

AGENDA ITEM FOR ADMINISTRATIVE MEETING () Discussion only
(X) Action

FROM (DEPT/ DIVISION): Community Development

SUBJECT: Site Selection Magazine Advertisement Approval

<p>Background: Every two years, Business Oregon partners with Conway Data to develop an “Oregon Focused” issue of Site Selection Magazine. Umatilla County has an opportunity to advertise in the upcoming issue. 12,500 printed copies of the magazine will be circulated by direct mailing and trade shows. The publication will also be available online in digital form. Recommendation is to purchase the “Investment Profile” advertising option for \$14,000. Upon approval, Conway Data will provide the county with a writer who will be responsible for developing content that showcases economic development opportunities throughout Umatilla County. Economic Development funding will pay for the advertising.</p>	<p>Requested Action: Approve Community Development Department to purchase the “Investment Profile” option for \$14,000 and to run the advertisement in the Oregon issue of Site Selection Magazine.</p>
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ATTACHMENTS: Oregon Guide Media Kit

Date: (01/02/24) Submitted By: Robert Waldher, Community Development Director

*****For Internal Use Only*****

Checkoffs:

- () Dept. Head (copy)
- () Human Resources (copy)
- () Fiscal
- () Legal (copy)
- () (Other - List:)

To be notified of Meeting:
Robert Waldher

Needed at Meeting:

Scheduled for meeting on: January 3, 2024

Action taken:

Follow-up:

2024 MEDIA KIT

OREGON

A scenic view of a city at dusk with a large mountain in the background. The word 'OREGON' is overlaid in large white letters. The city is illuminated with warm lights, and the sky is a mix of orange and purple. The mountain is covered in snow and is the central focus of the background.

EXPANDED REACH



Across all Conway Data social media channels

SITESELECTION.COM/CC/OREGON



12,500
TOTAL PRINTED COPIES

12,500 printed copies of the Business Oregon Economic Development Guide will be distributed for 24 consecutive months.

10,000
DIRECT MAILED

10,000 copies of the Business Oregon Economic Development Guide will be direct mailed to corporate targets within the Site Selection magazine subscriber database.



2,500
PRINTED COPIES

2,500 copies to be distributed by the Business Oregon Economic Development, at trade shows, direct fulfillment, and through Oregon stakeholders and advertisers.



SITE SELECTION INVESTOR WATCH

Digital distribution to Site Selection Investor Watch subscribers



Print distribution at the IAMC forums and other Conway Events

EXPANDED IMPACT



DATA ANALYSIS

Demographic, business climate and labor force analysis



CROSS BORDER INVESTMENT TRENDS

Detailed reporting and analysis of Oregon's specific cross-border investment trends



COMPETITIVE ADVANTAGES

Actionable analysis of Oregon's competitive advantages



INDUSTRY REPORTS

Developing Oregon's specific in-depth industry reports

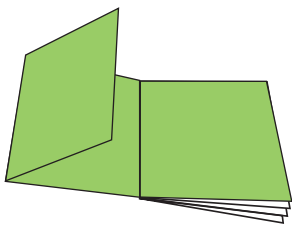


EXECUTIVE INTERVIEWS

Interviews of C-Suite executives expanding in Oregon

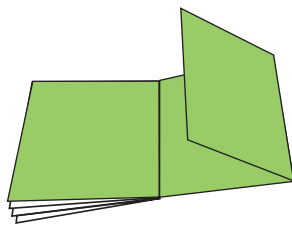
AD INSERTIONS, SIZE OPTIONS & RATES

Includes multi-panel gatefolds, full-page ads, and fractional ads



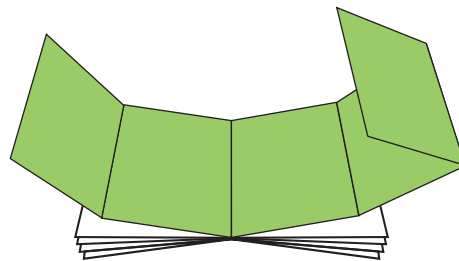
Inside Front Cover Gatefold

4 panel ... \$19,500
3 panel ... \$14,500
Page 1 ... \$7,500



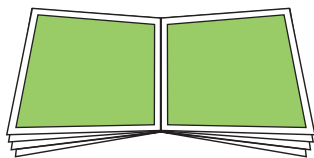
Inside Back Cover Gatefold

4 panel ... \$18,700
3 panel ... \$13,900
Facing IBC ... \$7,200



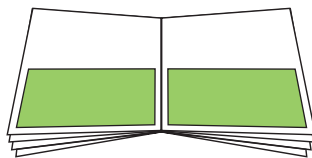
Interior Gatefold

8 panel ... \$35,000 4 panel ... \$17,000
6 panel ... \$27,000 3 panel ... \$13,000



