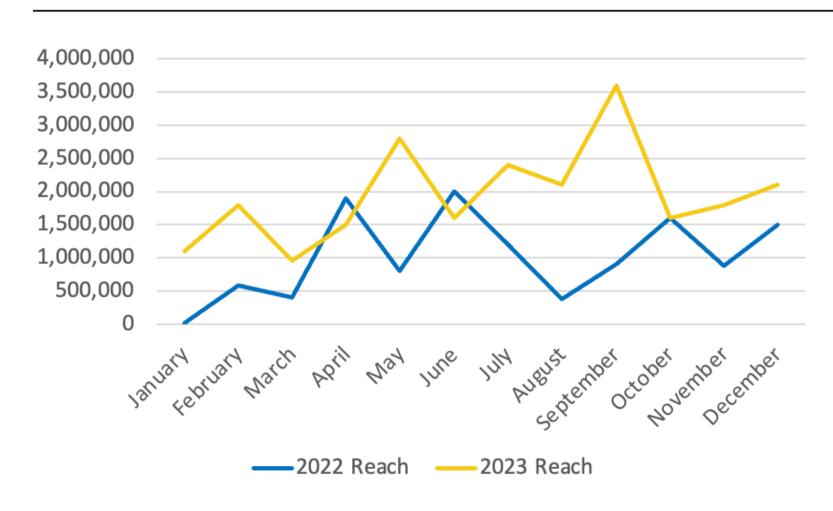
+76% YoY

5.7 million

Avg. Content Impressions/Month

+111% YoY

CONTENT REACH (Users, combined web & social)



Source: 1. Google Analytics, Dash Hudson, Sprout Social, & Meta Business Suite, ACE, events, Jan. 2022 - Dec. 2023; 2. @HereisOregon Social media accounts, Jan. 2022 - Dec. 2023; 3. SailThru, Jan. 2022 - Dec. 2023. 4. Google Analytics, Dash Hudson, Sprout Social, & Meta Business Suite, Jan. 2022 - Dec. 2023



Join our Good News Movement





These marketing opportunities from the teams at The Oregonian/OregonLive and Here is Oregon are designed to maximize return on investment to help you reach your targeted audiences.

Featured Story
Brand Storyteller
Destination Video
Event Shakers

Available to RDMOs, DMOs and all tourism-related businesses in Oregon. (Media kits: Oregonian / HIO)





Featured Story 6-8 week campaign

Custom story featuring your brand:

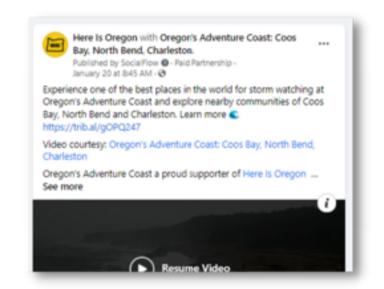
- Posted on HereisOregon.com
- 100,000 headline impressions on OregonLive.com
- Story promoted and shared across channels:
 - Co-branded posts on Here is Oregon Facebook,
 Instagram, Twitter, and TikTok. +2 weeks of boosting
- Here is Oregon newsletter
- The Oregonian print and eNewspapers with a QR code directing readers to read your story on their mobile devices.

Total package value: \$5,500

Partner cost: \$3,000









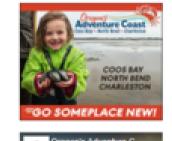
Sponsor Content

Go someplace new this winter and try your hand at crabbing and clamming on Oregon's Adventure Coast

By Oregon's Adventure Coast



Fresh crab or clams are the star of many an opulent dinner, and the great news is that Oregon's Adventure Coast offers ample opportunities to catch them yourself. While both activities can be done all year, crabbing is best in a month that has an "R," and months that end with "R" are the absolute best, shares Janice Langlinais, executive director of the Visitor and Convention Bureau on Oregon's Adventure Coast, which encompasses Coos Bay, North Bend and Charleston.







Featured Story | What we'll need from you.

