



February 2024: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 3,785 users visited the website in February, with **3,710 new users** and **4,620 sessions**
Top keywords: “Rockaway Beach,” “Rockaway Beach Oregon,” “rock hounding,” “Rockaway weather”
User geolocations: Seattle, Portland, Vancouver, Beaverton, Los Angeles, Salem, Chicago, San Jose,
Pages most visited: how to spot rocks when rockhounding, restaurants, Grumpy’s Café, video gallery
How did they find the site: Google, Bing, Facebook, duckduckgo, tillamookcoast.com
Actions (events) taken: Get the Guide (160 requests) new newsletter subscribers: 27

WEBSITE UPDATES: visitrockawaybeach.org

Created a new home page design to increase search engine optimization; changed fonts for more readable bolded headlines; updated business and lodging information; updated blogs; added videos.

SOCIAL MEDIA

Facebook: **285 new followers**, now at **11,26 followers** Facebook posts reached **260,372**
Post with the most: Post reach **136,601**; **engagements 4,950** “Mother nature at her best.” February 24, 2024 (attached)
INSTAGRAM: **1,648 followers**, up **3 followers from January** (see attached for most liked images)

TRI-MET BUS ADS

Launched September 15, continues through April 2024 Focused on West Metro side to downtown Portland.

KATU-TV PROMOTION for Spring Break (see attached data)

- Online article: “ Make plans to visit Rockaway Beach”
- <https://katu.com/amnw/am-northwest-lifestyle-health/make-plans-to-visit-rockaway-beach#>
- Video ads for KATU: <https://www.youtube.com/watch?v=alCk4H3Xmhl>
<https://www.youtube.com/watch?v=Ylz2AnWbKSs>
- Mayor McNeilly interviewed by reporter Wesleigh Ogle
<https://katu.com/news/local/spring-break-in-rockaway-beach>
- Mayor McNeilly interviewed by AM Northwest
<https://katu.com/amnw/am-northwest-lifestyle-health/make-plans-to-visit-rockaway-beach#>

Now working with Oregonian’s “Here is Oregon” campaign to launch mid-April to mid-June (taking advantage of Travel Oregon pricing program)

PRINT ADS

Full page ad in Travel Portland visitor guide special pricing of 75% off regular price through Saga City Media.

