

KidsGuide

The official *Kids Guide* distributed by the Oregon Tourism Commission

2007 Advertising Information

Target your marketing dollars to reach families and kids traveling to Oregon!

Visitors spent \$7.4 billion on travel expenditures in 2005. Make sure their plans include your family-friendly business this year. Designed just for kids, the four-color guide is packed full of activities and ideas about Oregon.

Distribution plan

100,000 copies are distributed:

- * By direct request via the website www.traveloregon.com and the toll-free customer service number
- * At all official State Welcome Centers
- * At more than 100 visitor centers throughout the state
- * By key family-oriented attractions around the state

Added value

- * Through its email newsletter, Travel Oregon will offer its 120,000 subscribers the opportunity to order the *Kids Guide*.
- * *Kids Guide* advertisers can order free leads including names and addresses of people traveling to Oregon with children

Rates

Display ad size	Price
Back cover	\$5,500
Full	4,500
Half	3,300
Quarter	1,650
Eighth	820
Sixteenth	415

Important Dates

Sales close: March 9, 2007
Materials due: March 16, 2007
Publication date: April 2007

Sponsored Activity Pages \$3,050

There is a limited amount of space for Sponsored Activity Pages.
Sales close February 23, 2007