

## **July 8, 2008 – CTPAB Work Session/Discussion – Marketing**

At its May 13, 2008 meeting the CTPAB asked staff to research the following questions (bold text). The result of staff's research appears below each question.

### **1. Cost for illuminated and non-illuminated billboards?**

There are two main owner/providers of billboards in Salem – Clear Channel Outdoor and LeMarr. By the time agenda packet materials needed to be mailed, no information had been provided by LeMarr. However, Clear Channel Outdoor provided the below information.

Clear Channel Outdoor provides two products – “posters,” which appear on service streets and “bulletins,” which are larger and appear on freeways and highways. According to the representative from Clear Channel Outdoor the price for the poster or bulletin use varies widely depending on the specific advertising campaign. The range provided by the representative spanned \$625 for a poster to \$15,000 for a bulletin. Use of a poster or bulletin is generally purchased in four week increments. Additional to the cost of the poster or bulletin space is the cost to produce the advertising material that is installed on the space. Clear Channel Outdoor does not produce the advertising material, but will assist customers in finding a business that provides this service. Clear Channel Outdoor performs the installation of the advertising material on the poster or bulletin.

It should be noted, the City of Salem does have oversight regarding the size and placement of the poster or bulletin.

### **2. Process and fee for getting a banner installed across Liberty Street or on Liberty Parkade?**

The City of Salem has a very well documented process for erecting a banner spanning Liberty Street or attaching the banner to Liberty Parkade. Attached to this document are the three-page standards/requirements for each display and the one page application. In both cases, the initial permit cost is \$127.50 for one to five days of display and \$25 per day for each additional day up to a total of 14 days.

The cost of producing the banner and the cost of installation are separate and not within the purview of the City. The City has two approved sign contractors, Martin Brothers Signs and Salem Sign Company. According to Martin Brothers Signs, the cost for installation of a banner is \$189, and a cost range for production of a banner is \$400 to \$600.

### **3. Requirements for advertising or promoting events on Capital Community Television?**

Like PBS, CCTV does not do commercial advertising. However, as a public access provider, community events can be promoted on CCTV using two

techniques. The first technique is a text message with pictures, which would be presented on Channel 23.

The second option is “real television” where a filmed segment would be aired. The entity requesting to run the filmed segment would sign a contract affirming that nothing about the filmed segment constitutes a violation of law (i.e., plagiarizing), includes a request for money or offers a product for sale.

In the case of the filmed segment, the entity could pursue production of the segment in one of three ways – two at no cost and the third with a cost:

- No cost - utilize a connection with a CCTV employee or volunteer who could help with the production
- No cost - receive training provided by CCTV to learn how to produce a filmed segment
- With cost – hire a professional firm to produce the segment

It should be noted that CCTV does not provide filmed promotional segment production as part of its services. So, assistance from a CCTV employee or volunteer would be provided on a voluntary basis by the individual, not by CCTV.

#### **4. Cost of advertising in print media – for profit and non profit rates?**

The Statesman Journal provides an events calendar listing that is free. The cost range for paid advertising with the Statesman Journal is as follows:

Weekdays:

Non profit organization: \$40.18 per ad inch

For profit organization: \$63.23 per ad inch

Weekends and Holidays:

Non profit organization: \$42.11 per ad inch

For profit organization: \$75.15 per ad inch

Additionally, the Statesman Journal offers an advertising “flight plan,” which is a quick succession of ads – four placements over seven days. The cost for this plan is \$27 per ad inch with no cost difference for a non profit organization.

The Salem Monthly also offers something like the “flight plan” with increasing discounts applied to the number of ad runs. Four ad runs receives a 5% discount, six runs a 10% discount, and 12 runs (all issues) a 20% discount. This equates to 12 quarter page ads costing \$324.80 per run as compared to a single run costing \$406. The Salem Monthly offers an additional 15% discount to non profit organizations.

**5. Process and cost for advertising during the opening credits at local theaters?**

Northern Lights Theater Pub provides the following promotional advertising before and between movie presentations:

- Advertisers using the promotional spaces before and between movies get a 7 to 10 second slide during the presentation that repeats every 2.5 to 3 minutes. The average time between movies is 14 minutes. That means that each promotion has a viewing 3 to 4 times between each show in every theatre.
- In addition, with Northern Lights web site, advertisers get a link from every page of Northern Lights web site to the advertiser's web site.
- Each advertiser may, upon approval and appropriateness, provide Northern Lights with brochures to place in the brochure rack in the theater lobby.
- The cost for the above advertising opportunities is \$300 a month with a three month commitment.

**6. Options for providing information to schools, including public relations officers?**

According to staff in the Communications and Government Relations Office of the Salem-Keizer School District, the best way to provide information to district schools is through individual school administrators.

**7. Requirements for increasing signage for Salem attractions along interstate/state highways?**

Interstate and Off-Interstate Logo Signs along the highways are managed by the Oregon Travel Information Council ([www.oregontic.com](http://www.oregontic.com)). Logo signs are the blue signs with white lettering with legends for gas, food, lodging/camping and area attractions installed along highways.

According to the OTIC, there is one legend sign allowable per exit, and Salem currently has the maximum number of allowed legend signs. To add legend signs, an engineering study must be preformed, which examines what is currently provided, if there is sufficient room among other roadside signs and the type/condition of surrounding terrain. If additional signage is approved, there is a yearly permit fee as follows:

- Big signs along exits - \$480/for profit, \$180 non-profit
- Signs at off ramps - \$180/for profit, \$60 non-profit

The entity or business featured on the legend sign is responsible for the purchase of the logo plaque at a cost of \$75.

A waiting list is maintained by OTIC, so if one logo is removed, another logo can take its place.