DESTINATION MANAGEMENT

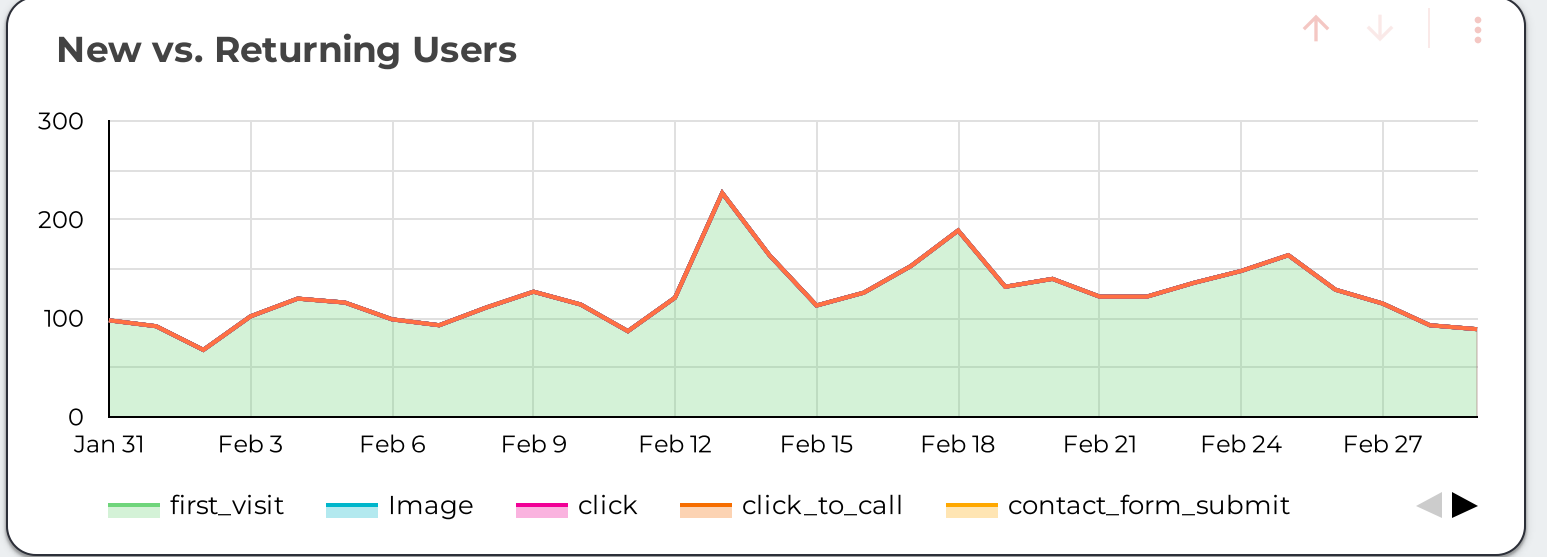
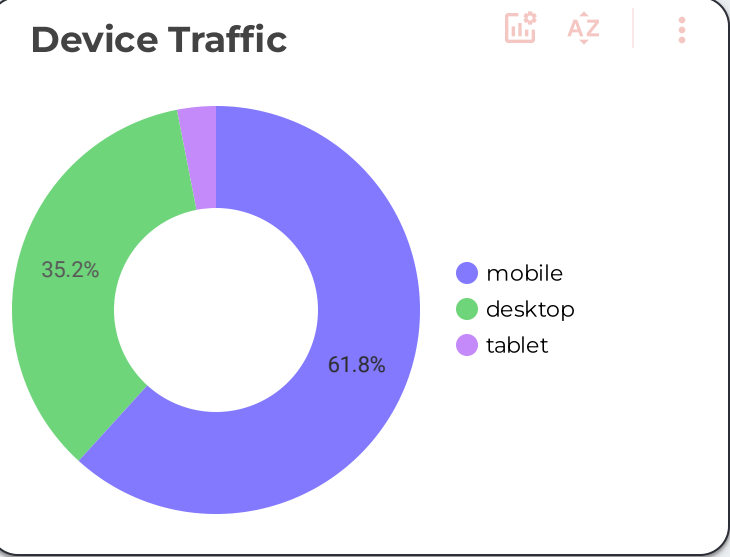
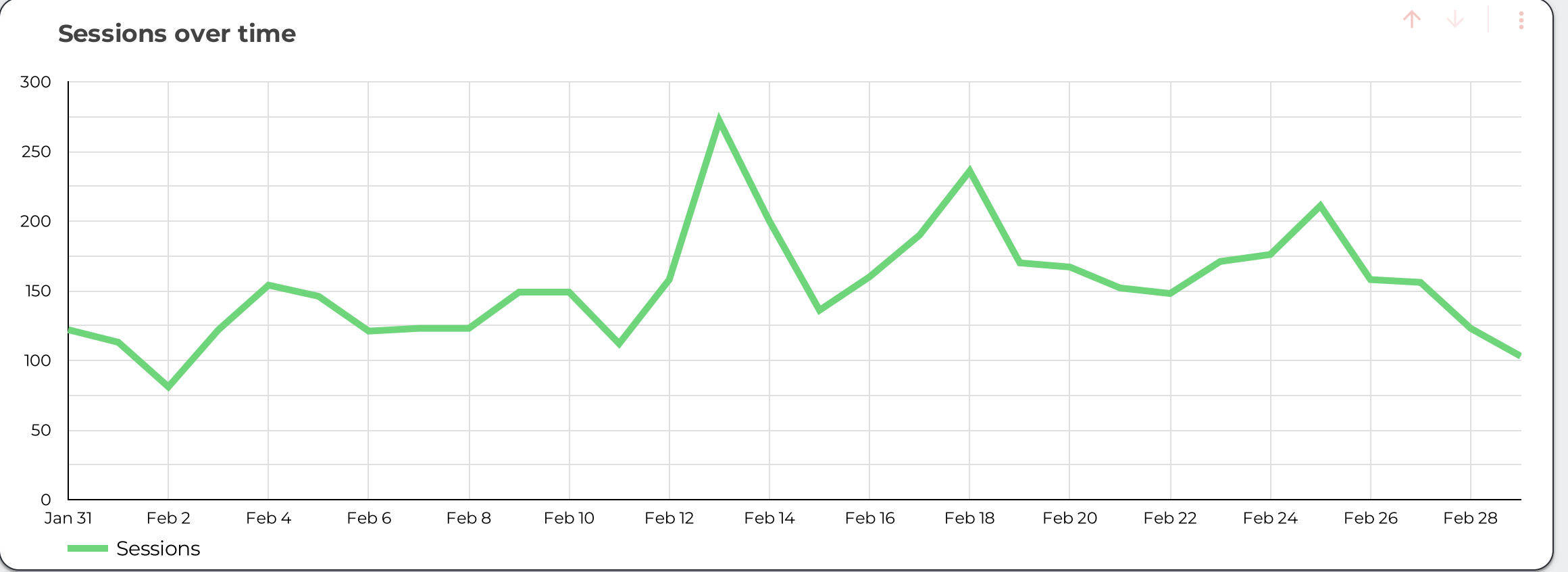
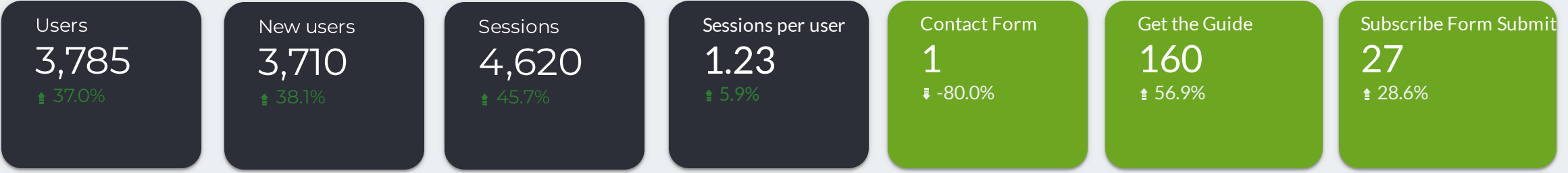
Two single post park signs now being fabricated: Lake Lytle and Anchor Park

GRANTS

Approved by city council: Seven façade improvement grant applications, and one marketing grant.

Report prepared by Tillamook Coast Visitors Association, February 29, 2024

User Behavior



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	3,179	2,633	2,598	1.21
(direct)	643	514	483	1.28
bing	223	192	187	1.17
m.facebook.com	82	81	81	1.01
duckduckgo	72	63	63	1.14
tillamookcoast.com	69	41	40	1.73
yahoo	56	43	42	1.3
lm.facebook.com	52	50	50	1.04
beachconnection.net	33	31	30	1.06
l.facebook.com	32	29	28	1.14
traveloregon.com	25	18	18	1.39
visittheoregoncoast.com	24	17	17	1.45
Grand total	4,620	3,785	3,710	1.23

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	11,383	258	2.27%	6.16	6.16
rockaway beach	9,381	30	0.32%	8.14	8.14
rockhounding	2,076	1	0.05%	8.32	8.32
rockaway beach weather	1,091	2	0.18%	13.94	13.94
rockaway beach resort	1,008	11	1.09%	5.77	5.77
twin rocks	959	3	0.31%	4.8	4.8
pronto pup	949	33	3.48%	6.74	6.74
things to do in rockaway be...	671	20	2.98%	7.77	7.77
rock hounding	609	0	0%	4.41	4.41
beach access near me	601	1	0.17%	12.7	12.7
rockaway	554	0	0%	18.4	18.4
rockaway beach hotels	525	2	0.38%	10.62	10.62
kelly's marina	524	0	0%	6.58	6.58
weather rockaway beach	499	0	0%	13.84	13.84
weather rockaway	495	0	0%	13.39	13.39
rv parks brighton ontario	487	0	0%	44.27	44.27
rv parks near brighton onta...	485	0	0%	49.32	49.32
Grand total	165,968	2,501	1.51%	21.2	21.2

What Pages Did Users Visit?

