

Advertising Committee 3-29-11

Rebecca Gandy; Lisl Garnett; Deb Lorang; Lloyd DeKay

Advertising done/committed so far:

- Oregonian Travel SPECIAL Gorge theme 3/29 plus 7 days oregonlive.com
- PADA ad – May issue – industry magazine in Portland many galleries
- Gorge Open Studios Tour Guide – back page
- Gorge Guide online – banner ad April – May – June

To do:

- Send web ads to Art Connects eventsgorge.com
- Send Lloyd the banner and ads in final form

Greenlighted – publications we are sure we want to participate in:

- Oregonian A & E – at least 5/13
- Facebook – pay per click

Considering - nearby regions are worth spending some budget on though gas prices are rising

- Seattle Magazine 1/6 page for \$775 (remnant rate) – Need coop members ASAP!
- Bend – Lloyd will check on best option - \$200 range
- Vancouver – The Columbian? Possible
- Yakima Herald – especially for Goldendale, a good source, need to check rates
- Eugene – Rebecca will ask Oregon Crafted to include us
- Lisl can check into some connections in Willamette Valley
- Art Connects – ½ page for \$571; solicit coop! April 22 camera-ready, 25000 drop sites
- Radio ads – spot ads – find out cost and reach – anyone have a connection?