



## AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, November 14, 2013, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541)574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

### DESTINATION NEWPORT COMMITTEE Thursday, November 14, 2013, 2:00 P.M. A G E N D A

- I. Call to Order
- II. Additions/Deletions to the Agenda
- III. Consent Calendar
  - a. Minutes -October 17, 2013, meeting minutes review and approve
  - b. Review of Accts., October 2013
- IV. Public Comment
- V. Media Consideration
  - a. Visitor's Choice
  - b. Media America
  - c. CBS Outdoor
- VI. Other
- VII. Discussion and Action
- VIII. Adjournment

## CALL TO ORDER

The October, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:04 P.M. In attendance were John Clark, Lil Patrick, Neal Henning, Ric Rouborn and Lorna Davis. Also in attendance was Cindy Breves, Executive Assistant. Visitors included, Rob Spooner, Charles Hillbee, Ted Bainbridge, Bill Cally, Jamie Rand

## INTRODUCTIONS

Introductions were made.

## CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the August 19, 2013, meeting;
- B. Review of Account, August and September 2013

MOTION was made by Patrick, seconded by Clark, to approve the consent calendar. The motion carried unanimously in a voice vote.

## MEDIA CONSIDERATIONS

Oregon Coast Magazine presented a proposal for advertising for the year from January 2014 - September 2014. Their big issues is March/April that is when the Mile by Mile issues comes out.

Oregon Coast Today, Charles Hillbee introduced himself and will make a formal presentation at the November meeting.

AAA Via Magazine proposal was reviewed. A highlight of the information was a special rate for full page rate \$5,900 and half page rate of \$3,480 as well as some special rates on smaller ads that appear less often.

In an emailed presentation, Meadow Outdoor Advertising presented Eugene, Lane County, Oregon West Facing wall billboard that is available starting 1/1/14, the cost would be 1,500 per month.

OnDisplay presented new opportunities for advertising at the Lloyd Center.

Visitor's Choice reviewed their 2014 proposal. They provided a copy of a hard cover list of hotels, central Oregon hard cover list of hotels, rate sheet for both Oregon Coast and central Oregon, Web/social media marketing package and reciprocal links program. Ted stated that hotels love having the books in the rooms. DNC has first right of refusal and the prices are grandfathered in. It would be \$12,000 total to do the same advertising as last year.

Next Stop TV proposal \$25,000 for one episode aired on TV (FOX 12 Oregon, KFVE/Hawaii News Now, MavTV, Automotive Broadcast Network) Alaska Airlines In-flight Entertainment, over 150 syndicated websites worldwide each Show airs for two months with a value of \$232,762.

Media America proposal was reviewed. Davis clarified the relationship with OCVA. They simply distribute the Visitor's Guide only.

## OTHER

The committee reviewed the report presented by Newport Celtic Festival & Highland Games and discussed their application for a Tourism Marketing Grant again this year. The committee made clear that this is the last year that the Newport Celtic Festival & Highland Games can receive the tourism grant. This would be their third and final year according to the regulation in the Tourism Marketing Grant Application.

MOTION was made by Henning, seconded by Clark, to approve a \$5,000 Tourism Marketing Grant for the Newport Celtic Festival & Highland Games 2014. The motion carried unanimously in a voice vote.

Hospitality Vision image was reviewed by committee and approved by the committee.

Davis discussed attendance at DNC committee meetings. She asked that if committee members are not able to attend that they attend by phone. We do not want to cancel meetings due to no quorum. The committee discussed Gabe McEntee-Wilson resignation from the committee. Davis shared how much she enjoyed being part of the committee but she simple did not have the time to devote to the DNC that is needed. The committee discussed the need to replace her right away. The committee will actively look for retail individuals that would be good for the committee and encourage them to apply.

The New-Times Jamie Rand, discussed consistent branding with the committee and showed some of the Travel Newport and DIVO advertisement that have been done. Rand is asking for specs and deadlines for upcoming advertisement so that he can get timely approval for advertisements. Rand will work with Breves and Davis for the deadlines and specs needed.

## DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

The committee decided to pass at this time on the following proposals: AAA Via Magazine, OnDisplay Lloyd Center, Meadow Outdoor Advertising Eugene wall, and Next Stop TV.

MOTION was made by Henning, seconded by Clark, to approve a full page premium position with Media America in the Oregon Coast Visitors Guide for \$3,300. The motion carried unanimously in a voice vote.

MOTION was made by Henning, seconded by Clark, to approve a ½ page advertisement. In Mile by Mile with Oregon Coast Magazine for \$3,072.75. The motion carried unanimously in a voice vote.

Davis will contact Visitor's Guide and get pricing for both soft cover guides (Central and Oregon Coast) for the November meeting.

## ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:20 P.M.

**From:** Ted Bainbridge [<mailto:bainbridgedted@gmail.com>]  
**Sent:** Saturday, October 19, 2013 3:21 PM  
**To:** Lorna Davis  
**Subject:** Re: so sorry

Lorna,

I will be back over next Wednesday so maybe we can connect. As for the rates for Central Oregon and the Central Coast, I'm attaching the rate cards for both. In short, here is the summary for both.

**Central Coast soft cover:**

- 100,000 copies annually
- available in more than 150 locations between Tillamook-Florence (attached is a list)
- available in 20 hotels between Portland and Salem
- ordered by 63 AAA offices, Chamber of Commerce, VCB's in Oregon & Washington (attached is a list)
- comes out in March 2014
- **rate for a full page is \$4,000**

**Central Oregon (Bend)**

- 90,000 copies annually (72,000 summer; 18,000 copies winter)
- available in more than 125 locations in Central Oregon
- available in 20 hotels between Portland and Salem
- ordered by 69 AAA offices, Chamber of Commerce, VCB's in Oregon & Washington (attached is a list)
- comes out in April 2014
- **rate for a full page is \$4,000**

**- Total rate for a 2 book buy is \$7,200.**

Lorna, I have included at your request the soft cover only information. Sales don't close until January 31, 2014 for both hard cover publications. I do hope in the new year as we are further into the budget year, we can discuss the hard cover. The response is just so strong from the hotels that I do believe the coverage is extremely good for people who are already on the Coast thus making it easier to get them to visit Newport as part of their vacation. Let me know what your schedule looks like for Wednesday and I will look forward to hearing back from you in November on the 2 soft covers.

