



UPDATED - April 1, 2010

REMAINING 2010 MARKETING PROGRAMS

The following co-op advertising opportunities are still available through the Southern Oregon Visitors Association (SOVA). To participate in a program you need to be a SOVA partner/member. For membership information or for an updated list of programs, please contact Mark Dennett, SOVA's chief marketing officer.

Mark@sova.org - 1-541-488-4925 or 1-800-554-0564.

2010 SOVA PRINT + ONLINE CO-OP ADS

<p>SOVA/RCMP CO-OP #14-10 JULY - GOLF DIGEST INSERT CENTRAL AND SOUTHERN OREGON California, Oregon and Washington</p> <p>SPACE FOR SIX (6) PARTNERS</p> <ul style="list-style-type: none"> • Exposure in Golf Magazine regional insert • Exposure on SOVA website featured in insert <p><i>Golf Digest</i> is the leading golf magazine in the US. Now you can enjoy a superior environment to promote your course, city or hotel to hardcore golfers who travel frequently and spend significantly more on their vacation than non-golfers.</p> <p>FOUR-COLOR INSERT - In cooperation with Central Oregon Visitors Association, your company will be featured in a one page (front and back) insert that highlights the golf in Central and Southern Oregon. One side will feature Central Oregon and the other side will feature Southern Oregon.</p> <p>Your cost includes advertorial feature (photo, copy and logo) and printing of the insert, and website to support program.</p>	<p>DEADLINE <i>April 15, 2010</i></p> <p>CONFIRMED PARTNERS</p>	<p>TOTAL MARKETING VALUE \$22,000</p> <p>\$2,130 PARTNER COST</p>
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<p>SOVA CO-OP #23-10 - WINECOUNTRY.COM FOUR MONTHS - May, June, July, August 250,000 unique visitors per month</p> <p>Northern California is a major market for Southern Oregon. It's also a world of wine lovers. Now you can promote your winery, restaurant, lodge or destination to this wine loving region and beyond in this targeted effort aimed at a million people that love the good life!</p> <p>SPACE FOR SIX (6) PARTNERS</p> <ul style="list-style-type: none"> • Banner ads on WineCountry.com with hot links your business website for four months • Spotlight copy on Oregon/WineCountry.com page with a link to a new co-op website • Individual rotating banner ads (468 x 60) featuring your business running throughout WineCountry.com • A feature on a new SOVA World of Wine website with hot links to your site 	<p>DEADLINE April 16, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Roseburg VCB Troon Winery</p> <p>Display ad, ad production, exposure on SOVA website featured in ad, plus leads from reader service</p>	<p>TOTAL MARKETING VALUE \$6,000</p> <p>PARTNER COST \$995 per partner</p>
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<p>SOVA CO-OP #7-10 – AMERICAN ROAD MAGAZINE Summer 2010 Issue 15,000 cir. / 45,000 readers</p> <p>SPACE FOR SIX (6) PARTNERS</p> <ul style="list-style-type: none"> • Shared full-page color ad • Bonus shared 1/6-page • Online PDF tour maps from SOVA • Leads from magazines (opt-in leads) • Exposure on SOVA website featured in ad <p>This unique magazine celebrates historic roads and the joy of driving them. Readers: 78% are 45 years and older, 45% have incomes of \$75,000+.</p> <p>The Summer Byways/Highways Special Section promotes Scenic Byways. In addition to a color ad, SOVA will once again be posting a scenic drive map on their web site and all partners will be listed in an index in the section. All partners receive exposure in the full-page ad (copy, photo and logo).</p>	<p>DEADLINE April 16, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Medford VCB Roseburg VCB Discover Klamath</p> <p>Full page ad, ad production, exposure on SOVA website featured in ad, plus leads from reader service</p>	<p>TOTAL MARKETING VALUE \$3,700.00</p> <p>PARTNER COST \$650 per partner</p>
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<p>SOVA CO-OP #8-10 – LOS ANGELES MAGAZINE June, 2010 150,000 cir / 450,000 readers</p> <p>SPACE FOR THREE (3) PARTNERS</p> <ul style="list-style-type: none"> • Shared half-page advertorial story • Shared half-page color ad • Online ad on magazine's website for 60 days • Exposure on SOVA website featured in ad <p>Los Angeles magazine is the leading authority and indispensable guide for the affluent and influential population of Southern California. Last year's program (2009) generated more than 1,000 responses.</p> <p>WHO WILL YOU REACH? Average Age 50, average household income \$244,800, net worth \$1,739,300, 91% traveled domestically in the past 12 months, and 85% plan to take a trip/vacation in the next 12 months.</p> <p>Program includes exposure in ad, in advertorial article, on a special website that will be created to support ad and a list on the magazine's travel microsite for two (2) months.</p>	<p>DEADLINE April 16 2010</p> <p>CONFIRMED PARTNERS</p> <p>Roseburg VCB</p> <p>Print ad, advertorial, ad production, exposure on SOVA website featured in editorial, and online exposure on magazine's website</p>	<p>TOTAL MARKETING VALUE \$12,100</p> <p>PARTNER COST \$4,020 per partner</p>
