



Winter at the Oregon Coast Campaign 2026 Marketing Options





Campaign Goals:

- Encourage travel to the Oregon Coast in the off season.
- Reach the largest concentration of Oregon Coast travelers using broadcast television and targeted digital marketing tools.
- Use turn-key creative to showcase the beauty of the Oregon Coast in the winter months.
- Offer partners opportunities for custom messaging.
- Make program turnkey for the OCVA.

Campaign Strategies:

- Create options to focus on geographic areas of most interest to partners.
- Make program options flexible for individual participants.
- Offer customized tags to activate and address partner's marketing objectives with offered OCVA videos.
- Option to use custom creative for individual partners.
- Maximize investment and leverage in-kind support to generate greatest impact.
- Focus broadcast on casting the widest net and digital on targeting those most likely to convert.

KATU AFFLUENT TRAVELERS: PRIME TARGETS FOR OREGON COAST OFF-SEASON GETAWAYS

AFFLUENT DEMOGRAPHIC:

- 47% earn \$100k+, higher than the market average, suggesting disposable income for travel and leisure activities.

STRONG TRAVEL PROPENSITY:

- 54% have taken domestic air round trips in the past 12 months, primarily for personal or vacation purposes, indicating an active travel lifestyle.

OREGON COAST AFFINITY:

- 23% more likely than the market average to have visited "Other Oregon Coast" for overnight stays in the past year, showing existing interest in coastal destinations.

VACATION-ORIENTED:

- 87% are classified as vacation seekers, with high interest in beach or lake (48%) and family vacations (46%) planned for the next 12 months.

ACTIVE TRAVEL PLANNERS:

- In the past 30 days, 51% searched online for personal and leisure trips, and 37% researched vacation destinations, suggesting ongoing travel planning activities.

DIGITAL ENGAGEMENT:

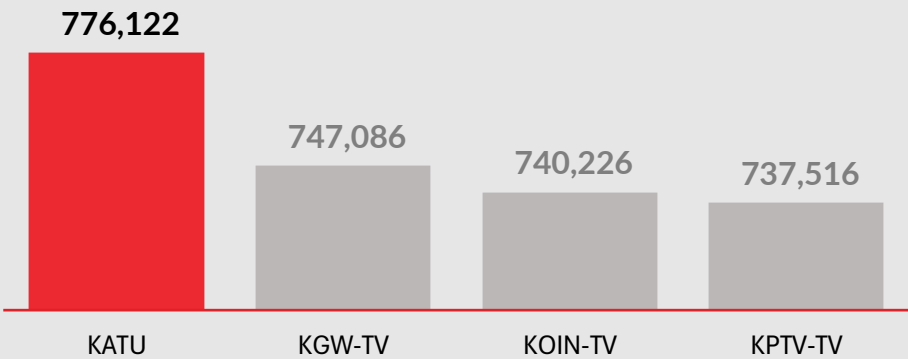
- 28% spend 20+ hours online weekly, with top travel websites visited including Expedia, Google Flights, and TripAdvisor, indicating a strong digital presence for travel research.

BALANCED DEMOGRAPHICS:

- Even gender split (50% male) and employment rate (50%), with 57% married, suggesting potential for targeting couples and families for off-season travel.



KATU Delivers Our Target Audience
Target Projected



PORTLAND, OR; Scarborough 2024 Release 1 Current (Aug23-Jan24); DMA; A25+; KATU-TV vs. KGW-TV vs. KOIN-TV vs. KPTV-TV; M-Su 6a-12m; Target Projected; % of Target



PORTLAND /SALEM/VANCOUVER MARKETING OPTIONS

Option A: Portland - TV/DIGITAL



Production one 15-second message dedicated to featuring your destination to air on KATU & KUNP

Campaign Dates: 3 weeks in Q1, 2026

15-second messages

Station/Days	Times	Program	Total Spots
KATU/Mon-Fri	6-7a	KATU News This Morning	6x
KATU/Mon-Fri	7-9a	Good Morning America	6x
KATU/Mon-Fri	9a-4p	AM Northwest/The View/Kelly!/GMA Day/Afternoon Live/Drew Barrymore	14x
KATU/Mon-Sun	5-7p	KATU News 5-7pm	4x
KATU/Mon-Sun	11-1135p	KATU Late News	4x
KATU/Sat-Sun	7a-8p	KATU Rotation	5x
KUNP/Mon-Fri	4p-8pm	KATU News on KUNP / Jeopardy	15x
KUNP/Mon-Sun	6a-12am	KUNP Bonus Rotation	16x
		Total:	70x

Includes tagging of one 15-second message or option to air custom creative.

