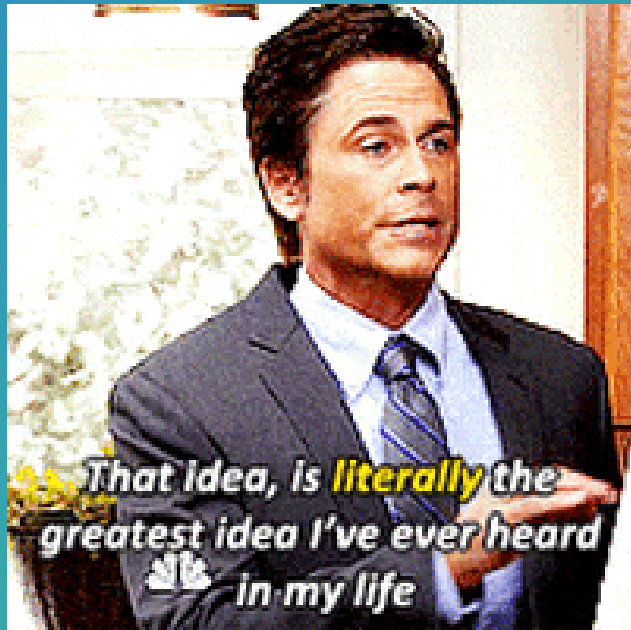


RESPONSIVE CO-OP MARKETING



Ithaca Janzen
Oregon's Mt. Hood Territory

1/19/23 ODA Conference



What's in a co-op program?



Industry marketing
expertise

Support for a
broad range of
partners

Creative
assistance/services

Start with your partners

- Assess your partner needs
 - Gather data to inform your base program
 - Consider the current industry landscape
- Craft a menu
 - Check against the lens of your organizational priorities
- Leave lots of room to wiggle! *

FY 2022-2023
Co-Op Advertising Program

The co-op advertising opportunity menu for FY22/23 is below. This menu is a guide to help partners in planning which co-op opportunities they are interested in throughout the year. Not all of these opportunities are currently available.

Many opportunities are first come, first served (FCFS) when they open. The best way to keep track of upcoming availabilities is through our B2B newsletter. Sign up at mthoodterritory.com/territory-times

All opportunities below are subject to change, and additional opportunities may be available throughout the year that are not on this menu sheet. For updated information visit mthoodterritory.com/co-op-ad-program

PRINT Co-Op Opportunity	Estimated Cost	Details/Timing
Things To See & Do in Oregon Brochure	\$900 (full ad)/\$475 (half)	July 2022
Travel Oregon Visitor's Guide – Regional Co-op Page for Businesses	\$400 business/\$300 nonprofit	18 total spaces - 6 per region; Fall 2022
Travel Oregon Visitor's Guide - Expanded Lodging Listing	\$387	20 spaces available for lodging; Fall 2022
Travel Oregon Visitor's Guide – Cities Ad (City-level partners only)	1/3, 1/2 or 2/3 page ad range \$1,700 - \$3,600	Fall 2022
Distribute your own brochures through Certified Folder Display	\$100 Portland Area + \$40 Mt. Hood/6 months; \$500/year Oregon Welcome Centers	Rolling enrollment FCFS, 10 spaces available each program

DIGITAL Co-Op Opportunity	Estimated Cost	Details/Timing
Facebook Event Ads – Rebate, training available	50% rebate on ad spend between \$100-\$500	Rolling enrollment, 10 spaces FCFS, 6 month window to run ads
Google Ads - Rebate, training available	50% rebate on ad spend	Rolling enrollment, start dates TBD

Please contact Annie Austin at annie@mthoodterritory.com with any questions or to sign up for available opportunities.
 Updated 03/31/2022





Meet your partners where they're at

- Vary price points
- Tailor ad placements to reach qualified audiences

Representing a Destination

- Supplement your destination marketing projects with a co-op

Or...

- Autonomy in representation



+



The Magic Number – is it 50/50?