Thanks Lorna....and as always, it was great to see you, albeit briefly.

Ted

## 2013 Bend Oregon Distribution List

### Downtown Loop (Downtown and West Side)

ID	Name	Address	June	July	Aug	Sept	Nov	Jan	Mar
1	At The Beach	Downtown	1						
2	Bend Brewing Company	Downtown	1						
3	Bend Chamber of Commerce	Downtown	2						
4	Bend Library	Downtown	1						
5	Bend Riverside Motel	Downtown	1						
6	Birkenstock of Bend	Downtown	1			1			
7	D&D	Downtown	1						
8	Deschutes Brewery	Downtown	2	3	3	2			
9	El Caporal	Downtown							
10	Eyes on Wall St	Downtown							
11	Footzone	Downtown							
12	Kitchen Complements	Downtown	1						
15	Leapin Lizards	Downtown	1						
16	McMenamin's	Downtown	4	3	4	4			2- large racks
17	Oregon Body and Bath	Downtown	1						
18	Phoenix Inn	Downtown	2	2	2	2			
19	Pine Tavern	Downtown	1	2	2	2			
20	Rainbow Motel	Downtown	1						
21	Roberts on Wall St	Downtown	1						
22	Sotheby's	Downtown	1						
23	Stereo Planet	Downtown	1						
24	Alder Creek Kayak	Old Mill District	1						
25	Hilton Garden Inn	Old Mill District	1		1				
26	Flatbread Pizza	Old Mill District	1		1				
27	Anthony's	Old Mill District	1						
28	COVA	Old Mill District							
29	Gregs Grill	Old Mill District	1	1	1	1			
30	Momi Sushi	Old Mill District	1		1				
31	Mountain Supply	Old Mill District	1						
32	Pastini	Old Mill District	2	2	2	2			Large Rack
33	Red Robin	Old Mill District	2	2	2	2			Large Rack
34	REI	Old Mill District	3	4	4	4			Large Rack
35	Saxon's	Old Mill District	1						
36	Sotheby's	Old Mill District	1						
37	Baldy's	West Side	2	2	2	2			Large Rack
38	Bend Memorial Clinic	West Side							
39	Cascade Lakes Brewing	West Side	2	2	2	2			Large Rack
40	Fly & Field	West Side	1						
41	Ginger's Kitchen	Old Mill District	1						
42	Inn of the 7th Mountain	West Side	2		2				Large Rack
43	Mount Bachelor Village Resort	West Side							
44	Deschutes Brewery Tours	West Side	2	4	4	4			Large Rack
45	Pine Ridge Inn	West Side	1		1				
46	Scanlons	West Side							
47	Sun Country Tours	West Side	1						
48	Tetherow	West Side	1						
49	Victorian Café	West Side	2	1	2	2			Large Rack



## Highway 97 Loop (Highway 97 and

		June	July	Aug	Sept	Nov	Jan	Mar
Best Inn & Suites	Central	1	2	2	2			
Econolodge	Central	1	1	1	1			
Les Schwab	Central							
Red Lion North	Central	2		1	1			
Days Inn	Central	1	1	1	1			
Comfort Inn & Suites	East Side	2	2	2	2			
Sleep Inn	East Side	2		1				
Baldy's BBQ	East Side	2	3	3	2			
Phoenix Restaurant	East Side	1	1	1	1			
Yo Wild	Cascade Village	2		2				
Chevron by Bend River Mall	North End	1						Large Rack
Holiday Inn Express	North End	2	1	2	2			
Johnny Carinos	North End	1	1		1			Large Rack
Pro Golf	North End	1						
Quality Inn	North End	1	1		1			Large Rack
Shilo Inn	North End	2	2	2	2			
Sugarloaf Motel	North End	2	2	2	2			
La Quinta	South End	2	1	1	2			
<b>Bend Factory Stores</b>	<b>South End</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>6</b>			<b>Large Rack</b>
Wagner Mall	North End	2			1			
Scandia RV Park	South End	2						
Sun Mountain Fun Center	North End	2						Large Rack
Super 8 Bend	South End	1		2	2			Large Rack

## Sunriver Loop (South of Bend)

High Desert Museum	Hwy 97 South	10	6	6	4			
Hola	Sunriver	2	2	2	2			
Mavericks	Sunriver	2		2				
Sunriver Boat Rentals	Sunriver	1						
Sunriver Marketplace/Shell	Sunriver	2	2	2	2			Large Rack
Sunriver Nature Center	Sunriver							Large Rack
Sunriver Stables	Sunriver	1	1	1				
Bennington Properties	Sunriver Industrial	1						
Crossroads Station	Sunriver Industrial	1						
Stone Ridge Townhomes	Sunriver Industrial	1						
Bella Tazza	Sunriver Mall	2	2		2			
Café Sintra	Sunriver Mall	1						
Marcello's Sunriver	Sunriver Mall	1	1	1				
Mountain Resort Properties	Sunriver Mall	1						Large Rack
SHARC	Sunriver Mall	2	1	2	2			
Sotheby's	Sunriver Mall	1						
Suncountry Tours	Sunriver Mall	1		1				
Sunriver Chamber of Commerce	Sunriver Mall	2						Large Rack
Sunriver Country Store	Sunriver Mall	2	2	2	2			
Sunriver Realty	Sunriver Mall	1						
Village Properties	Sunriver Mall	1						Large Rack
Sunriver Resort	Sunriver Resort	3	2	2	2			

The Pines at Sunriver	Sunriver Resort	3	2	3	2
-----------------------	-----------------	---	---	---	---