Digital Campaign Elements:

85,000 Video Pre-Roll Impressions on KATU.com and Extended network targeting travelers, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing

Campaign Reach (Adults 18+): 1,039,600

Net Investment: \$6,000





Option B: Portland – TV Only

Production one 15-second message dedicated to featuring your destination to air on KATU & KUNP			
Campaign Dates: 3 weeks in Q1, 2026			
15-second messages			
Station/Days	Times	Program	Total Spots
KATU/Mon-Fri	6-7a	KATU News This Morning	6x
KATU/Mon-Fri	7-9a	Good Morning America	6x
KATU/Mon-Fri	9a-4p	AM Northwest/The View/Kelly!/GMA Day/Afternoon Live/Drew Barrymore	14x
KATU/Mon-Sun	5-7p	KATU News 5-7pm	4x
KATU/Mon-Sun	11-1135p	KATU Late News	4x
KATU/Sat-Sun	7a-8p	KATU Rotation	5x
KUNP/Mon-Fri	4p-8pm	KATU News on KUNP / Jeopardy	15x
KUNP/Mon-Sun	6a-12am	KUNP Bonus Rotation	16x
		Total:	70x
Includes tagging of one 15-second message or option to air custom creative.			

Campaign Reach (Adults 18+): 954,600

Net Investment: \$3,000





REGIONAL DIGITAL & CONNECTED TV (STREAMING)



VIDEO PRE-ROLL

Your 15-second commercial will be seen prior to News and Entertainment stories on our station websites and our extended network of sites reaching your target audience. This is a “must watch” commercial without a user opt-out.

Behavioral Targets:

Individuals likely to travel, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing

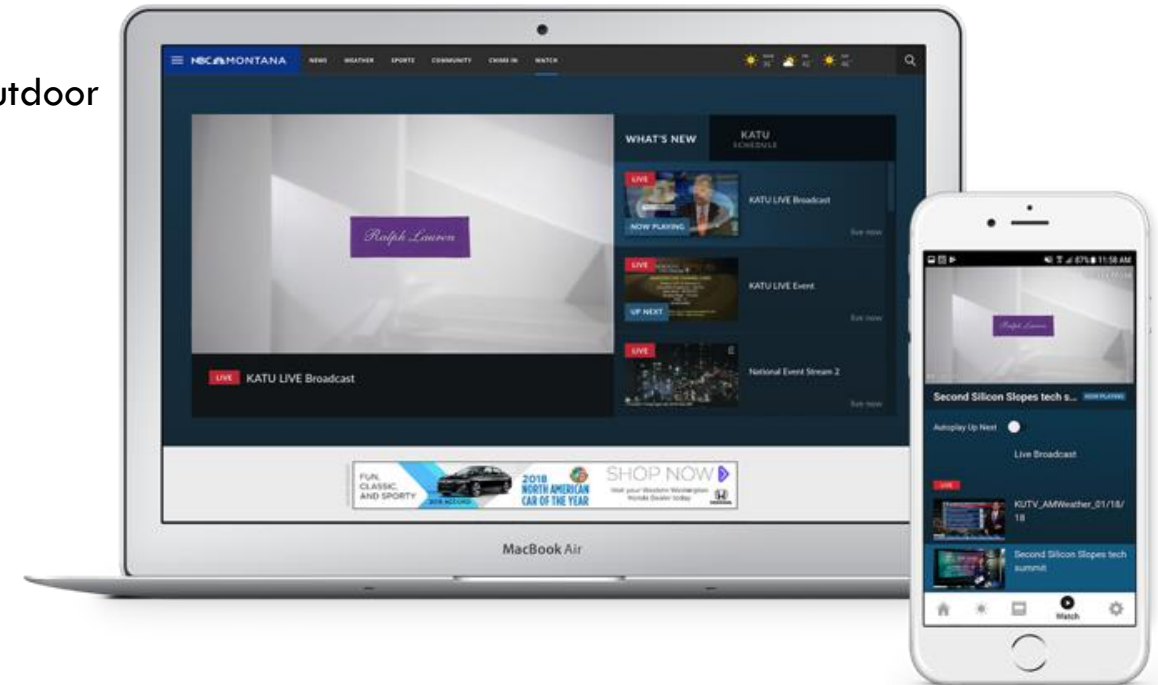
Geographic Target Options:

- Portland DMA
- Seattle DMA
- Eugene DMA
- Medford DMA
- Northern California (opportunity to pick specific regions)

Campaign Deliverables:

85,000 Video Pre-Roll Impressions served to desired audience

Net Investment: \$3,000





CONNECTED TV | OVER THE TOP VIDEO STREAMING

Campaign Timing: 3 Weeks

Days	Strategy	Spot Length	Total Impressions
Mon-Sunday	Targeted Over-The-Top Streaming	:15 (or :30)	94,444

Over the Top Streaming/Pre-Roll Video:

An advanced television delivery platform that enables advertisers to deliver their commercial message inside of content streamed directly over the Internet to a connected device like a Smart TV or through desktop and mobile video publishers.

Benefits of OTT:

- Your message is served to cord-cutters (people that no longer have a cable subscription) which is a mutually exclusive and different audience than cable
- 83% of all U.S. Households use Over the Top Streaming every month
- The average home views 100 hours of Connected TV content each month
- Opportunity to target geographic areas to expand your visibility
- Commercials are Non-Skippable
- Quality programming – publisher list: PlutoTV, Samsung, Roku, Vizio, NewsOn
- Validated and detailed reporting

Net Investment: \$3,000 (Includes Demo, Zips and 1Bit Behavioral Targeting)





AM Northwest features the best in local and national entertainment.

