

VISIT BEND

MEDIA KIT

2017/2018



VISIT BEND

Dear Tourism Stakeholder,

Visit Bend is an economic development organization whose primary function is to create an effective mix of marketing, sales, and service programs, which are designed to produce a positive economic impact of visitor and convention spending in Bend. Visit Bend utilizes a variety of media to attract potential visitors including print, digital, radio & video, all of which direct the potential visitor to visitbend.com.

Over 1 million individuals have visited 3.7 million pages at visitbend.com over the past year in just over 1.5 million sessions on the website which is designed to let visitors find the information that they are looking for as efficiently as possible and sending them on to the websites of our tourism stakeholders. We are a non-membership organization and therefore represent all tourism related business in Bend. Visit Bend provides complimentary basic listings to local tourism-specific businesses on the applicable pages within the website as well as offers some options for a more robust representation through a number of options for paid marketing products that will be outlined in the following pages.

While at visitbend.com, visitors can browse the annual Visit Bend Visitor Guide and/or elect to have a physical copy sent to them by mail to explore prior to their trip to Bend. The Visitor Guide can also be obtained for welcome centers and chambers of commerce throughout the state, in corporate lunchrooms, trade shows, events, local hotel rooms or at the Bend Visitor Center in downtown Bend. Visit Bend prints 100,000 copies annually and it is estimated that 4.5 people read each copy on average making the Visitor Guide another fantastic resource for vacation planning and inspiration and with approximately 450,000 impressions for the year there is strong potential for advertising within the Visitor Guide as well. More information and specifications can be found on the pages to follow.

The following is not meant to be a rigid menu of potential marketing options with Visit Bend but instead act as a starting point for informed conversations about how Visit Bend can support your business and drive more visitor traffic through your doors. There are ad specifications and more in-depth information about each of the free and paid marketing opportunities that Visit Bend has to offer. Please feel free to reach out to hank@visitbend.com with any questions that you may have or to schedule a marketing strategy session with the Visit Bend team to discuss your organization's goals and how Visit Bend can assist you in reaching them.

Sincerely,

Hank Therien
Director of Sales & Sports Development
Visit Bend

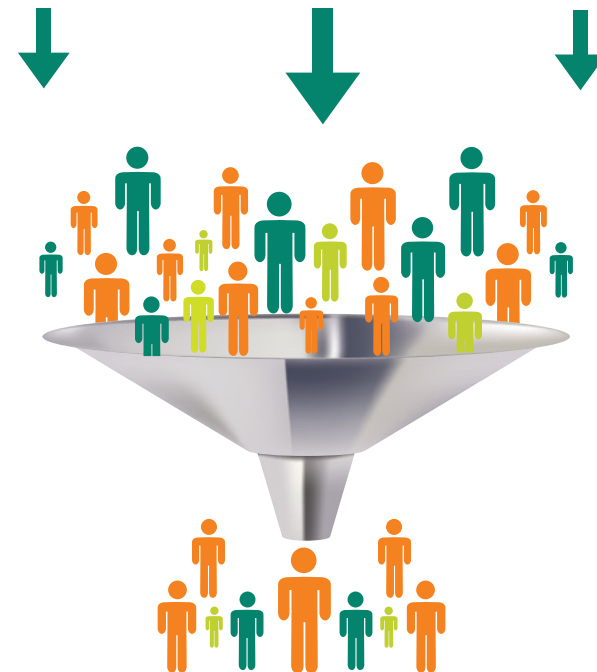
Visit Bend Marketing Model

Virtually everything Visit Bend does is designed to drive traffic to Bend and VISITBEND.COM. Visit Bend's marketing model is founded on the fundamental strategy of generating customers through a comprehensive mix of **MARKETING**, **SALES**, and **PUBLIC RELATIONS** programs, then driving those customers to VISITBEND.COM where they are connected to Bend's tourism stakeholders.

As a non-membership publicly funded organization, Visit Bend offers **free listings on visitbend.com** to tourism stakeholders to ensure transient room tax dollars benefit the entire tourism industry.

The premise is, we attract visitors to Bend and provide opportunities for local businesses to convert those visitors to customers.

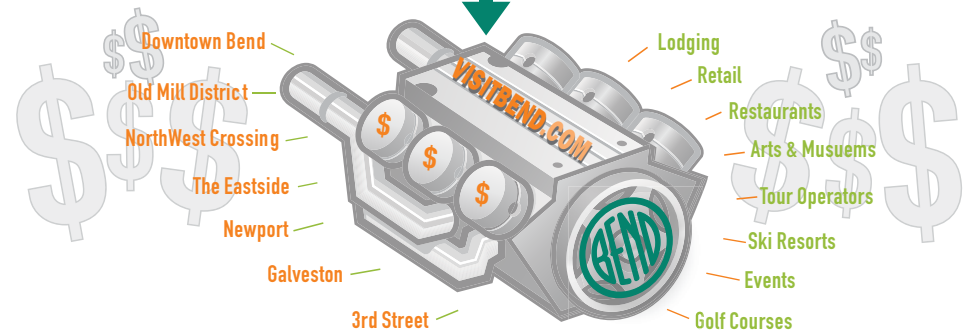
TV • RADIO • PRINT • SEO / SEM • CITYWIDE EVENTS
PUBLIC RELATIONS • BEND ALE TRAIL • BEND VISITOR CENTER
SOCIAL MEDIA • ONLINE • BEND BUZZ BLOG • PILLARS OF ART
ROUNDAABOUT ART ROUTE • THREE SISTERS SCENIC BIKEWAY
MYMOVETOBEND.COM