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<p>SOVA CO-OP #12-10 – SUMMER - POCKET-SIZE MAP 150,000 printed maps / 450,000 readers</p> <p>This will be the 3rd year for our popular pocket-size Scenic Byway map. This map highlights all our scenic byways and routes to Crater Lake. Backside of map has travel information and ads.</p> <p>Seven (7) Small Ads Available AD SIZE: 2 ½" wide x 2 ¼" deep</p> <p>Two (2) Large Ads Available AD SIZE: 5" wide x 2 ¼" deep</p>	<p>DEADLINE April 16, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Large Ads:</p> <p>Roseburg VCB</p> <p>Small Ads:</p>	<p>TOTAL MARKETING VALUE \$10,000</p> <p><i>Ad on Map</i></p> <p>PARTNER COST \$880 small ad</p> <p>\$1,395 large ad</p>
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<p>SOVA /RCMP #13-10 – JUNE - HIGH ADVENTURE Wend Magazine - 40,000 readers / 120,000 impressions</p> <p>SPACE FOR EIGHT (8) PARTNERS</p> <ul style="list-style-type: none"> • Exposure in magazine insert • Exposure on SOVA website featured in insert • Exposure on Wend website and leads <p><i>Wend Magazine</i> is a high-end adventure magazine providing bold tales to fuel the passion of adventure, born from the love of climbing, bicycling, surfing, kayaking and backpacking. It is aimed at young, high-income residents in the greater Portland area.</p> <p>FOUR-COLOR INSERT - Your company will be featured in a special insert that highlights the active adventures available throughout Southern Oregon - from the coast to the high country.</p> <p>Your cost includes advertorial feature (photo, copy and logo), production and printing of the insert, and website to support program.</p>	<p>DEADLINE April 16 2010</p> <p>CONFIRMED PARTNERS</p>	<p>TOTAL MARKETING VALUE \$6,000</p> <p><i>Ad on Map</i></p> <p>PARTNER COST \$750.00</p>
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<p>SOVA/RCMP #15-10 JUNE/JULY CULINARY ADVENTURES Northwest Palate - 45,000 readers / 130,000 impressions</p> <p>SPACE FOR SIX (6) PARTNERS</p> <ul style="list-style-type: none"> • Exposure in magazine insert • Exposure on SOVA website featured in insert <p><i>Northwest Palate</i> is a popular Northwest magazine that celebrates wine, food, and travel. A bimonthly since 1987, Northwest Palate reaches food and wine enthusiasts who are educated, affluent and well traveled.</p> <p>FOUR-COLOR INSERT - Your company will be featured in a special insert that highlights the wine, beer, food and culinary adventures available throughout Southern Oregon - from the coast to the high country.</p> <p>Your cost includes advertorial feature (photo, copy and logo), production and printing of the insert, and website to support program.</p>	<p>DEADLINE April 16 2010</p> <p>CONFIRMED PARTNERS</p> <p>Roseburg VCB</p>	<p>TOTAL MARKETING VALUE \$6,000</p> <p><i>Ad on Map</i></p> <p>PARTNER COST</p> <p>PENDING FINAL PRICING</p> <p>CALL MARK TODAY</p>
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<p>SOVA CO-OP #16-10 – JULY - HORIZON MAGAZINE ANNUAL EDITORIAL SECTION 425,000 impressions</p> <p>One of SOVA's most powerful regional marketing opportunities is running your ad in SOVA's annual special feature in <i>Horizon Air Magazine</i>. Your ad will be surrounded by 16 pages of stories about living and visiting Southern Oregon.</p> <p>Place your regular ad in the section and save with SOVA's SPECIAL GROUP DISCOUNT.</p> <p>Full Page \$5710 SOVA RATE: \$4965 2/3 Page \$4480 SOVA RATE \$3895 1/2 Horiz. \$4135 SOVA RATE \$3595 1/2 Vert. \$3735 SOVA RATE \$3250 1/3 Page \$2690 SOVA RATE \$2340 1/6 Vert. \$2005 SOVA RATE \$1745 1/6 Horiz. \$1780 SOVA RATE \$1550</p>	<p>DEADLINE APRIL 20, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Medford VCB Roseburg VCB</p> <p>Display ad, plus leads from reader service</p>	<p>TOTAL MARKETING VALUE \$40,000</p> <p>PARTNER COST</p> <p>SAVE WITH SPECIAL SOVA RATES</p>
<p>#18-10 “WEB SPECIAL” PARTNERS ONE OR ALL ONLINE CAMPAIGNS</p> <p>Highlight your company on the “Web Special” offer page that is part of co-op ad campaign websites. Place an offer on the full-color page (photo, copy) and reach online consumers in Seattle, Portland, San Francisco and Sacramento. Buy just one market (\$150) or buy them all for \$500.</p>	<p>DEADLINE May 1, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Britt Festivals</p>	<p>PARTNER COST \$500 per partner</p>