Sessions
4,620
↑ 45.7%

Page views
7,398
↑ 39.0%

User engagement
65:49:02
↑ 44.0%

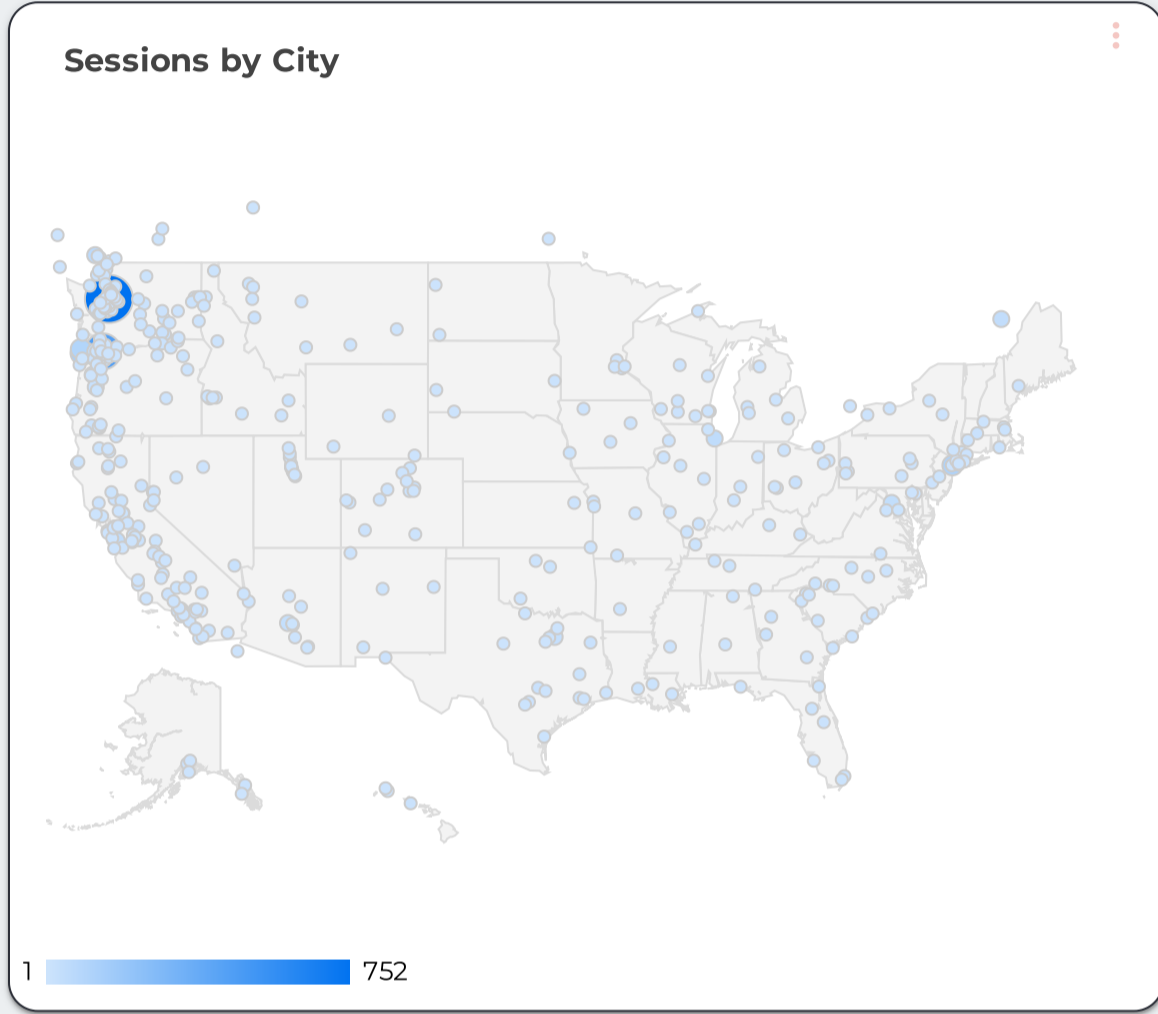
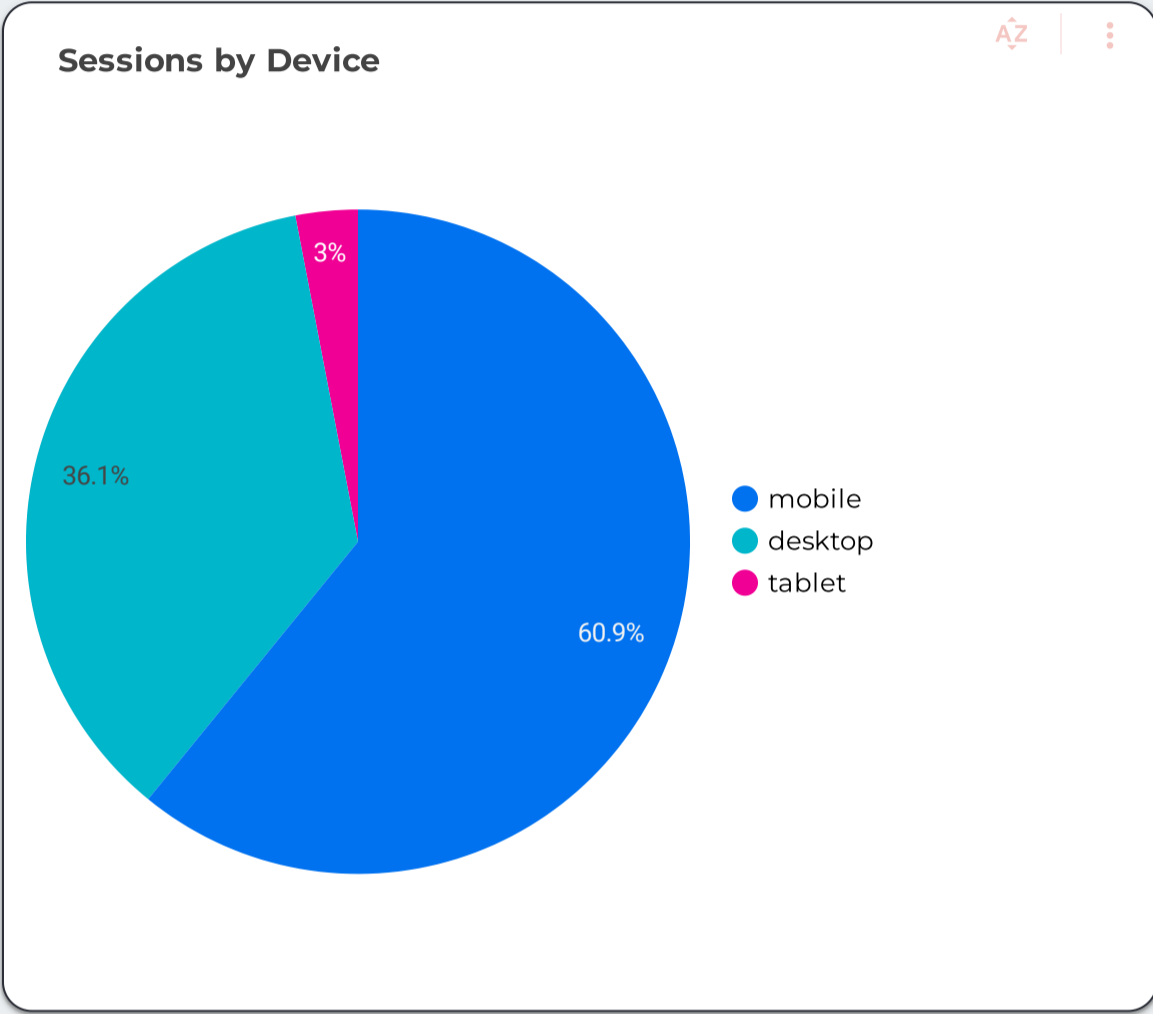
Page path	Sessions	Page views
/	984	1.1K
/how-to-spot-rocks-when-rockhounding/	363	371
/rockaway-beach-restaurants/	342	442
/restaurants/grumpys-cafe/	290	335
/video-gallery/	263	286
/things-to-do/	246	252
/restaurants/original-pronto-pup/	235	237
/outdoor/	209	196
/the-story-behind-glass-floats/	188	184
/eat-sleep/	160	179
/bonfires/	154	158
/rockaway-beach-shopping/	151	166
/lodging-guide-rv-parks-camping/	123	162
/rockaway-beach-annual-events/	123	130
/rockaway-beach-lodging-guide/	122	144
/lodging-guide-hotels-motels/	109	143
/how-to-get-here/	107	111
/current-events/	103	109
/lodging-guide-vacation-rentals/	97	126
/indoor/	96	92
Grand total	4.6K	7.4K