Conseirge

## Redmond North

Canyon Real Estate	CRR	2				
Crooked River Chamber of C	CRR	2				
Crooked River Ranch Golf C	CRR	2				
Crooked River Ranch Realty	CRR	2				
Crooked River RV Park	CRR	2				
ReMax	CRR	2				
River Rim RV Park	CRR	2				
Sunview Motel and Resort	CRR	2				
Eagle Crest Information	Eagle Crest	2				
Eagle Crest Resort - Inn	Eagle Crest	2	2	2	2	
Eagle Crest Resort Office	Eagle Crest	1				
Eagle Crest Resort - Property	Eagle Crest	1		1		
WorldMark Trendwest	Eagle Crest	10	8	6	6	
Silver Leaf Café	Eagle Crest	2	2	2	2	
Best Western Rama Inn	Redmond	3	2	2	2	
Baldy's BBQ	Redmond	2	2	2	2	
Comfort Suites Redmond	Redmond	2				Large Rack
Juniper Golf Course	Redmond	1				
Yo Wild	Redmond	2				Large Rack
Motel 6	Redmond	2		2		
Redmond Inn	Redmond	1		1		
Sleep Inn	Redmond	2	2		2	Large Rack
Super 8 Redmond	Redmond	1				
Museum at Warm Springs	Warm Springs					
		92	39	42	34	

## 2013 OREGON COAST SOFTCOVER DISTRIBUTION

### Driving North from storage unit

#### Updated

Name	Address	Town	Contact	Large Rack	Packed in 100's			
					April	May	June	July
<b>Lincoln City</b>								
Roadhouse 101	Hwy 101	LC	Sheila	Yes	2	2	2	2
BW Landmark Inn	Hwy 101	LC	Steve		1	0	1	0
Ocean Terrace	4229 Beach	LC	Daniele		1	0	1	0
Spanish Head Resort- Fathom's Restaurant	Hwy 101	LC	Susan Burr		1	1	1	1
Olivia Beach		LC	Casey		1	0	0	0
Tanger Mall	Hwy 101	LC	Diane Kusz		0	0	0	0
LC Visitors Center	Hwy 101	LC			1		1	
D'Sands Hotel	Hwy 101	LC	Pam Vickers		1	1	1	1
Palace Inn & Suites	Hwy 101	LC	Kay Lee		1		1	
Lincoln City Inn	Hwy 101	LC	Elaine		1	0	1	0
Cozy Cove	Across from	LC	Elizabeth		1		1	
Shearwater Hotel	Hwy 101	LC			1	0	1	0
Birkenstock	Hwy 101	LC	Dave Money		1		1	
Maxwells Restaurant	Hwy 101	LC	Doug Strickland		2	2	2	2
Coho Inn	NW 17th St	LC	Rob Lee		1	1	1	1
Sea Horse Inn	around corner	LC	Christy		1	0	1	0
Nordic Oceanfront inn	2133 NW In	LC	Yvonne		1	1	1	1
Pelican Shores Inn		LC			1		1	
Surfrider		LC			1	0	1	0
Galluccias Pizza	Hwy 101	LC	John	Yes	2	1	2	1
Ashley Inn	Hwy 101	LC	Ron Wallace		1	0	1	0
Seahaven Vacation Rentals	Hwy 101	LC	Stephanie		1	0	0	1

Pig n' Pancake	Hwy 101	LC	Zach	Yes	2	2	2	2
McManimum's Pub	Lighthouse F	LC	Renee	Yes	2	2	2	2
LC Chamber of Commerce	Across from	LC			1	1	1	1
Liberty Inn	2 blks N of I	LC	Danny		1	1	1	1
Chinook Winds Casino		LC	Bruno		2	2	2	2
Chinook Winds Hotel		LC	Bruno		2	2	2	2
Wildflower Grill	Hwy 101	LC	Vicki		1	0	0	1
KOA Kampground		LC	Mel/Barb		1	1	1	1
					<b>36</b>	<b>20</b>	<b>33</b>	<b>22</b>
Grey Fox Vacation Rentals	Hwy 101	Neskowin	*		1	0	0	1
Proposal Rock Inn	Hwy 101	Neskowin	*		1	0	0	1
Pacific City Visitor Info Center		Pacific City			1	0	1	0
Village Merchants	34950 Broot	Pacific City	Genie Ulrich		1	0	1	0
Dapper Frog	34950 Broot	Pacific City	John		1	0	0	1
Nestucca Ridge HQ(Pelican/Inn/Seawatch/Shorepine)		Pacific City	Jeremy		1	0	0	0
Cape Kiwanda RV Park		Pacific City	Marty/Teri		1	1	1	1
Doreyland Pizza		Pacific City	Marty/Teri		1	1	1	1
Inn At Cape Kiwanda		Pacific City	Kim		2	1	2	1
Pelican Pub Brewery	33180 Cape	Pacific City	Jeremy		1	1	1	1
Shorepine Properties		Pacific City	Jeremy		0	0	0	0
					<b>11</b>	<b>4</b>	<b>7</b>	<b>7</b>
<b>Tillamook</b>								
Ashley Inn	Hwy 101	Tillamook			1	1	1	1
Blue Heron Cheese Factory	Hwy 101	Tillamook			2	2	2	2
Pancake House	212 Main St	Tillamook			1	0	1	0
Shilo Inn Suites	Hwy 101	Tillamook	Dave		1	1	1	1

Pacific House Restaurant	Hwy 101	Tillamook	Neila/Phil	1	1	1	1
Tillamook Air Museum		Tillamook	Mike Oliver	4	4	4	4
Tillamook Chamber	Hwy 101	Tillamook	Justin	1			1
Tillamook Cheese Factory	Hwy 101	Tillamook	Susan Palmer	8	8	8	8
Tillamook County Pioneer Museum	2106 Second	Tillamook		1		1	
(The) Wave	3600 3rd St	Tillamook		1	0	0	0
Western Royal Inn	Hwy 101	Tillamook		1		1	
Tillamook Smoker	Hwy 101	Bay City	Bob	2	2	2	2
Pacific Seafood	Hwy 101	Bay City	Whitey	1	1	1	1
Garibaldi House	Hwy 101	Garibaldi	Gene/Gabby	2	0	2	0
Total				22	17	20	18
Total Driving North				69	41	60	47