<p>SOVA CO-OP #19-10 - SEATTLE ONLINE / MAY 2010 2,000,000 impressions / Two-Week Campaign</p> <p>SPACE FOR EIGHT (8) PARTNERS</p> <ul style="list-style-type: none"> • Local Paid search ads on Google and Yahoo • Individual banner ads on key high traffic local media websites plus Google and Yahoo sites • Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site. • Priority listing and free online offer on “Web Special” page featured on campaign website. <p>A two-week campaign aimed at the Seattle market using a variety of online tools including geo-targeting Google and Yahoo paid searches, banner ads on high traffic Seattle websites, and a special campaign website to track all results.</p>	<p>DEADLINE May 1, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Roseburg VCB Oregon Shakespeare</p> <p>Cost includes banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report.</p>	<p>TOTAL MARKETING VALUE \$16,000</p> <p>PARTNER COST \$1,750 per person</p> <p>\$150 for web special partner</p>
<p>SOVA CO-OP #20-10 - PORTLAND ONLINE / MAY 2010 3,000,000 impressions / Three-Week Campaign</p> <p>SPACE FOR EIGHT (8) PARTNERS</p> <ul style="list-style-type: none"> • Local Paid search ads on Google and Yahoo • Individual banner ads on key high traffic local media websites plus Google and Yahoo sites • Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site. • Priority listing and free online offer on “Web Special” page featured on campaign website. <p>A three-week campaign using a variety of online tools including geo-targeting Google and Yahoo paid search, banner ads on high traffic websites and a special campaign website to track all results.</p>	<p>DEADLINE May 1, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Rogue Regency Inn Roseburg VCB Oregon Shakespeare</p> <p>Cost includes ad banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report</p>	<p>TOTAL MARKETING VALUE \$23,000</p> <p>PARTNER COST \$2,900 per person</p> <p>\$150 for web special partner</p>

<p>SOVA CO-OP #21-10 - TOTALLY SAN FRANCISCO / JUNE ONLINE + RADIO + TELEVISION 5,000,000 impressions / Three Week Campaign</p> <p>SPACE FOR EIGHT (8) PARTNERS</p> <ul style="list-style-type: none"> • Local paid search ads on Google and Yahoo • Individual banner ads on key high traffic local media websites plus Google and Yahoo sites • Limited TV campaign to increase overall Bay Area awareness and generate website visits • Feature (copy, logo, photo) on campaign website including streaming video and hot link to your site. • Priority listing and free online offer on “Web Special” page featured on campaign website. 	<p>DEADLINE May 1, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Roseburg VCB Oregon Shakespeare Discover Klamath</p> <p>Cost includes ad banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report.</p>	<p>TOTAL MARKETING VALUE \$50,000</p> <p>PLUS RCMP FUNDS</p> <p>PARTNER COST \$4,500 per person</p> <p>\$150 for web special partner</p>
<p>SOVA RCMP/CO-OP #6-10 - SUNSET MAGAZINE (NORTHERN CALIF.) August, 2010 335,000 cir / 700,000 readers</p> <p>SPACE FOR THREE (3) PARTNERS</p> <ul style="list-style-type: none"> • Featured in a half-page color ad • Reader service in all Sunset editions (1.2 million circulation) • Exposure on SOVA website featured in ad <p>With growing circulation, Sunset remains the top-rated travel, lifestyle, home and culinary magazine in the West. Co-Op includes display ad production, exposure on SOVA website featured in ad, plus leads from reader service.</p>	<p>DEADLINE May 15, 2010</p> <p>CONFIRMED PARTNERS</p> <p>May Participants Medford VCB Roseburg VCB</p> <p>August Participants Medford VCB Roseburg VCB</p> <p>ONE SPOT LEFT FOR AUGUST</p>	<p>TOTAL MARKETING VALUE \$9,000</p> <p>PARTNER COST \$3,500 FOR AUGUST ONLY AD</p>

