

The 2010 Official Central Oregon Visitors Guide

PUBLISHED BY THE CENTRAL OREGON VISITORS ASSOCIATION

There are many advertising choices, but there is only one Official Central Oregon Visitors Guide. We appreciate our loyal and informed advertisers who know that 100% of their advertising dollars are directly re-invested in producing the most comprehensive, award-winning Visitors Guide in the region.

The Official Central Oregon Visitors Guide is published by the Central Oregon Visitors Association (COVA) who has served as the non-profit, Regional Destination Marketing Organization for Central Oregon since 1971.

COVA's Official Central Oregon Visitors Guide is the most widely-circulated Visitors Guide in the region and incorporates the most unique and exceptional qualities of each of our Central Oregon communities. COVA's magazine-quality, perfect-bound publication reaches qualified visitors responding to our \$2 million annual marketing and promotion programs. These qualified visitors provide a powerful return on your advertising investment.

- 130,000 copies produced annually
- Exclusive response piece to COVA's \$2 million annual marketing, promotion, sales and public relations campaigns including thousands mailed in response to international inquiries
- Placed exclusively in more than 4,000 Resort Units, Hotel Rooms, Vacation Homes, Condominiums and B&B's throughout Central Oregon
- Showcased in all COVA Press Kits to Travel Trade editors and at all Industry & Consumer Travel Shows and Sales Blitzes
- Distributed to all official Oregon Welcome Centers and AAA offices statewide

ADVERTISERS in the 2010 Official Central Oregon Visitors Guide will receive ADDED VALUE marketing opportunities with paid ad space, including:

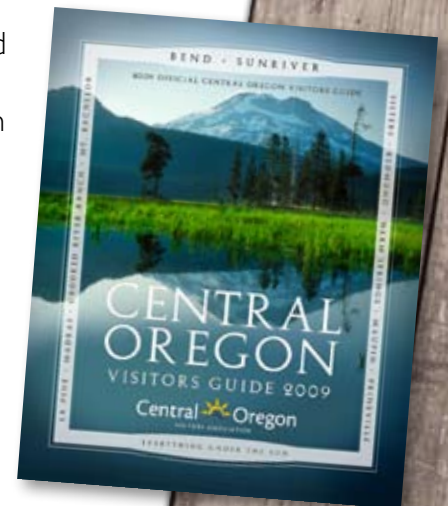
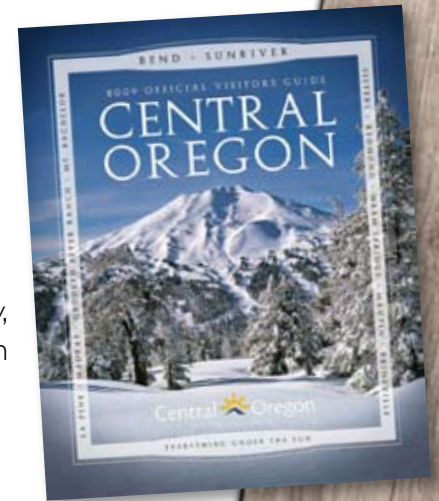
- FREE listing on COVA's website averaging over 27,000 Visitor Sessions each month
- FREE direct link to your website at www.VisitCentralOregon.com
- FREE business referrals from the Central Oregon Welcome Center, responding to more than 1/2 million visitor inquiries annually
- FREE Reader Response Leads (in your preferred format)
- FREE added value Marketplace Ad - Package A (valued at \$375)

TO RESERVE YOUR SPACE IN THE 2010 OFFICIAL CENTRAL OREGON VISITORS GUIDE, PLEASE CONTACT:

LAURA RUSSELL

(541) 389-8799 or Laura@VisitCentralOregon.com

RESERVE YOUR AD SPACE BY AUGUST 1, 2009



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OFFICIAL CENTRAL OREGON VISITORS GUIDE RATES AND SPECIFICATIONS

DISPLAY ADVERTISING RATES

PREMIUM POSITION FULL PAGE		Full Page	\$7,300
Inside Front Cover	\$9,400	SOLD	1/2 Page \$4,725
Inside Back Cover	\$8,350	SOLD	1/3 Page \$3,675

MARKETPLACE ADVERTISING RATES

Base Package	FREE with paid membership	Includes business name and 3 lines of text
Package A	\$395	Includes 1/2" photo or logo with Base Package
Package B	\$550	Includes 1" photo or logo with Base Package
Package C	\$710	Includes 1" photo or logo and 6 lines of text
Custom Package Add-ons		
Extra Lines of Text	\$75 per line	Add lines to your listing (37 characters per line)
Additional Category	\$150 per category	Add your listing to multiple categories
Photo/Logo Set-up	\$75	One time fee. N/A if carrying over from 2009.

Lines of text include a maximum of 37 characters. It is recommended that phone number and web address are included in text.

MARKETPLACE CATEGORIES

ACCOMMODATIONS	DINING	Ski / Snowboard Resorts	Meeting Spaces
B&B / Cabins / Dude Ranch	Coffee / Ice Cream	Spa Services	Office Supplies
Hotels / Motels	Casual Dining	SHOPPING	Printing
RV Park / Campground	Fine Dining	Art Galleries	Real Estate
Vacation Homes / Condos	Brews / Spirits / Tasting	Malls	Retirement
ATTRACTIONS	RECREATION	Specialty Stores	TRANSPORTATION
General Attractions	Golf Courses	SPECIALTY SERVICES	VACATION PLANNING
Arts / Culture / Musical	Recreational Activities /	Advertising / PR Assoc	MISCELLANEOUS
Events	Adventure Guides	Event Planning / Weddings	

PHOTOGRAPHY SPECIFICATIONS - Ad materials due October 1, 2009

Ad Dimensions	Width	Height			
Full page (bleed)*	8 3/8"	10 7/8"		FULL PAGE	1/2 PAGE
Full page (non-bleed)	7 3/8"	9 7/8"			
1/2 Page (non-bleed)	7 3/8"	4 7/8"			
1/3 Page (non-bleed)	4 1/2"	4 7/8"			

*Includes 1/8" bleed all the way around. Keep live area at minimum of 1/2" from trim side all the way around.

Composite film, right reading, emulsion side down, color proof required. 150-line screen 280-300 max density.

Digital ad specifications: Digital ads may be submitted on: ZIP or CD. Macintosh press ready PDF, or EPS format. CMYK, min of 300 dpi, 100% size. JPG and GIF files not acceptable. All fonts outlined.

Photography may be submitted in color transparency, 35mm slides, negatives or prints. Images should be as sharp as possible. Digital images may be submitted on ZIP, Jaz, or CD. Images must be scanned at a minimum of 300 dpi, Photography must be owned by the advertiser.