Visitor Demographics

Users
3,785
↑ 37.0%

New users
3,710
↑ 38.1%

Sessions
4,620
↑ 45.7%



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	752	619	586	1.23	11:55:31
Portland	451	381	360	1.19	07:12:22
(not set)	287	252	225	1.16	03:08:55
Tillamook	135	116	102	1.21	01:17:14
New York	109	106	102	1.06	00:43:25
Rockaway Beach	97	82	78	1.21	00:57:44
Vancouver	61	53	47	1.22	00:50:10
Beaverton	56	44	41	1.27	00:50:42
Los Angeles	49	43	37	1.17	00:28:49
Salem	49	40	39	1.23	00:33:18
Chicago	49	33	30	1.53	00:44:31
San Jose	47	44	39	1.09	01:10:37
Quebec City	39	39	39	1	00:00:14
Ashburn	37	33	33	1.12	00:16:39
Hillsboro	35	34	34	1.03	00:42:41
Phoenix	30	27	24	1.11	00:22:42
Grand total	4,620	3,785	3,710	1.23	65:49:02

How Did Users Get To Our Website?

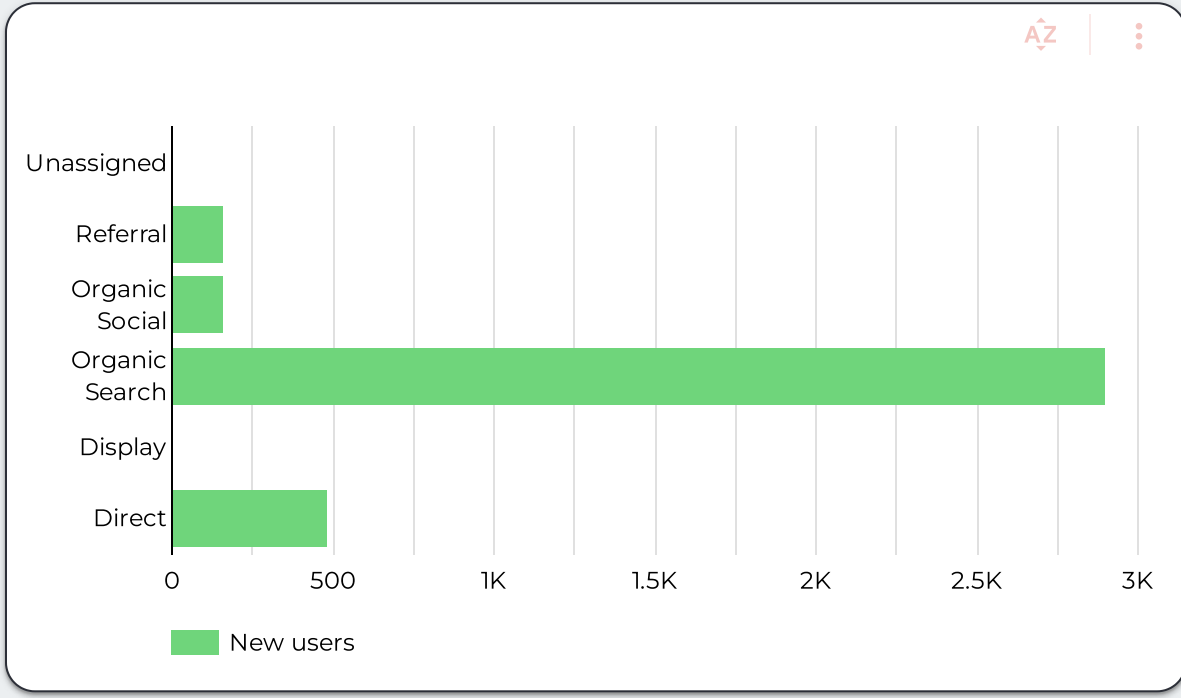
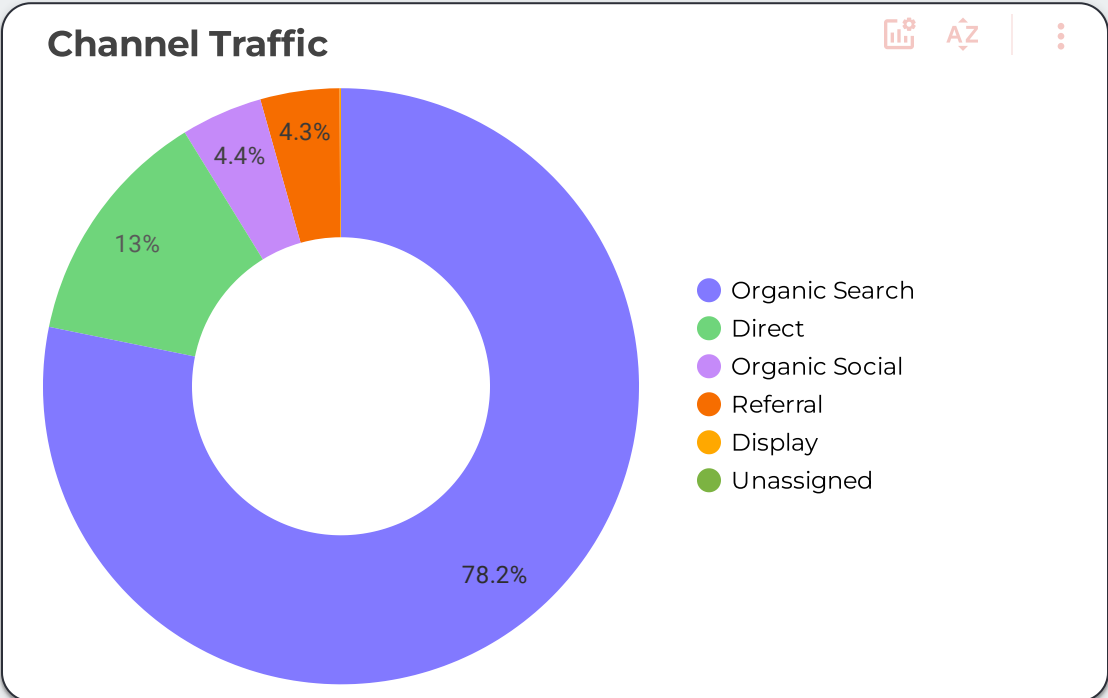
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↑ 38.1%

Sessions
4,620
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User source	Sessions	Users	New users	Sessions per user	User engagement
google	3,179	2,633	2,598	1.21	45:28:52
(direct)	643	514	483	1.28	05:23:33
bing	223	192	187	1.17	07:10:27
m.facebook.com	82	81	81	1.01	00:12:00
duckduckgo	72	63	63	1.14	01:36:07
tillamookcoast.com	69	41	40	1.73	00:40:18
yahoo	56	43	42	1.3	01:23:25
lm.facebook.com	52	50	50	1.04	00:00:12
beachconnection.net	33	31	30	1.06	00:53:43
l.facebook.com	32	29	28	1.14	00:26:31
traveloregon.com	25	18	18	1.39	00:25:55
visittheoregoncoast.com	24	13	13	1.85	00:29:32
corb.us	16	12	12	1.33	00:26:17
Grand total	4,620	3,785	3,710	1.23	65:49:02

1 - 43 / 43



What specific actions (events) did users take? *(use filters above to narrow down)*

Event count
80,766
↑ 69.0%

Events per session
17.48
↑ 15.9%

Event name	Event count	Events per session
view_search_results	18	1.3
video_start	3	1
video_progress	8	4
video_complete	2	1
user_engagement	5.3K	2
subscribe_form_submit	27	1.5
social_link_click	106	1.2
session_start	4.6K	1
scroll	2.2K	1.4
page_view	7.4K	1.7
get_the_guide	160	1.1
first_visit	3.7K	1
file_download	1	1
contact_form_submit	1	1
click_to_call	19	1.5
click	1.1K	1.5
Image	56.1K	141.6
Grand total	80.8K	17.5