- If Oregonian Media Group is writing your story:
 - Interviewee contact information and availability.
- If providing a pre-written story:
 - Max. 1,000 words.
 - Three headline options (to be used in rotation).
 - Subject to editing by Here is Oregon staff.
 - Desired media, e.g., photos, links to YouTube videos, etc. Desired link(s) to your site or landing page.
- Three (3x) featured images (high resolution)
 - o Dimensions: 1200x628
 - File Format: JPG, PNG, no HTML5
 - File Size: 1200kb Max

- Digital ads, adjacent to your story on website.
- Sizes (see example):
 - o 728x90
 - o 300x600
 - o 300x250
 - o 320x50
- Optional: 620x200 (CTA Branded footer, placed at the end of the story on website.).
 - Formats: JPG, PNG, GIF, HTML5 (*CTA Footer is JPG or PNG only).
 - File Size: 60kb Max
- Approval to tag your brand's social media accounts in the co-branded posts.



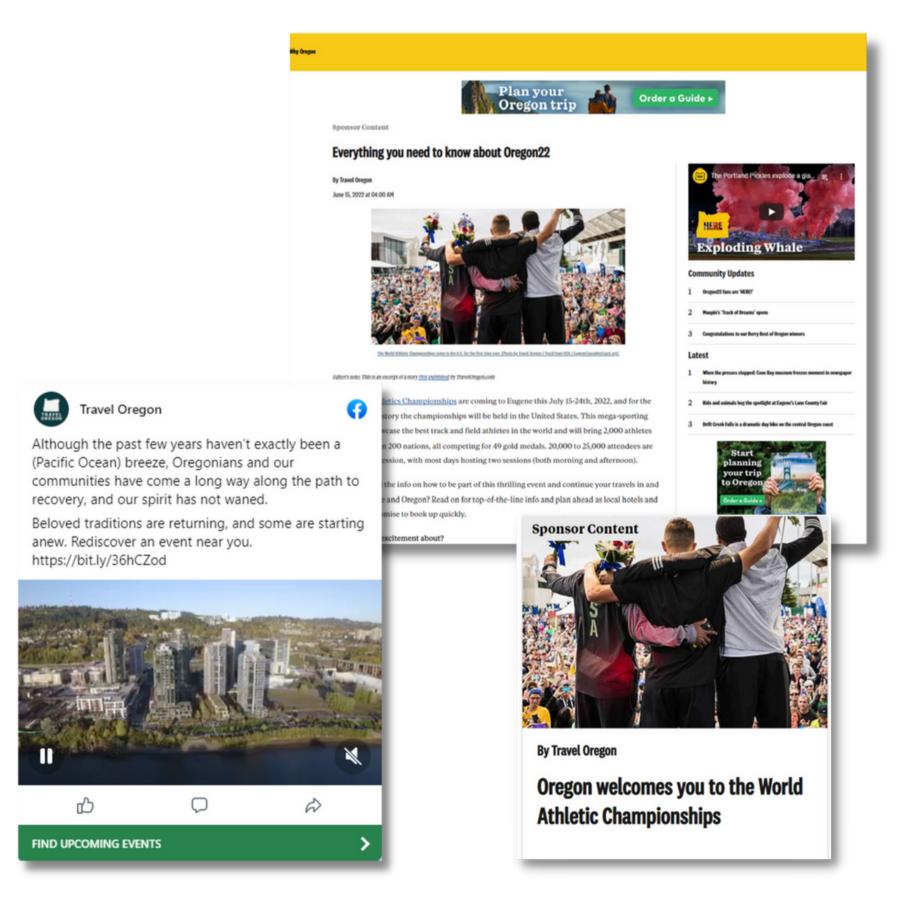


Featured story (see page 5) + Plus additional promotion:

- 200,000 total headline impressions on OregonLive
 - Co-branded story share on @TheOregonian accounts
 Facebook &
- Instagram (1+ million followers)
- 200,000 Social Display impressions on OregonLive
- Ad units designed to resemble organic social media posts and link from your accounts
- Can contain static images or up to 30-second video (video recommended, yields higher engagement).