Helen Raptis,

the Emmy award-winning host of AM Northwest, considers her role a dream come true. With a passion for interviewing newsmakers and celebrities while sharing plenty of laughs, she's been an integral part of the show since joining KATU in May of 1998 as the 'Roving Red-Head,' specializing in showcasing the "fun and quirky" side of Portland. AM Northwest serves as an excellent platform to connect with local viewers!

PORTLAND'S

FAVORITE LOCAL TALK SHOW FOR 45 YEARS!

MONDAY-FRIDAY
9am-10am

With an average daily viewership of 18,000 adults, this presents a significant exposure opportunity, including:

- ✓ One segment on AM Northwest, each with a duration of approximately 3-4 minutes. Segment airs on KATU between 9-10am and re-airs the same day on KUNP from 12N-1pm. CLIENT may provide b-roll and images to make the interview more visually dynamic.
- ✓ CLIENT will receive links to these segments, providing the opportunity to utilize the content for supplementary marketing endeavors.
- ✓ All segments will be posted on the web and Facebook page of AM Northwest ensuring continuous accessibility and convenience for viewers.

Net Investment: \$1,800



KATU 2abc On Your Side **KUNP** Portland

GROW YOUR BUSINESS WITH TARGETED EMAIL

Email Marketing is great for promoting your events, products, services, and special offers. It's cost effective, measurable & highly targeted way to reach customers directly in their inbox.

Benefits of Email Marketing:

- Drive traffic to your website & social pages
- 2% guaranteed click through rate
- Increase brand awareness & engagement
- Responsive on desktop & mobile
- Define your audience by geo, demos & interest
- Cost effective marketing strategy with high ROI

Net Investment: \$1,850 | Email Deployments: 50,000





PICK YOUR CAMPAIGN

Select the package you'd like to purchase – multiple packages can be purchased to maximize your exposure.
Contact Tina and Stephanie at KATU to confirm package availability and campaign timing.

Portland

_____Portland TV/Pre-Roll Combo Package (\$6,000)

_____Portland TV ONLY (\$3,000)

Digital Only Options

_____Video Pre-roll (\$3,000)

_____Over the Top Streaming (\$3,000)

A la Carte Opportunities

_____AM Northwest Lifestyle Segment (\$2,000)

_____Email Marketing (\$1,850)

MARKET RANK

Portland-OR DMA # 23

Hispanic HH Rank #30

(134,100 Hispanic Households)

- » **1,315,030** TV Households (including BBO)
 - » TV households increased
- » **407,470** Cable Households
 - » 31% penetrated
- » **170,410** ADS Households
 - » 13% penetrated
- » **156,520** Broadcast Only Households
 - » 12% penetrated
- » **580,630** Broadband Only Households
 - » 44% penetrated
 - » BBO households added to UE's in 2021-2022

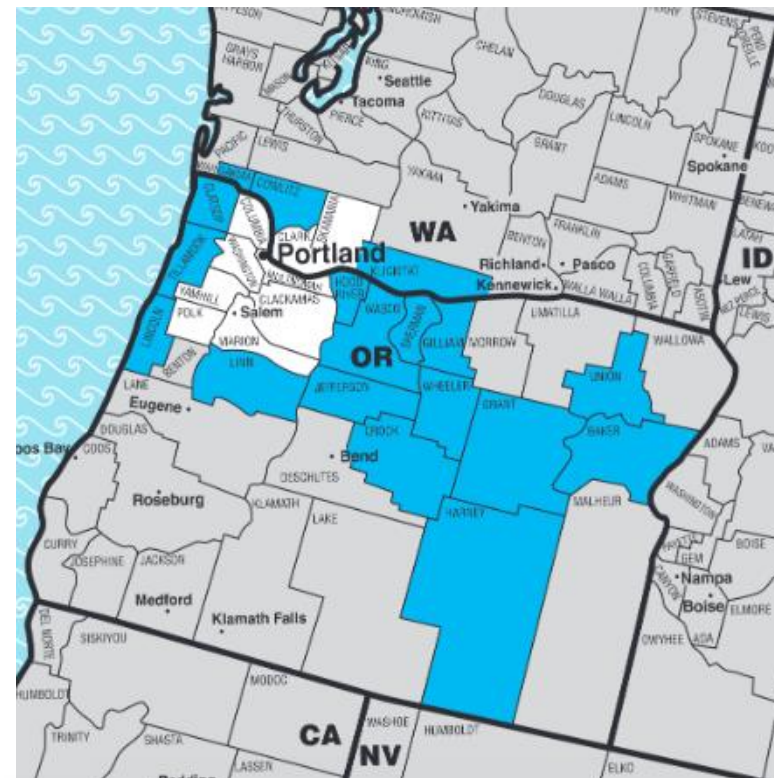
Nielsen TV DMA® Region

• City

— State Line

□ Metro/Central DMA Area

■ Remainder DMA



KATU and KUNP

can be viewed in Cable/ADS, Broadcast Only Homes, and
Broadband Only Households

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THANK YOU!