### Driving South from Storage unit

Lincoln City								
Jennifer Sears Glass/Volta Gallery	Hwy 101	LC	KellyDanielJon	Yes	2	2	2	2
Looking Glass Inn	Taft	LC	Mary Ann		1	0	1	0
Mo's	Taft	LC	Bob	Yes	2	2	2	2
Siletz Bay Lodge	Taft	LC	Christy		1	0	1	0
Bay House	Hwy 101	LC	Steve		1	0	1	0
Salishan Resort	Hwy 101	Gleneden Beach	Jason Connor		2	1	1	2
Side Door Cafe- Gleneden Beach		Gleneden Beach	Brooke Price		1	0	1	0
World Mark		Gleneden Beach			4	4	4	4
Cavilier Oceanfront Condominiums		Gleneden Beach	Bill		1	0	1	0
Bella Beach- Gleneden Beach	Hwy 101	Gleneden Beach	Casey Rolloff		1	0	1	0
Surfrider Resort	Hwy 101	Gleneden Beach	Steve		1	1	1	1

				17	10	16	11
<b>Depoe Bay</b>							
Worldmark Resort	Hwy 101	DepoeBay	Elisha Harrison	4	4	4	4
Depoe Bay Chamber of Commerce	Hwy 101	DepoeBay		1	0	1	0
Channel House	Hwy 101	DepoeBay	Sarah	1	0	0	1
Gracie's Sea Hag	Hwy 101	DepoeBay	Jerome	2	2	2	2
Whale Cove Inn	Hwy 101	DepoeBay	Sarah	1	0	1	0
Inn At Otter Crest		Cape Foulweath	Dave	1	0	1	0
				<b>10</b>	<b>6</b>	<b>9</b>	<b>7</b>
<b>Newport- Yachets</b>							
Szabo's Steakhouse	Hwy 101	Newport	Mark	1	0	1	0
Best Western Agate Beach	Hwy 101	Newport	Judy Kuhl	2	1	2	1
Greenstone Lodge- Nye Beach		Nye Beach		1	0	1	0
Whaler Inn		Newport	Dave	1	0	1	0
Elizabeth Street Inn		Newport		2	2	2	2
Shilo Inn		Newport		2	2	2	2
Hallmark Inns/Georgies		Newport	Ric/Louis	2	2	2	2
Comfort Inn		Newport		1	0	1	0
Days Inn	Hwy 101	Newport		1	0	1	0
Newport Chamber of Commerce	Hwy 101	Newport		1	1	1	1
Pig N' Pancake	Hwy 101	Newport	Zach Poole	2	2	2	2
Michael Gibbons Studio		Toledo	Judy/Michael	1	0	0	0
Embarcadero Resort		Bayfront	Tracey Wiley	1	1	1	1
Landing At Newport- Bayfront		Bayfront	Dee/Marilyn	2	1	1	1
Mariner Square Gift Shop/Ripleys, Wax works, Undersea Gard		Newport	Neal/Rita	Yes 4	3	3	3
Sada's		Bayfront	Jason	1	0	1	0
Mo's		Bayfront	Gab/Dylan	1	0	1	0

Inn At Yaquina Bay		South Beach	Elizabeth		1	0	1	0
OSU Hatfield Marine Science		South Beach	Lynn		2	2	2	2
Oregon Coast Aquarium		South Beach	Carrie Lewis	Yes	10	6	10	6
Pirates Plunder- Aquarium Village Shopping Mall		South Beach			1	0	1	0
Holiday Inn Express		Newport	Elizabeth		2	2	2	2
La Quinta		South Beach			1	0	1	0
Art on the Edge Glass Blowing		South Beach	Ryan Bledsoe		1	0	1	0
Ocean Beaches Glass		Seal Rock	Bob		1	0	1	0
Alsea Bridge Interpretive Center	Hwy 101	Waldport			1	0	1	0
Overleaf Resort	Hwy 101	Yachats	David		1	0	1	0
Fireside Resort	Hwy 101	Yachats	David		1	0	1	0
Adobe Resort	Hwy 101	Yachats	Sue Keys		1	0	1	0
Yachats Inn	Hwy 101	Yachats			1	0	1	0
					<b>50</b>	<b>25</b>	<b>47</b>	<b>25</b>

**Florence**

Sea Lion Caves	Hwy 101	Florence	Steve/Scott	Yes	10	5	10	5
Driftwood Shores	88416 1st	Florence	Martin		2		2	
Sandmaster Sandboard Park	Hwy 101	Florence	Lon		1		1	
Sandpine Golf Links	1201-35th St	Florence	Nancy Pearson		1		1	
Florence Area Chamber	Hwy 101	Florence			1		1	
Holiday Inn Express	Hwy 101	Florence			1		1	
Best Western	Hwy 101	Florence			1		1	
Sandland Adventures	Hwy 101	Florence	Ilene/Darla		1		1	
Sand Dunes Frontier Dune Buggies	Hwy 101	Florence			1		1	
Three Rivers Casino		Florence	Rich		3		3	
					<b>22</b>	<b>5</b>	<b>22</b>	<b>5</b>

Total driving South

**99      46      94      48**

Coastal Distribution

168    87    154    95

Regional Distribution

Total Distribution

August	Sept	Notes
2	2	
1	0	
1	0	
1	1	
0	0	
0	0	Will need to fill each week in Summer
1		
1	1	
1		
1	0	
1		
1	0	
1		
2	2	
1	1	
1	0	
1	1	
1		
1	0	
2	1	
1	0	
0	0	

