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Auto Show Package



Gear up for successful sales with The Oregonian's racy four-part Auto Show advertising package!

There's no faster way to rev up your first quarter sales than placing an ad in The Oregonian's four-part advertising package, published in conjunction with the action-packed [Portland International Auto Show](#). Our guides in the daily and Sunday Oregonian are your expressway to new car customers, reaching over 1 million readers* and helping to drive more than 100,000 potential car buyers to the show every year.

This year's Auto Show guides will feature all the latest and greatest new cars, with a special interest in hybrids and fuel efficient vehicles. Your advertisements in these colorful special sections are sure to make a new car connection!

Get more mileage for your advertising investment...

With more than 70 pages of special Auto Show coverage, your ad in the Auto Show package will receive exceptional promotional support - including \$40,000 in contests, a ticket giveaway and single copy sales box banners. Plus, your sales message will appear for 7 days on OregonLive.com, which nearly three in 10 six-county area adults logged onto in the last 30 days.*** Plus, we'll distribute another **25,000 souvenir magazines** at the show! Come along for the ride with this powerful four-part selling package!

Auto Show Official Program

Quick & Convenient Tearsheets

Learn more about the new electronic tearsheet program.



- ▶ Downtown Monthly
- ▶ Great Escape: Columbia River Gorge
- ▶ Great Escapes
- ▶ Guide for Brides
- ▶ Holiday Gift Guide
- ▶ Ho, Ho, Holiday Home
- ▶ Oregon 150
- ▶ Ready, Set ... Shop!
- ▶ Rose City Classic Dog Show Banner Pages

Publishes: Sunday, February 1, 2009
Reservation Deadline: 5 p.m. Friday, January 23, 2009

Auto Show Extra: Opening Day Coverage

Publishes: Thursday, February 5, 2009
Reservation Deadline: Thursday, January 29, 2009

Auto Show Souvenir Magazine

Reservation Deadline: Monday, January 5, 2009

For more information or to place an ad, please contact your Oregonian sales representative or Auto Show coordinators: Mike Miles, 503-221-8317, mmiles@sales.oregonian.com; Jeff Fishback, 503-221-8479, jefff@sales.oregonian.com.

SOURCE: Scarborough 2008 R2 (9/07-8/08) BASE: Portland DMA *SOURCE: Media Audit (Sept.-Nov. 2007), BASE: Portland six-county area (Clackamas, Marion, Multnomah, Washington, Yamhill and Clark counties)*

Community Support/Events

Jobs and Internships

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