Rockaway Beach

Published by Dan Haag · 6d · 🌐



No caption needed, just awesome Mother Nature at her best ❤️

#visitrockawaybeach

Photo: Patti Barry Photography



See insights and ads

Boost post



visitrockawaybeach

Follow

Message

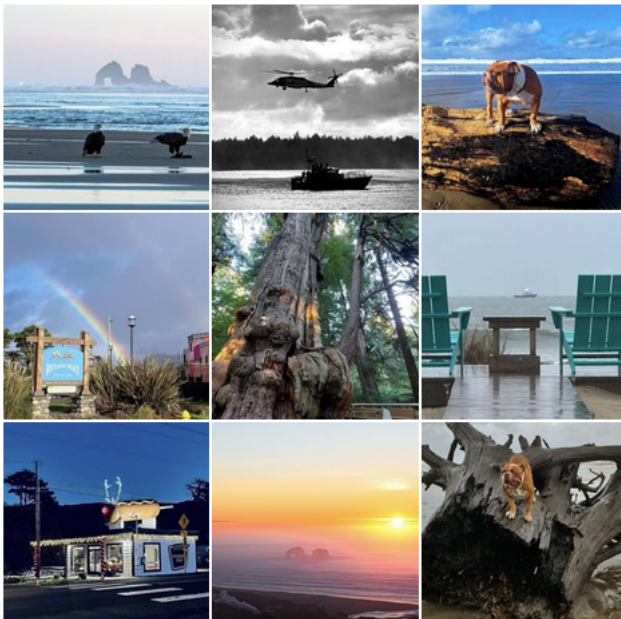


556 posts 1,652 followers 191 following

Visit Rockaway Beach
Local & travel website
Enjoy seven miles of beach and endless stories #smalltownbigstories #rockawaybeachregion
@visitrockawaybeach.org

POSTS

TAGGED




KATU
2153 NE Sandy Blvd
Portland OR 97232

INVOICE

Inv # **2140964-1** Acct # **10102474** Invoice Date: **02/25/2024**

Advertiser: Tillamook Coast Visitors Association
Agency: Tillamook Coast Visitors Association
Account Exec: Tina Klassy-Coleman ph: 000-000-0000
Flight Dates: 02/05/24 - 02/25/24
Invoice Period: 02/01/24 - 02/25/24
Invoice Month: February 2024
Billing Calendar: Calendar
Deal #: Station: KATU
Billing Type: Cash Sales Office: Local-Portland OR
Product: Explore Rockaway Estimate Number:
Contract #: 2140964 Alt Order #:

000927

 **Tillamook Coast Visitors Association**
Attention: Accounts Payable
PO Box 1268
Tillamook OR 97141

For Billing Inquiries Call:(503) 231-4222

Send Payment To:
Sinclair Broadcast Group
c/o KATU
PO Box 206270
Dallas TX 75320-6270

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
1	02/05/24	02/25/24	M-F A.M. Rotator	6a-9a	MTWTF--	:15	6	\$75.00	NM	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	M	02/05/24	06:57 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
6	KATU	M	02/05/24	08:46 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
2	KATU	T	02/06/24	06:27 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
3	KATU	W	02/07/24	08:35 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
4	KATU	T	02/08/24	08:29 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
5	KATU	F	02/09/24	06:12 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
7	KATU	M	02/12/24	06:29 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
12	KATU	T	02/13/24	08:28 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
8	KATU	T	02/13/24	08:57 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
9	KATU	W	02/14/24	06:28 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
10	KATU	T	02/15/24	06:57 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
11	KATU	F	02/16/24	07:24 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
13	KATU	M	02/19/24	08:57 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
14	KATU	T	02/20/24	06:42 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
15	KATU	W	02/21/24	08:11 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM
16	KATU	T	02/22/24	07:55 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
17	KATU	F	02/23/24	07:26 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway1 15	\$75.00	NM
18	KATU	F	02/23/24	07:54 AM	M-F A.M. Rotator	6a-9a	:15	Explore Rockaway2 15	\$75.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
2	02/05/24	02/25/24	M-F 9a-4p	9a-4p	MTWTF--	:15	12	\$30.00	NM	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	KATU	M	02/05/24	02:09 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
1	KATU	M	02/05/24	09:53 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
12	KATU	M	02/05/24	11:59 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
3	KATU	T	02/06/24	11:22 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
5	KATU	W	02/07/24	02:31 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
6	KATU	W	02/07/24	09:45 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
8	KATU	T	02/08/24	02:35 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
11	KATU	T	02/08/24	09:36 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
7	KATU	T	02/08/24	12:00 AM	M-F 9a-4p	9a-4p			\$30.00	NM
See MG 2.37 Special Report										
9	KATU	F	02/09/24	02:53 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
4	KATU	F	02/09/24	10:35 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
10	KATU	F	02/09/24	11:30 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
37	KATU	T	02/13/24	09:58 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
MG for 2.7 02/08										
13	KATU	M	02/12/24	02:32 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
14	KATU	M	02/12/24	09:22 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
15	KATU	T	02/13/24	02:07 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
16	KATU	T	02/13/24	02:32 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
24	KATU	T	02/13/24	09:37 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
18	KATU	W	02/14/24	02:11 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
17	KATU	W	02/14/24	02:27 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
23	KATU	W	02/14/24	10:31 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
20	KATU	T	02/15/24	02:59 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
19	KATU	T	02/15/24	11:47 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
22	KATU	F	02/16/24	02:26 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.