<p>SOVA CO-OP #22-10 - SACRAMENTO ONLINE / SEPT 10,000,000 impressions</p> <p>SPACE FOR EIGHT (8) PARTNERS</p> <ul style="list-style-type: none"> • Local paid search ads on Google and Yahoo • Individual banner ads on key high traffic local media websites plus Google and Yahoo sites • Feature (copy, logo, and photo) on campaign website including streaming video and hot link to your site. • Priority listing and free online offer on “Web Special” page featured on campaign website. <p>A three-week campaign using a variety of online tools including geo-targeting Google and Yahoo paid search, banner ads on high traffic websites and a special campaign website to track all results.</p>	<p>DEADLINE June 1, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Rogue Regency Inn Roseburg VCB Discover Klamath</p> <p>Cost includes ad banner design, web leads, exposure on campaign website, all media costs, plus free web special coupons, and tracking report.</p>	<p>TOTAL MARKETING VALUE \$20,000</p> <p>PARTNER COST \$2,500 per person</p> <p>\$150 for web special partner</p>
<p>SOVA CO-OP #17-10 OCTOBER - NEWSPAPER INSERT Oregon Bounty - Northern California 60,000 copies / 150,000 readers</p> <p>SPACE FOR TEN (10) PARTNERS</p> <ul style="list-style-type: none"> • Feature in four-page, color newspaper insert • Exposure on SOVA website featured in ad <p>Travel Oregon’s Oregon Bounty promotion is the state’s largest annual promotion. The state spends in excess of a million dollars sharing the excitement of Oregon’s natural bounty (food, wine, beer, agricultural products, etc.). This newspaper insert supports the state’s campaign (same theme and look) and also pre-sells the idea of holiday shopping in Oregon.</p> <p>NEWSPAPER INSERT – OCTOBER– Free standing insert into Northern California newspapers. Newspapers: Redding Searchlight, Siskiyou Daily News, Mt. Shasta Herald, Weed Press and Dunsmuir News.</p>	<p>DEADLINE Sept 1, 2010</p> <p>CONFIRMED PARTNERS</p> <p>Medford VCB Discover Klamath (T)</p> <p>Display ad, ad production, exposure on SOVA website featured in ad, plus leads from reader service</p>	<p>TOTAL MARKETING VALUE \$12,000</p> <p>PARTNER COST \$1,200 per partner</p>

2010 SOVA ONLINE OPPORTUNITIES

Sign Up Anytime

2010 SOVA WEBSITE ADVERTISING

250,000 unique visitors annually

All SOVA partners/members receive a 50-word listing on SOVA's major website (www.SouthernOregon.org). SOVA offers three additional ways to improve your online exposure:

SPOTLIGHT LISTING – You can add a photo to your basic listing. Your listing will also be moved up, above all other listings in a specific directory (all listings are normally in alphabetical order).

PHOTO FEATURES – You can purchase a high-impact photo editorial feature on any page. These “advertorials” appear on the right side of all web pages. We limit the number of photo features to three on one page.

E-NEWSLETTER – You can have a feature story in SOVA's e-vacation newsletter that is emailed to 45,000+ people each month. These are people that have requested the SOVA Guides in the past.

PARTNER COST

SPOTLIGHT LISTING

\$20 per month
\$240.00 per year

PHOTO FEATURE

\$10 to \$100 per month
(billed annually)
depending on
pages selected.

**E-MAIL OR CALL
MARK DENNETT
FOR A QUOTE**

E-NEWSLETTER

\$200 for
three issues.