Total package value: \$11,875

Partner cost: \$6,000







All Featured Story assets are listed, plus:

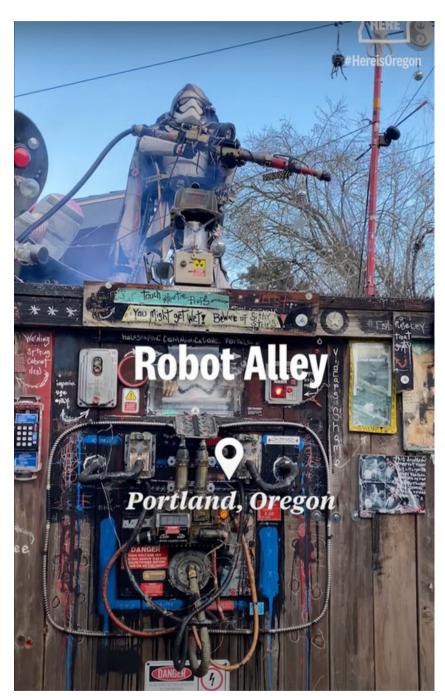
• Link to an existing social media post on your social media accounts (Twitter, Instagram, Facebook or TikTok) to be converted into an ad unit

Optional - Provide raw assets we'll use to create the ad from scratch:

- Max 30-second video (recommended) or image(s) to use in the ad
- Desired copy, CTA
- Desired click-through link (can include UTM)

Destination Video 4-6 week campaign





Click <u>here</u> to see a sample video.

*Content must feature a specific person, place, or experience.

Total package value: \$9,250

Partner cost: \$5,000

Custom video featuring your brand:

- Video produced by Oregonian Media Group/Here is Oregon, with "Brought to you by (YOUR BRAND/DESTINATION)" and your logo at the end.
- Video posted on HereisOregon.com and YouTube.

Video promotion and sharing:

- Co-branded posts on Here is Oregon's Facebook, Instagram, Twitter, and TikTok pages, with 2 weeks of boosting.
- Co-branded posts on @TheOregonian's Facebook and Instagram pages.
- Story shared in the Here is Oregon newsletter.
- The QR code in The Oregonian print and eNewspaper allows readers to watch the video on their mobile devices.
- 100,000 social display impressions.

Final video asset:

• The final video asset will be provided to the partner for use after publication.





Destination Video | What we'll need.

Assets for Destination Video Package

- Partner logo(s)
- Approval to tag your brand's social media accounts in the co-branded posts.
- AND -
- Raw video elements (at least four video clips at 30 sec.
 - or longer in length (can be vertical), illustrating desired or featured content (natural sound).

Optional: Have us do a custom shoot (additional fee)

- Complete our Video Production Kick-off Form.
- Note: Stories requiring on-site video production and travel 40+ miles outside of downtown Portland will include an additional cost of \$1500 per day for crew and production.



Your Story, Your Way What we'll need.



Assets for Brand Storyteller Package

Home Page Takeover banner ads:

Sizes:

- 300x250, quantity 3 (can be of varying creative)
- 970x250*
- 970x90
- 320x50
- 728x90

Formats: JPG, PNG, GIF, HTML5

Animation: GIF, HTML5, 15 seconds max; IBV

• File sizes: 60kb max (*except for the 970x250, which can be 150kb)

Notes:

- The 300x250 ads can be of varying creative, but they should all have the same branding and messaging.
- The 970x250 ad is the largest ad size, so it should be used to make a big impact.
- The other ad sizes are smaller, so they should be used to provide more information or to drive traffic to a landing page.



Event Shakers

Do you have an upcoming event that deserves to be seen by thousands of potential attendees?

Let us help you get the word out with our Event Shakers package!