2	2	Need to go every 2 weeks
2	2	Need to go every 2 weeks
1	1	
1	1	
2	2	
2	2	
0	0	
1	1	
33	20	

0	0	
0	0	
1	0	
1	0	
0	0	
0	0	
1	1	Across from Pelican Pub
1	1	Across from Pelican Pub
2	2	Across from Pelican Pub
1	1	
0	0	
<hr/>	<hr/>	
7	5	

1	1
2	2
1	0
1	1

1	1
4	4
8	8
1	
0	0
1	
2	2
1	1
2	0
20	17
60	42

2	2
1	0
2	2
1	0
1	0
1	1
1	0
4	4
1	0
1	0
1	1

---

Need to go every week

16      10

4	4
1	0
0	0
2	2
1	0
1	0
<hr/>	
9	6

1	0
2	1
1	0
1	0
2	2
2	2
2	2
1	0
1	0
1	1
2	2
0	0
1	1
1	1
3	3
1	0
1	0

ed every 2 weeks



<u>154</u>	<u>88</u>	89,520
		<u>8,000</u>
		<u>97,520</u>

#	Location	Address	City	Contact	Phone	2012 Series Orders					Total
						Gray	Ccoast	Ncoast	Bend		
	AAA Oregon	939 Harlow #100	Springfield	Marilyn Anderson	541-741-8200	50	75	75	75	275	
	AAA Oregon	2909 Ryan Drive SE	Salem	Peggy	503-584-5200	100	100	100	100	400	
	AAA Oregon	135 S. Highway 101	Warrenton	Brenda North	503-861-3118	20	20	20	20	80	
	AAA Oregon Idaho	1705 Ocean Blvd SE #A	Coos Bay	Susan Noah	541-269-7432	50	50	50	50	200	
	AAA Oregon Idaho	600 SW Market Street	Portland	Kasee Eggers	503-222-6909	100	100	100	100	400	
	AAA Spokane Valley	13817 E. Sprague #6	Spokane	Jenn / Karen	509-358-7040	50	50	50	50	200	
	AAA Spokane Valley	13817 E. Sprague #6	Spokane	Jenn / Karen	509-358-7040	100	100	100	100	400	
	AAA Washington	1801 S Union	Tacoma	Todd Nemish	253-756-3052	60	40	40	20	160	
	AAA Washington	5700 Kitsap Way	Bremerton	Joanne Gonzalez	360-475-3057	100	100	100	100	400	
	AAA Washington	4301 E Fourth Plain Blvd	Vancouver	Dave Minor	360-696-4081	25	75	75	25	200	
	AAA Washington	2301 W Nob Hill Blvd #1	Yakima	Wendy Scrimgeour	509-573-3661	40	20	20	20	100	
	AAA Washington	4100 Alderwood Mall Blvd #1	Lynnwood	Barbara Buguing	425-775-3571	50	100	100	100	350	
	AAA Washington	4554 9th Ave NE #120	Seattle	Sandra Rhone	206-548-7805	25	25	25	25	100	
	AAAWin-North Spokane	7307 N Division 103	Spokane	Susan Peterson	509-358-7050	100				100	
	Astoria/Warrenton Chamber	111 West Marine Drive	Astoria	Barb Roberts	503-325-6311	400	400	400	100	1300	
	Astoria/Warrenton Chamber	111 West Marine Drive	Astoria	Barb Roberts	503-325-6311	200				200	
	Astoria/Warrenton KOA	1100 Ridge Road	Hammond	Greg Story	503-861-2606	20	100	200	20	340	
	Auburn Area Chamber	108 S Division Street #B	Auburn	Nancy Wyatt	253-833-0700	20	20	20	20	80	
	Beaverton Area Chamber	12655 SW Center St #140	Beaverton	Jafar			100			100	
	Best Western Grants Pass Inn	111 NE Agness Ave	Grants Pass	Rachelle Coronado	541-476-1117		100	200	100	400	
	Best Western Inn @ the Rogue	8959 Rogue River Hwy	Grants Pass	Debbie McGuiness	541-582-2200		200	200	200	600	
	Best Western Salbasgeon Inn	1400 Hwy 101	Reedsport	Jennie Emerson	541-271-4831		80	80	80	240	
	Best Western University Inn	3933 Pacific Avenue	Forest Grove	Stacey Richey	503-992-8888	100	100	100	100	400	
	Best Western Woodburn Inn	2887 Newberg Hwy	Woodburn	Heather Usrey	503-982-6515	50	50	50	50	200	
	Blaine Visitor Center	738 Peace Portal Drive	Blaine	Carroll Solomon		100				100	
	Bonnors Ferry Visitor Center	6373 Bonner Street	Bonnors Ferry	Margaret	208-267-5922	40	25	25	25	115	
	Burlington Chamber	111 S. Cherry Street	Burlington	Kelly Eagleburger	360-757-0994	25	25	25	25	100	
	Canby Area Chamber	191 SE 2nd Avenue	Canby	Mary Marshall	503-266-4600		20		20	40	
	Centralia-Chehalis Chamber	500 NW Chamber Way	Chehalis	Twila	360-748-8885		20	20	20	60	
	Centralia-Chehalis Chamber	500 NW Chamber Way	Chehalis	Michelle Simons	360-748-8885	20	20	20	20	80	
	Clackamas (North) Chamber	7740 SE Harmondy Road	Milwaukie	Debra Rose	503-654-7777	50	100	100	100	350	
	Clarion Inn Ontario	1249 Tapadera Avenue	Ontario	Laura Mosso	541-8889-8621	20	20	20	20	80	
	Coquille Chamber	119 North Birch	Coquille	Doris Hutchinson	541-396-3414				40	40	
	Covington Chamber	16720 SE 271st #102	Covington	Rick Oiveria	253-631-6117	40				40	
	Dallas Area Chamber VC	119 SW Court Street	Dallas	Trena Epperley	503-623-2564	20	20	20	20	80	
	Edmonds Chamber	221 5th Avenue North	Edmonds		425-776-6711	25				25	
	Ephrata Chamber	P.O. Box 275	Ephrata	Angie Duffner	503-754-4656	25				25	
	Estacada Chamber	P.O. Box 298	Estacada	Connie Redmond	503-630-3483		50			50	
	Excelsior Inn	754 E. 13th Ave	Eugene	Michele Wilson	541-342-6963	20	40	40	20	120	
	Forest Grove Chamber	2417 Pacific Avenue	Forest Grove	Lisa	503-357-3006		20	20	20	60	
	Forks Chamber of Commerce	1411 South Forks Ave	Forks	Mike Gurling	360-374-2531	100	50	50	50	250	
	Grandview Chamber	133 W. 2nd Street	Grandview	Gordon Franks	509-882-2100	1	1	1	1	4	
	Grant County Chamber	301 W. Main Street	John Day	Sharon Mogg	541-575-0547		100	100	100	300	
	Grants Pass VIC	198 SW 6th Street	Grants Pass	Molly Prive	541-471-6460				40	40	
	Hampton Inn	9040 SE Adams	Clackamas	Rene Larkins	503-655-7900	20	40	40	20	120	
	Harney County Chamber	484 N. Broadway	Burns	Kelly Everhart	541-593-2636	50	50	50	100	250	
	Havre Area Chamber	130 5th Avenue	Havre	Shari Robinson	406-265-4383					0	
	Hermiston Area Chamber	P.O. Box 185	Hermiston	Angie	541-567-6151	100	100	100	100	400	
	Hilton Garden Inn	14850 Kruse Oaks Drive	Lake Oswego	Miriam Sytsma	503-684-8900		20	20	20	60	
	Holiday Inn Express	600 SE Nye Avenue	Pendleton	Vishal Patel	541-966-6520		50	50	100	200	
	Homestead Studio Suites	13009 SW 68th Parkway	Tigard	Debra Stewart	503-670-0555		20	20	20	60	
	Howard Johnson	12855 SE 97th Avenue	Clackamas	John Gush	503-652-1500		40	40		80	
	Issaquah Chamber	155 NW Gilman Boulevard	Issaquah	Vic	425-392-7024	30				30	
	Jantzen Beach RV	1503 N Hayden Is. Dr	Portland	Erika Furin	503-289-7626	100	200	200	100	600	
	Junction City Hamsburg Chamber	341 West 6th Avenue	Junction City	Kathy Adams	541-998-6154	25	25	25	25	100	
	Kelso Visitor Center	105 Minors	Kelso	Connie Parsons	360-577-8058	100	50	50	50	250	
	Kingston Chamber of Commerce	P.O. Box 78	Kingston	Linda Fyfe	360-297-3813	50	50	50	50	200	
	Lake Stevens Chamber	P.O. Box 439	Lake Stevens	Donna Foster	425-334-0433	30		30		60	