KATU
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Invoice Period: 02/01/24 - 02/25/24
Invoice Month: February 2024
Billing Calendar: Calendar

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
2	02/05/24	02/25/24	M-F 9a-4p	9a-4p	MTWTF--	:15	12	\$30.00	NM	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
21	KATU	F	02/16/24	11:38 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
25	KATU	M	02/19/24	02:08 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
26	KATU	M	02/19/24	03:19 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
36	KATU	M	02/19/24	09:55 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
28	KATU	T	02/20/24	02:39 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
27	KATU	T	02/20/24	09:42 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
35	KATU	T	02/20/24	11:35 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
30	KATU	W	02/21/24	02:58 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
29	KATU	W	02/21/24	09:36 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
32	KATU	T	02/22/24	09:07 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
31	KATU	T	02/22/24	11:54 AM	M-F 9a-4p	9a-4p	:15	Explore Rockaway1 15	\$30.00	NM
34	KATU	F	02/23/24	02:27 PM	M-F 9a-4p	9a-4p	:15	Explore Rockaway2 15	\$30.00	NM
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Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
3	KATU	M	02/05/24	06:28 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway2 15	\$115.00	NM
2	KATU	T	02/06/24	06:14 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway1 15	\$115.00	NM
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7	KATU	M	02/12/24	06:29 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway1 15	\$115.00	NM
6	KATU	T	02/13/24	06:53 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway1 15	\$115.00	NM
5	KATU	T	02/15/24	05:28 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway1 15	\$115.00	NM
8	KATU	F	02/16/24	05:14 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway2 15	\$115.00	NM
12	KATU	M	02/19/24	06:23 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway1 15	\$115.00	NM
11	KATU	T	02/20/24	05:12 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway2 15	\$115.00	NM
9	KATU	W	02/21/24	05:15 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway1 15	\$115.00	NM
10	KATU	T	02/22/24	05:27 PM	M-F KATU 5-7p News	5p-7p	:15	Explore Rockaway2 15	\$115.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
4	02/05/24	02/25/24	M-F 430a-6a	430a-6a	MTWTF--	:15	6	\$20.00	NM	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	M	02/05/24	05:27 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
2	KATU	T	02/06/24	04:58 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
6	KATU	W	02/07/24	04:42 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
3	KATU	W	02/07/24	05:28 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
4	KATU	T	02/08/24	05:00 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
5	KATU	F	02/09/24	04:42 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
7	KATU	M	02/12/24	05:22 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
8	KATU	T	02/13/24	04:57 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
12	KATU	W	02/14/24	04:53 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
9	KATU	W	02/14/24	05:43 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
10	KATU	T	02/15/24	05:44 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
11	KATU	F	02/16/24	04:52 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
13	KATU	M	02/19/24	04:58 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
14	KATU	T	02/20/24	05:22 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
15	KATU	W	02/21/24	04:58 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
16	KATU	T	02/22/24	05:56 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM
18	KATU	F	02/23/24	05:14 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway1 15	\$20.00	NM
17	KATU	F	02/23/24	05:54 AM	M-F 430a-6a	430a-6a	:15	Explore Rockaway2 15	\$20.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
5	02/05/24	02/25/24	M-Sun BB 5a-1135p	5a-1135p	MTWTFSS	:05	2	\$15.00	BB	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	M	02/05/24	11:27 PM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$15.00	BB
2	KATU	T	02/06/24	06:54 PM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$15.00	BB
4	KATU	M	02/12/24	06:44 AM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$15.00	BB
3	KATU	S	02/18/24	07:35 AM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$15.00	BB

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.

Continued

KATU
2153 NE Sandy Blvd
Portland OR 97232

INVOICE

Inv # **2140964-1** Acct # **10102474** Invoice Date: **02/25/2024**

Advertiser: Tillamook Coast Visitors Association
Agency: Tillamook Coast Visitors Association
Account Exec: Tina Klassy-Coleman ph: 000-000-0000
Flight Dates: 02/05/24 - 02/25/24
Invoice Period: 02/01/24 - 02/25/24
Invoice Month: February 2024
Billing Calendar: Calendar

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
5	02/05/24	02/25/24	M-Sun BB 5a-1135p	5a-1135p	MTWTFSS	:05	2	\$15.00	BB	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
5	KATU	T	02/20/24	06:44 PM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$15.00	BB
6	KATU	F	02/23/24	06:13 AM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$15.00	BB

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
6	02/05/24	02/25/24	M-Sun BB 5a-1135p	5a-1135p	MTWTFSS	:05	2	\$0.00	BB	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	T	02/06/24	06:43 AM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$0.00	BB
2	KATU	S	02/11/24	07:53 AM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$0.00	BB
3	KATU	M	02/12/24	06:44 PM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$0.00	BB
4	KATU	T	02/15/24	06:54 PM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$0.00	BB
6	KATU	T	02/20/24	04:10 PM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$0.00	BB
5	KATU	F	02/23/24	06:54 PM	M-Sun BB 5a-1135p	5a-1135p	:05	Explore Rockaway 05	\$0.00	BB

