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PO Box 74 • 137 NE 1st Street • Newport, Oregon 97365

December 3, 2009

Dear Mile-by-Mile Guide to Highway 101 Advertiser,

For the past 10 years, the Oregon Coast Visitors Association (OCVA) has worked with the Oregon Coast Magazine to produce the Oregon Coast Mile-by-Mile Guide to Highway 101. OCVA uses this guide as our main fulfillment piece to respond to the thousands of requests we receive through our marketing efforts, website, toll-free number, travel shows we attend around the Northwest and Internationally, from Travel Oregon, and many other sources. This very popular guide also goes into the Oregon Welcome Centers and we've been told that this guide is the "single most requested publication" in the State of Oregon.

As you know, Oregon has been collecting a 1% state-wide lodging tax since the start of 2004 and a portion of that money is designated for regional marketing programs. As the coastal regional destination marketing organization (RDMO), OCVA receives a portion of the money and utilizes it for coast-wide promotions. The "cooperative" part of our marketing program means that you have the opportunity to tie your marketing in with these state funds and other marketing opportunities to make your marketing dollars stretch even farther.

As OCVA's marketing efforts have increased, so has the demand for the Mile-by-Mile Guides. Because of this demand, Oregon Coast Magazine is now producing over 340,000 copies. This is the largest print run of any tourist guide in Oregon and probably in the Northwest.

On top of all these good reasons, one of the benefits of your membership with OCVA is you receive a 7% advertising discount. If you are not a member and would like to learn more check us out at on our new website at [www.VisitTheOregonCoast.com](http://www.VisitTheOregonCoast.com). Just scroll to the bottom of the page and look for OCVA Members where you'll find a PDF with all the information. Or just give us a call and we'd be happy to talk with you about the benefits of OCVA Membership.

Because of its popularity Oregon Coast Magazine will again go to print early in 2010. This means you'll need to make your advertising decision soon. So mark your calendars and don't miss out. Please contact the Oregon Coast Magazine at 800-348-8401 ext. 114, and ask for Alicia.

Sincerely,

Rebecah Lutz, Executive Director

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