



# OREGON COAST

## 13th Annual Mile-by-Mile Guide to the Oregon Coast

*230,000 Guides with Proven Distribution*

*This year, as in the past, the Oregon Coast Visitor Association will be using this guide as their promotional piece. They will be handing the guide out at travel shows they attend as well as mailing the guide to people requesting information about the Coast.*

**Also Distributed by:**

Chamber Information Centers • State Welcome Centers • Advertisers' Sites

<b>Rates for Special Overprinted Section</b>				
<b>Ad Size</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
1/24 page	413	375	350	325
1/16 page	588	488	438	375
1/12 page	750	688	625	588
1/8 page	938	813	738	700
1/6 page	1,375	1,250	1,125	1,063
1/4 page	1,613	1,488	1,238	1,188
1/3 page	2,738	2,488	2,238	2,113
1/2 page	3,488	3,113	2,738	2,613
2/3 page	4,238	3,863	3,488	3,238
Full page	\$5,738	5,238	4,738	4,113

Your display ad will include a two line listing with corresponding map placement.

### ***The Only Comprehensive Guide to the Coast!***

*Target people vacationing close to home. It's an opportunity not to be missed.*

Oregon Coast has produced the most cost-effective method of reaching the driving tourist that has ever been available to businesses on the coast. This guide gives you the perfect opportunity to make tourists aware of your business, at a very low cost.

***Let us put your business on the map!***

List your business for only \$150. Additional lines are \$50 — include your logo for \$80 — Make your listing red for \$30.

Reader response is an additional \$100 for this guide (even if you normally receive it for free.)

Receive a discount of 7% if you are a member of Oregon Coast Visitor Association.

Other discounts are: agency 15% (assumes ad provided electronically according to our specifications)

5% prepay. All discounts to be taken consecutively, i.e., agency would be 15% of total after 7% OCVA discount taken.

**Deadline for space reservations is February 10, 2003.**

To reserve space or for more information

Call Alicia Spooner at 1-800-348-8401 ext. 114

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