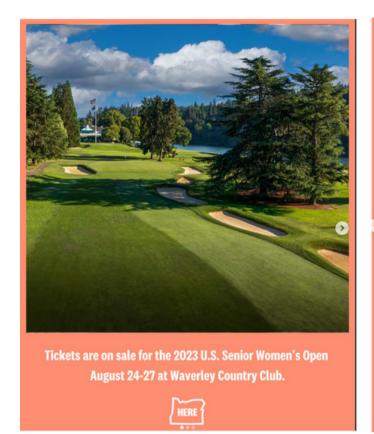
This package includes:

- A social media post on Here is Oregon and OregonLive channels (Facebook, Instagram, Twitter).
- Paid boosting of posts to reach a wider audience.
- A preview and link in the Here is Oregon newsletter.
- An event mention in the Here is Oregon section of The Sunday Oregonian.

Total package value: \$4,000

Partner cost: \$2,000





Join 120 of the top professional and amateur golfers as they compete for the U.S. Senior Women's Open title.

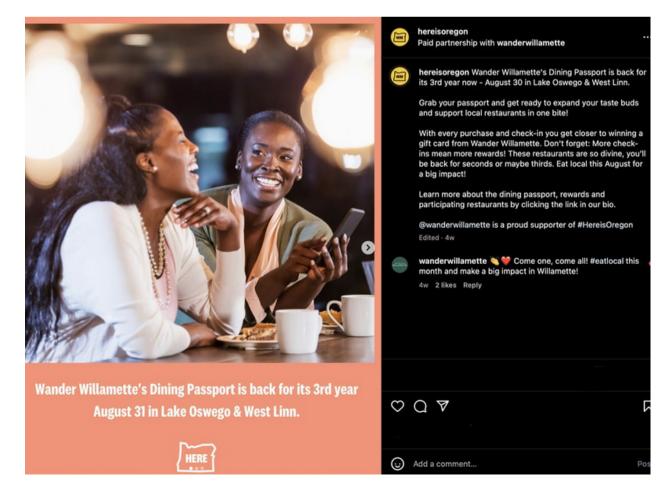
Tickets start at \$30. Juniors 17 and under get in free.

Food and beverage will be available for purchase. Local food trucks including Alchemy, Phat Cart, Stoopid Veganz and Beez Neez will be on hand.

Event schedule

- Round 1: Thursday, Aug. 24
- Round 2: Friday, Aug. 25
- Round 3: Saturday, Aug. 26
- Final Round: Sunday, Aug. 27

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Event Shakers Details and What's Needed



What it is:

A social media post on both the @TheOregonian and @HereisOregon accounts across the various social media platforms. Your account will be tagged as a Paid Partner.

What we need from you:

- 3-6 high-quality action/stylized photos that capture the essence of your campaign
- The accounts you would like us to tag as a Paid Partner
- Any phrases, keywords, or information you want to directly include in the caption for Meta/Instagram tagging approval.
- The URL or UTM of where you would like customers to land when they click through



Metrics and Optimizations



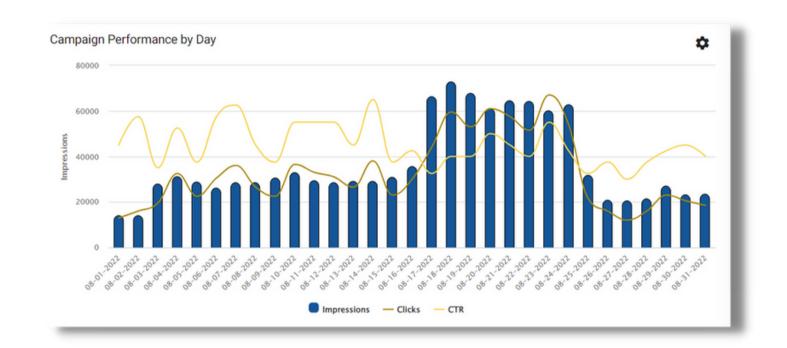
Monthly Reporting



Our team uses machine learning and experience to optimize your campaign. We review data across platforms, meet monthly to report on performance, and get your approval on changes.

Specifically, we will discuss the following:

- Campaign performance: We will track key metrics such as website traffic, leads generated, and sales closed.
- Optimizations: We will share the changes we have made to the campaign and how they have impacted performance.



- Recommendations: We will propose additional changes that we believe can improve performance.
- Your feedback: We want to hear from you about how the campaign is working for your business.



Thank you!

Media Contact:

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