VISIT BEND'S website is the engine that converts Visit Bend's marketing efforts to revenue for local businesses.

NUMBER 1

VISIT BEND IS A LEADING REFERRER OF WEBSITE TRAFFIC TO MOST BEND TOURISM BUSINESSES (CHECK YOUR ANALYTICS!)



VISIT BEND MARKETING BY THE NUMBERS

3,601,415

NUMBER OF ANNUAL PAGE VIEWS AT VISITBEND.COM

13,825

TOTAL NUMBER OF SESSIONS ON JULY 4, 2016

100,000

NUMBER OF VISIT BEND VISITOR GUIDES PRINTED AND DISTRIBUTED ANNUALLY

49.57%

PERCENTAGE OF VISITBEND.COM VISITORS BETWEEN 25 & 44 YEARS OLD

281,060

NUMBER OF SESSIONS AT VISITBEND.COM OVER ONE YEAR FROM PORTLAND/VANCOUVER

61,286

ANNUAL NUMBER OF BEND ALE TRAIL APP USERS

759,830

NUMBER OF MOBILE SESSIONS ON VISITBEND.COM IN THE PAST YEAR

1.5 MILLION

NUMBER OF ANNUAL SESSIONS AT VISITBEND.COM

981,724

NUMBER OF NEW VISITORS TO VISITBEND.COM IN THE PAST YEAR

506,082

NUMBER OF RETURNING VISITORS TO VISITBEND.COM IN THE PAST YEAR

153,015

NUMBER OF SESSIONS ON VISITBEND.COM THAT LASTED BETWEEN 3-10 MINUTES

31,195

APPROXIMATE NUMBER OF VISITORS TO THE VISITOR CENTER IN 2016

PAYMENT INFORMATION

Payment Information: Cash Check # _____ Credit Card # _____ Exp. Date ____ / ____ Security Code _____
Billing Address _____ City _____ State _____ Zip _____

I understand the enclosed payment entitles me to the benefits of these services for one year from the date of this application, unless otherwise noted on this form. In one year's time, I will be contacted to renew my partner marketing . I further understand that my partner services will be subject to automatic cancellation if payment is not received within 30 days after the date of first renewal invoice. Cancelled partners are subject to an additional \$35 administrative fee upon reinstatement.

Authorized Signature _____ Date _____

Print Name _____

Visit Bend Authorized Signature _____ Date _____

Please send partner marketing order form to:

Visit Bend
750 NW Lava Rd., Ste. 160 Bend, OR 97703
- or -
Email it to hank@visitbend.com

If you have any questions, please call 541.382.8048



AD SPECIFICATIONS

Full Page Visitor Guide Ads:

Cost - \$3995

Please contact Nate Wyeth, VP of Sales & Marketing for the most up-to-date specs on sizing.

Artwork Guidelines:

Please supply your ad as a high resolution PDF (PDFX-1a format preferred). All color images should be CMYK and 300 dpi or better. Spot colors must be converted to the equivalent CMYK value. Please do not include OPI information in PDF files. If a black background is used, please set to a “rich black” such as 30-30-30-100. Black text should use black ink only. We can also accept files created in InDesign, Illustrator and Photoshop as well as TIFF, EPS and JPEG formats.

NOTE ABOUT BLEEDS: Build full pages to trim and extend any bleed .125” beyond page edge. For additional ad sizing assistance, please contact nate@visitbend.com.

Artwork may be submitted on flash drive, or by email for files below 15 MB (nate@visitbend.com). We accept digital files only. For larger file transfers, or for help with file transfers, please use contact nate@visitbend.com

Online Ads:

Enhanced Listings - \$999

Size – The image size for an enhanced listing is 150 pixels wide by 100 pixels. Please email your landscape oriented photo along with your 75 words of copy (with in-copy links) and marketing order form to hank@visitbend.com for formatting and implementation.

Banner Ads - \$250/month

Size - Banner ads are 300 pixels wide by 398 pixels.

Artwork Guidelines:

Please provide your JPEG, GIF, or PNG file of no more than 500 KB to hank@visitbend.com along with the URL that you would like linked to your ad.

VISIT BEND

750 NW LAVA RD., STE. 160, BEND, OR 97703

541.382.8048 | VISITBEND.COM

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