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
7	02/05/24	02/25/24	M-Sun 5a-1135p	5a-1135p	MTWTFSS	:15	2	\$75.00	NM	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	M	02/05/24	09:28 AM	M-Sun 5a-1135p	5a-1135p	:15	Explore Rockaway2 15	\$75.00	NM
2	KATU	T	02/06/24	02:35 PM	M-Sun 5a-1135p	5a-1135p	:15	Explore Rockaway2 15	\$75.00	NM
3	KATU	M	02/12/24	09:55 AM	M-Sun 5a-1135p	5a-1135p	:15	Explore Rockaway1 15	\$75.00	NM
4	KATU	W	02/14/24	10:59 AM	M-Sun 5a-1135p	5a-1135p	:15	Explore Rockaway2 15	\$75.00	NM
6	KATU	M	02/19/24	05:28 AM	M-Sun 5a-1135p	5a-1135p	:15	Explore Rockaway2 15	\$75.00	NM
5	KATU	T	02/20/24	03:46 PM	M-Sun 5a-1135p	5a-1135p	:15	Explore Rockaway1 15	\$75.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
8	02/05/24	02/25/24	M-Sa Prime 8-11p/Su Prime 7-11p	M-Sa 8-11p/Su 7-11p	MTWTFSS	:04	2	\$15.00	NM	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	T	02/06/24	09:53 PM	M-Sa Prime 8-11p/Su Prime 7-11p	M-Sa 8-11p/Su 7-11p	:04	Explore Rockaway ID 04	\$15.00	NM
2	KATU	S	02/11/24	08:52 PM	M-Sa Prime 8-11p/Su Prime 7-11p	M-Sa 8-11p/Su 7-11p	:04	Explore Rockaway ID 04	\$15.00	NM
4	KATU	T	02/13/24	09:52 PM	M-Sa Prime 8-11p/Su Prime 7-11p	M-Sa 8-11p/Su 7-11p	:04	Explore Rockaway ID 04	\$15.00	NM
3	KATU	T	02/15/24	08:59 PM	M-Sa Prime 8-11p/Su Prime 7-11p	M-Sa 8-11p/Su 7-11p	:04	Explore Rockaway ID 04	\$15.00	NM
5	KATU	T	02/20/24	07:59 PM	M-Sa Prime 8-11p/Su Prime 7-11p	M-Sa 8-11p/Su 7-11p	:04	Explore Rockaway ID 04	\$15.00	NM
6	KATU	F	02/23/24	09:59 PM	M-Sa Prime 8-11p/Su Prime 7-11p	M-Sa 8-11p/Su 7-11p	:04	Explore Rockaway ID 04	\$15.00	NM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
9	02/05/24	02/25/24	Sat-Sun 7-9a News	7a-9a	----SS	:15	2	\$80.00	NM	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	S	02/10/24	07:44 AM	Sat-Sun 7-9a News	7a-9a	:15	Explore Rockaway1 15	\$80.00	NM
2	KATU	S	02/11/24	07:39 AM	Sat-Sun 7-9a News	7a-9a	:15	Explore Rockaway1 15	\$80.00	NM
4	KATU	S	02/18/24	07:40 AM	Sat-Sun 7-9a News	7a-9a	:15	Explore Rockaway1 15	\$80.00	NM
3	KATU	S	02/18/24	08:22 AM	Sat-Sun 7-9a News	7a-9a	:15	Explore Rockaway2 15	\$80.00	NM
5	KATU	S	02/25/24	07:43 AM	Sat-Sun 7-9a News	7a-9a	:15	Explore Rockaway1 15	\$80.00	NM

Total Spots 113

Payment Terms 30 days
Due Date: 03/26/2024

Gross Total \$5,200.00
Agency Commission \$0.00
NET AMOUNT DUE \$5,200.00

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.

KATU
2153 NE Sandy Blvd
Portland OR 97232

INVOICE

Inv # 2140964-1 **Acct # 10102474** **Invoice Date: 02/25/2024**

Advertiser: Tillamook Coast Visitors Association
Agency: Tillamook Coast Visitors Association
Account Exec: Tina Klassy-Coleman ph: 000-000-0000
Flight Dates: 02/05/24 - 02/25/24
Invoice Period: 02/01/24 - 02/25/24
Invoice Month: February 2024
Billing Calendar: Calendar

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.


KATU
 2153 NE Sandy Blvd
 Portland OR 97232

INVOICE

Inv # **2140966-1** Acct # **10102474** Invoice Date: **02/25/2024**

Advertiser: Tillamook Coast Visitors Association
 Agency: Tillamook Coast Visitors Association
 Account Exec: Tina Klassy-Coleman ph: 000-000-0000
 Flight Dates: 02/23/24 - 02/23/24
 Invoice Period: 02/01/24 - 02/23/24
 Invoice Month: February 2024
 Billing Calendar: Calendar
 Deal #: Station: KATU
 Billing Type: Cash Sales Office: Local-Portland OR
 Product: Explore Rockaway Estimate Number:
 Contract #: 2140966 Alt Order #:

000927

 **Tillamook Coast Visitors Association**
 Attention: Accounts Payable
 PO Box 1268
 Tillamook OR 97141

For Billing Inquiries Call:(503) 231-4222

Send Payment To:
 Sinclair Broadcast Group
 c/o KATU
 PO Box 206270
 Dallas TX 75320-6270

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
1	02/23/24	02/23/24	A.M. Northwest Segment	9-10a	----F--		1	\$1,800.00	NS	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KATU	F	02/23/24		A.M. Northwest Segment	9-10a			\$1,800.00	NS

Total Spots 1

Payment Terms 30 days
Due Date: 03/26/2024

Gross Total \$1,800.00
Agency Commission \$0.00
NET AMOUNT DUE **\$1,800.00**

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.


KATU
 2153 NE Sandy Blvd
 Portland OR 97232

INVOICE

Inv # **2144854-1** Acct # **10102474** Invoice Date: **02/25/2024**

Advertiser: Tillamook Coast Visitors Association
 Agency: Tillamook Coast Visitors Association
 Account Exec: Tina Klassy-Coleman ph: 000-000-0000
 Flight Dates: 02/05/24 - 02/25/24
 Invoice Period: 02/01/24 - 02/25/24
 Invoice Month: February 2024
 Billing Calendar: Calendar
 Deal #: Station: KATU
 Billing Type: Cash Sales Office: Local-Portland OR
 Product: Explore Rockaway Estimate Number:
 Contract #: 2144854 Alt Order #:

000927

 **Tillamook Coast Visitors Association**
 Attention: Accounts Payable
 PO Box 1268
 Tillamook OR 97141

For Billing Inquiries Call: (503) 231-4222

Send Payment To:
 Sinclair Broadcast Group
 c/o KATU
 PO Box 206270
 Dallas TX 75320-6270

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots / Week	Rate	Type	
1	02/25/24	02/25/24	O and O Display	O and O Display	-----S		0	\$500.00	NS	
Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	KATU	S	02/25/24		O and O Display	O and O Display			\$500.00	NS

Total Spots 1

Payment Terms 30 days
Due Date: 03/26/2024

Gross Total \$500.00
Agency Commission \$0.00
NET AMOUNT DUE \$500.00

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.