Lakewood Chamber of Commerce	4650 Steilacoom Blvd SW #1	Lakewood	Scott Jonson	253-582-9400	50	20	20	20	110
Lebanon Chamber	1040 Park Street	Lebanon	Shelly Garrett	541-258-7164		20	20	40	80
Long Beach Peninsula VIC		Long Beach			100				100
Madras Jeff Co Chamber	274 SW 4th Street	Madras	Helen Houts	541-475-2350		100	100	200	400
Marysville Tulalip Chamber	8825 34th Avenue NE #C	Tulalip	Gill Wheaton	360-659-7700	40				40
Medford Visitor Center	1314 Center Drive #E	Medford	Mary James	541-776-4021		100	100	100	300
Metaline's Chamber	P.O. Box 388	Metaline Falls	Don Wilson	509-446-1721					0
Milton Freewater Chamber	157 S. Columbia	Milton-Freewater	Cheryl York	541-938-5563		50	50	50	150
Mini Cassia Chamber VIC	P.O. Box 640	Heyburn	Donna Meade	208-679-4793	100	100	100	100	400
Monmouth Independence Cham	309 Pacific Avenue North	Monmouth	Marilyn Morton	503-838-4268		50			50
Monroe Chamber VIC	111 West Main	Monroe	Kim Probst	360-794-5488	1000	500	500	200	2200
Moses Lake Chamber	324 S Pioneer Way	Moses Lake		509-765-7888	60	60	60	100	280
Mountain View RV	2845 Hughes Lane	Baker	Carrie	541-523-4824	25	50	50	50	175
Mount Baker Foothills Chamber	P.O. Box 866	Maple Falls	Rebecca Boonstra	360-599-1518					0
Mount Vernon Chamber	P.O. Box 1007	Mount Vernon	Sue	360-428-8547	50	50		50	150
Newport Oldtown Chamber	325 W 4th Street	Newport	Dave Livingston	509-447-5812	50	50	50	50	200
Oak Harbor Chamber	32630 State Route 20	Oak Harbor	Judy	360-675-3755	200			200	400
Ocean Park Chamber	P.O. Box 403	Ocean Park	Karen Boardman		100				100
OLT VCB Visitor Center	P.O. Box 7338	Olympia	Jane Archer	360-704-7544	60			60	120
OLT VCB Visitor Center	P.O. Box 7338	Olympia	Jane Archer	360-704-7544	120	120	120	120	480
Oregon City Chamber	1201 Washington Street	Oregon City	Karin Morey	503-656-1619	25	50	50	50	175
Oregon DOT	350 W Marine Drive	Astoria	Sandy	503-325-1082	25	25	100		150
Othello Chamber	P.O. Box 2813	Othello	Grace Shelby	509-488-2683	25	25	10	25	85
Paramount Hotel	808 SW Taylor	Portland	Toni Chandler	503-276-1761		40	40		80
Pendleton Chamber	501 S. Main Street	Pendleton	Trini Hank	541-276-7411				100	100
Pend Oreille Chamber	P.O. Box 388	Metaline Falls	Kathy Grass	509-589-0024	50	50	50	50	200
Port Angeles Chamber	121 East Railroad	Port Angeles	Lindsey Veenema	360-452-2362	200				200
Port Gamble Visitors Center	P.O. Box 299	Port Gamble	Jerry		200				200
Port Townsend VIC	440 12th Street	Port Townsend	Karen Anderson	360-385-2722	100				100
Poulsbo Chamber	P.O. Box 1063	Poulsbo	Adele Heinrich	360-779-4999	25	15	15	15	70
Puyallup/Sumner Chamber	323 N Meridian #A	Puyallup	Jennifer Brooks	253-845-6755	1000				1000
Reedsport Winchester Chamber	P.O. Box 11	Reedsport	Amy Stauffer	541-271-3495		100	100	100	300
Rory and Ryan Inns	504 North Hwy 20	Hines	Dolores	541-573-3370	100	100	100	200	500
Salem Campground & RV	3700 Hagers Grove Rd	Salem	Sylvia Baker	503-581-6736	40	40	40	40	160
Sedro Woolley Chamber	714B Metcalf	Sedro-Woolley	Lori Hamilton	360-855-1841	100	100	100	100	400
Shelton Mason Chamber	P.O. Box 2389	Shelton	Heidi McCutcheon	360-426-2021	30				30
South Snohomish County VCB	19921 Poplar Way	Lynnwood	Dorothy Morehouse	425-776-3977	50			25	75
Spokane Regional VC	201 W. Main	Spokane	Karen Montague	509-747-3230	100	100	100	100	400
Springfield Chamber	101 South A Street	Springfield	Nedine Karakaplan	541-746-1651		60	40		100
Stayton Sublimity Chamber	P.O. Box 121	Stayton	Kathy Adams	503-769-3464	30	75	75	75	255
Vernonia Chamber	1001 Bridge Street	Vernonia	Donna Webb	503-429-6081	50	50			100
Waldport Chamber	Hand	Waldport					100	100	200
Warwick Seattle Hotel	401 Lenora Street	Seattle	Richard Oh	206-219-2251	100	100	100	100	400
Westport Grayland Chamber	2985 Montesano Street	Westport	Leslie Eichner	360-268-9422		100	100		200
Wilsonville Chamber	P.O. Box 3737	Wilsonville	Carmen Robins	503-682-3314	100	150	150	150	550
									0
									0
Oregon Welcome Centers	Varies, 9 locations					200		200	400
	Astoria					200		200	400
	Klamath Falls					200		200	400
	Lakeview					200		200	400
	Oregon City					200		200	400
	Brookings					500		200	700
	Ashland					200		200	400
	Ontario					600		400	1000
	Jantzen Beach					200		200	400
	Umatilla								
Total Books					6956	8111	5661	7131	27859
Total Orders					74	86	73	84	317