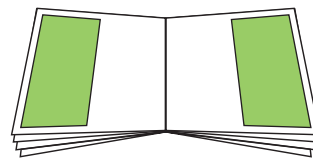
2 pg Spread

Guaranteed ... \$10,450
General ... \$9,500



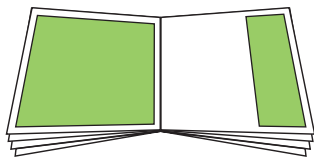
1/2 pg Horizontal

	Spread	Single
Guaranteed ...	\$7,920	\$3,520
General	\$7,200	\$3,200



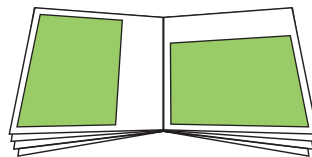
1/2 pg Vertical

	Spread	Single
Guaranteed ...	\$7,920	\$3,520
General	\$7,200	\$3,200



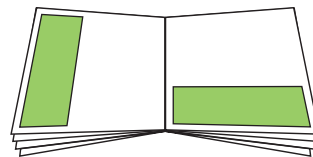
Full pg + 1/3 pg Vertical

Guaranteed ... \$8,250
General ... \$7,500



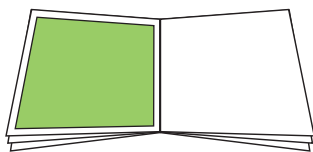
2/3 pg Vert. or Horiz.

Guaranteed ... \$4,510
General ... \$4,100



1/3 pg Vert. or Horiz.

Guaranteed ... \$2,420
General ... \$2,200



Full pg

Inside Front or Back Cover ... \$7,500
Elsewhere, Guaranteed ... \$6,270
General ... \$5,700



Investment Profile

2 Pages \$14,000
4 Pages \$20,000
8 Pages \$36,000

Web Options

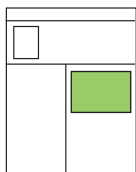
Square** \$1,050
Leaderboard* \$840
Skyscraper* \$840

** Comes with guaranteed FP & above

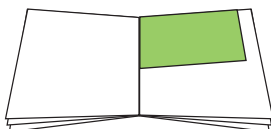
* Comes with general FP and above

EXCLUSIVE OPPORTUNITIES

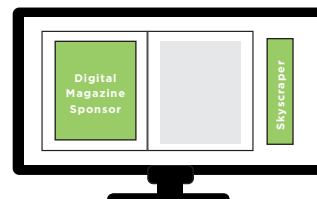
SPECIAL AD PLACEMENTS AVAILABLE UPON REQUEST



Homepage Video
\$6,825



POST CARD/TEASER
Bound-in & Perforated
\$8,500



Digital Magazine Sponsorship
\$6,825

WHY CIRCULATION MATTERS*

Site Selection Magazine has the highest qualified circulation in the industry. More subscribers mean more potential clients seeing your ad. These subscriber companies invested more than \$400 billion in new projects last year, creating more than 370,000 new jobs.

Site Selection has also aggressively expanded its international circulation by adding hundreds of new subscribers, and potential investors for our advertisers, in China, Europe and Latin America.

WHY DIRECT REQUEST MATTERS

This often overlooked statistic on an audit statement could perhaps be the most critical for your decision on where to invest your advertising dollars. Conway Data doesn't just buy lists and mail a magazine to uninterested anybodies. We prioritize subscribers that want to receive our content and will actually read our editorial. Interested subscribers mean interested readers. Interested readers pay attention – to your ad.

WHY CREDIBILITY MATTERS

Conway Data invests heavily in nurturing the best professional journalists in the industry, who in turn produce the best, most respected editorial content in the industry. Journalistic quality and integrity matter because we actually want all of our publications to be read by our subscribers, referenced by executives and relied on by consultants. Content counts: The more the industry turns to our publications for insight, the more they trust your ads.

WHAT THIS MEANS FOR CUSTOM CONTENT ADVERTISERS

Conway Custom Content publications are distributed to targeted Site Selection Magazine subscribers. This puts your ad in front of vetted, potential investors who are interested in your ad content.

*Publishers own data



CONWAY DATA
CUSTOM CONTENT

For more information contact: customcontent@conway.com



CONWAY DATA

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