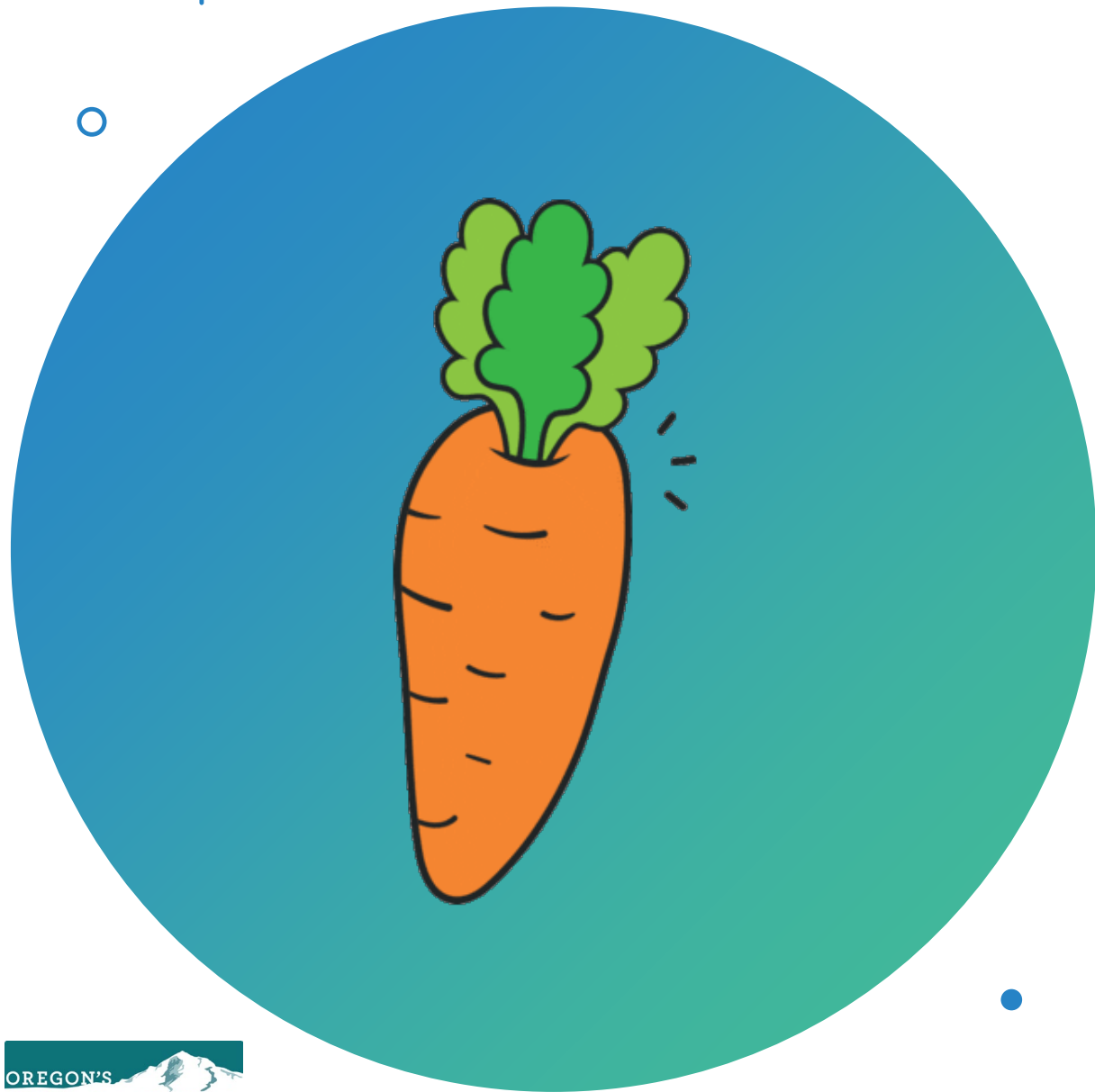
- Try starting new programs at a lower partner share – limited time!*
- Don't be afraid to go all in (when it makes sense)





Teach the folks to fish

- Trainings for professional development
- Experts – get them in your contracts
- Offer/require trainings to support co-op opportunities



FREE Advertising!

Use the “co-op carrot” to work towards organizational goals

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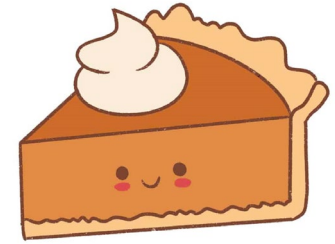
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Our menu... plus dessert!



- American Road Magazine – *heritage specific with low cost and qualified audience*
- Willamette Valley Travel Guide – *additional print opportunity at lower price point*
- Here Is Oregon Destination Video – *city level independent representation, identified need for video assets*
- Here Is Oregon Featured Story – *greater storytelling than a small print ad*

Room for Improvement

- Make sure partners know the value of what they are getting
- Working toward including more partners
- Managing the administrative burden