I currently have your Scenic Byways Guide position held for you; Nov. 14<sup>th</sup> is past the designated deadline but if that's what you need then I will give a little push back and hold tight for you. Will you be submitting new art?

To help with confusion I've added a column on the OCVA agreement for Premium Placement since it didn't appear on there before. I still have page 4 (or Table of Contents 2) held for you.

✓ To *officially* reserve I simply need the **attached agreement signed** and sent back in.

QUESTION: I know the Scenic Guide agreement was supposed to be made out to the City of Newport. Is the OCVA one supposed to be the same or is having Newport Chamber on their correct?

Terra



**Terra Moreland**

Senior Account Executive - MEDIAmerica  
503 445 8830 - D | 971 235 2146 - M  
[terram@mediamerica.net](mailto:terram@mediamerica.net)

[Subscribe to receive Travel Oregon E-newsletters](#)

**From:** Lorna Davis [<mailto:lorna@newportchamber.org>]

**Sent:** Tuesday, November 05, 2013 1:16 AM

**To:** Terra Moreland

**Cc:** [c.breves@newportoregon.gov](mailto:c.breves@newportoregon.gov)

**Subject:** Re: 2014 Scenic Byways Guide - Printing

Please hold the space!! We can have an answer on the 14th. Will that work? Also do we have page 4 of the OCVA guide?

Thanx!!! Ld

Sent from my iPhone

On Nov 5, 2013, at 2:12 AM, "Terra Moreland" <[terram@mediamerica.net](mailto:terram@mediamerica.net)> wrote:

Hi Lorna ~

This is a short notice and quick turn-around so for that I apologize; I know that your board needs more time to sort out future decisions on advertising but in this case my hands are tied. Travel Oregon just gave me the info for the next Scenic Byways Guide that Newport has previously had a premium ad in.

- ✓ They plan to go to print this fall so I am working on renewals right now.
- ✓ The next Scenic Byways guide will be printed with 100,000 copies again.
- ✓ The cost is same as it originally was so \$3,200.

Does Newport want to renew their Inside Back Cover placement?

Terra



# Advertising Agreement

**MEDIAmerica Inc.**  
715 SW Morrison, Suite 800  
Portland, Oregon 97205  
(503) 223-0304 • Fax (503) 221-6544

**Rep:** Moreland, Terra  
**Phone:** 503-445-8830  
**Email:** terram@mediamerica.net

### Advertiser:

Lorna Davis  
Newport Chamber of Commerce  
169 SW Coast Hwy  
Newport, OR 97365  
541-265-8801 • Fax:  
lorna@newportchamber.org

### Agency:

• Fax:

Issue	Year	Size	Premium Position	Activities Category	City Name	Web Position	Rate	Net
OCVA print	2014	FP	TOC2	---	---	---	3,300.00	\$3,300.00

<b>Total:</b>								<b>\$3,300.00</b>
---------------	--	--	--	--	--	--	--	-------------------

*For ad material questions, please contact Cerissa McFarlane at 503-445-8842 or [cerissam@mediamerica.net](mailto:cerissam@mediamerica.net).*

**NOTES:** Please sign & fax to 503-221-6544 to officially reserve your space.

### AD MATERIAL SPECIFICATIONS & DEADLINES:

Web: <http://www.mediamerica.net/web/web-and-eneews-ad-specs>. Due one month prior to quarter of participation.

