

SOUTHERN OREGON VACATION GUIDE 2009-2010

The Southern Oregon Vacation Guide, the official magazine of the Southern Oregon Visitors Association (SOVA), offers advertisers direct access to an audience of 437,500 ready to shop, dine, lodge and sightsee in Southern Oregon.

The most read regional travel guide in Southern Oregon for more than 20 years, it is the only regional guide distributed throughout seven Southern Oregon counties (Jackson, Josephine, Coos, Curry, Douglas, Klamath, and Lake Counties). It is also distributed at all State Visitor Centers, at the Eugene and Medford airports, plus more than 100 visitor centers and hotels in the region.

2009 FEATURES

- **SEVEN COUNTY EDITORIAL SECTION** designed to increase travel among Southern Oregon's three major regions: the Coast (Hwy 101) the Valley (I-5) and the High Country (Hwy 97).
- **MAPS AND CITY INFORMATION** in a comprehensive city directory section that highlights attractions, arts and entertainment, dining, shopping, and lodging options in seven counties.
- **DETAILED ACTIVITY DIRECTORIES** that highlight the region's most popular things to do: golf, wineries, camping, relocation, and retirement options.
- **A CROSS REFERENCE INDEX** that allows you to easily find information on all listings within the guide.

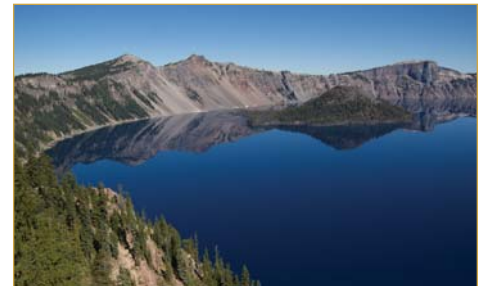
READERSHIP

125,000 total distribution / 437,500 readers

- **GUIDE MAILINGS** - 100,000 potential visitors read the guide before they leave home because SOVA mails 30,000+ guides directly to people that request them online, via mail, and through advertising.
- **SOUTHERN OREGON DISTRIBUTION** – 400,000 readers pick up the guide while touring the region at various visitor centers, attractions and lodging establishments. Research reveals that 75% of our readers use the guide to learn about new places to visit and stay.
- **INTERNET VERSION** of the Guide allows advertisers an extra opportunity to reach SOVA's 300,000 online visitors.


THE AUDIENCE

- Each year more than 2.4 million people take an overnight trip to Southern Oregon (Source: 2004 Longwoods International Study). They primarily come from Oregon, California, Washington, Nevada and Utah. They spend millions on accommodations, shopping, dining and transportation. Many request a copy of the magazine or visit www.SouthernOregon.org before they arrive in town.



AD SIZES

NET RATE

	Full Page — Preferred Inside Front Cover, Inside Back Cover, Outside Back Cover	\$6,500
	Full Page — Regular Trim Size: 8.375" w x 10.875" h Bleed Size: 8.625" w x 11.125" h Non-Bleed: 7.462" w x 9.875" h	\$5,995
	Half Page 7.462" w x 4.875" h	\$3,895
	1/3 Page — Super Square 5" w x 4.875" h	\$3,250
	1/6 Page — Horizontal 4.875" w x 2.375" h	\$1,995
	1/6 Page — Vertical 2.375" w x 4.875" h	\$1,995
	1/12 Page — Mini Square 2.375" w x 2.375" h	\$695
	1/12 Advertorial Feature (Side Bar)	\$895

PLACE YOUR AD TODAY

Advertising and Production Inquiries:
Mark Dennett, Dennett Consulting Group
1-800-554-0564 / 541-488-4925
Mark@sova.org

FILE REQUIREMENTS

- **VIA E-MAIL:** Ads will only be accepted as high resolution PDFs, 300 dpi for all elements.

- **VIA MAIL:** Ads must be on CD. Mac format: InDesign, QuarkXpress, Adobe Illustrator with outlined fonts and linked artwork or Adobe Photoshop files. Must include all EPS, TIFF files and all screen and printer fonts plus color print out. Send ads to: Mark Dennett, 1257 Siskiyou Blvd PMB #136, Ashland, Oregon 97520.

DEADLINES

Space reservation: March 1, 2009
Materials due: March 15, 2009
Distribution: April 2009