Q1 = December 1, 2013 (launching January 1, 2014)

Q2 = March 1, 2014 (launching April 1, 2014)

Q3 = June 1, 2014 (launching July 1, 2014)

Q4 = September 1, 2014 (launching October 1, 2014)

E-Newsletter: <http://www.mediamerica.net/web/web-and-eneews-ad-specs>. Due 2 weeks prior to the month of participation

Print: [mediamerica.net/print/print-ad-specifications](http://www.mediamerica.net/print/print-ad-specifications). Due December 14, 2013.

### BILLING:

Web: Will take place on the 15th after each quarter launches.

E-Newsletter: Will take place each month of your participation.

Print: Will take place upon release of the 2014/15 Visitor Guide (March 2014).

### Thank you for your business!

By signing below, I accept the above agreement as well as the publisher's Advertising Terms and Conditions printed on attached sheet.

Advertiser \_\_\_\_\_ Date \_\_\_\_\_ Account Executive \_\_\_\_\_ Date \_\_\_\_\_

## ADVERTISING TERMS AND CONDITIONS

(A) As used in this section entitled "ADVERTISING TERMS & CONDITIONS" the term "Publisher" shall refer to MEDIAmerica, Inc.

(B) All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the Publisher. Should a change in rates be made, space reserved may be canceled by the advertiser or its agency at the time the change becomes effective at no cost to advertiser.

(C) Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

**(D)** All contents of advertisements are subject to Publisher approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy. Publisher will immediately refund any amounts prepaid by advertiser for cancelled or rejected advertisements.

**(E)** Advertisements not received by the final materials closing date will not be entitled to the privilege of okay or revision by the advertiser or its agency.

**(F)** Cancellations or changes in order may not be made by the advertiser or its agency after the reservation closing date. If a contract is cancelled, the publisher will assess a cancellation fee of 20% on the contract amount. If there are changes in the order, after signing the original contract, the rate may be subject to an upcharge.

**(G)** Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by Publisher in writing.

**(H)** Publisher is not liable for delays in delivery and/or non delivery in the event of an Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of the Publisher affecting production or delivery in any manner.

**(I)** Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agent ordered and which advertising was published.

**(J)** Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by the error, or the amount paid by the advertiser, therefore whichever is greater.

**(K)** Publisher shall have no liability for errors in key numbers or advertiser's index.

**(L)** Conditions other than rates are subject to change by Publisher without notice.

**(M)** No conditions other than those set forth in this contract shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with the provisions of this rate card.

**(N)** In the event that any amounts due the Publisher under this agreement are not paid in accordance to the proscribed payment terms (30 days) Publisher reserves the right to charge interest for delayed payment of 1-1/2% per month or the maximum legal rate of interest allowed by law for all undisputed invoices past due in excess of thirty days.

**(O)** This agreement shall be governed and construed in accordance with the laws of the State of Oregon. In the event that commercial collection or legal proceedings be instituted by the Publisher to collect any amounts due under this agreement, advertiser agrees to pay reasonable attorneys fees or collection fees plus any other court costs and charges incurred providing publisher is the prevailing party.



**MEDIA AMERICA**

Hi Lorna and Cindy:

Hope all is well with you. You asked me to run this billboard by you again should it become/remain available and the timing might just work out great for you as we have a current agreement on this location until February 20<sup>th</sup> but we can reserve the location for you now for next summer. You are usually dark until March and this would fit into that schedule. The rate is \$7000 per 4 weeks and \$2000 production for short term agreements and \$6500 per 4 week and \$1000 production with an annual agreement. Let me know if you have any questions 541-953-0979. I am not sure where you are on your budget but I know the committee was interested but wasn't ready to commit so early in the year.

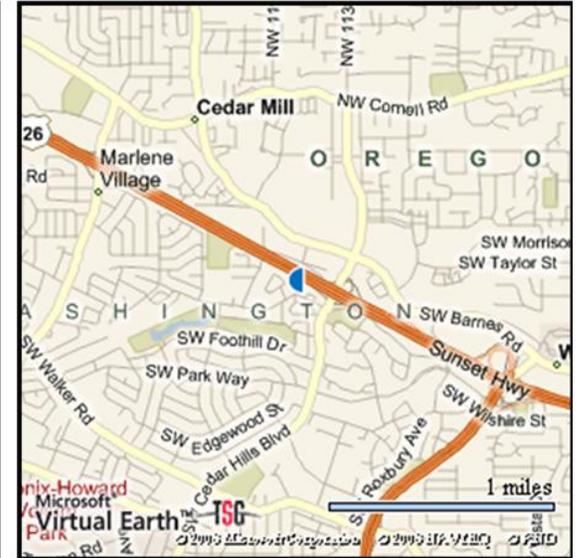
I also wanted to provide a friendly reminder that artwork for the Woodburn location is due December 2<sup>nd</sup>. I just wanted to give you a heads up so you don't have to rush and given the upcoming holiday season the more notice the better. I greatly appreciate your business and will see you at the next meeting.

Leigh Deinert  
Account Representative  
CBS Outdoor  
541-953-0979



*Clients Served Here!*

# NORTH WEST NON-METRO - Portland, Or #06115A



## NOTES:

Production Material: Vinyl  
This location is illuminated.

Latitude: 45.510599 Longitude: -122.785558

**S/L HWY 26 .4 MI W/O HWY 217 JCT E / Facing E - 10'x44'**  
**EOI (Eyes On Impressions/wk): 268,114 / DEC: 99.07**



135 Silver Lane, Suite 230 • Eugene • OR • 97404 • (541) 607-9355 • WWW.CBSOUTDOOR.COM

