



THE OFFICIAL 2026 Destination Marketing Guide TO THURSTON COUNTY

CIRCULATION

60,000 print copies.

Targeted, strategic, out-of-area and local distribution.

HIGHLIGHTS FOR 2026

- Based on the 2025–2026 Visitor Guide study, EOB visitor guide users are highly satisfied with the guide based on an average rating of 8.5 out of 10.
- All original content and updated design.
- Inspiring storytelling and eye-catching images showcasing Thurston County.
- Organized by community.
- Features day trips, scenic parks and trails, historic museums, and the Capitol Building.
- Current information on where to stay, eat and play.
- Distribution at Visitor Centers and information kiosks throughout Washington, SeaTac Airport, WA State Ferries and more.
- The digital edition promotes your business to visitors on the go.

VISITOR GUIDE IMPORTANT DATES

SPACE DEADLINE:
MARCH 17, 2026

MATERIALS DEADLINE:
MARCH 24, 2026

PAYMENT DEADLINE:
APRIL 14, 2026

DISTRIBUTION BEGINS:
MAY 2026

Connect with the growing visitor market, and drive visitors to your front door! Visitors actively seek the best places to stay, eat and play in Olympia & Beyond, and they use multiple methods to make their final decisions. This year we ensure our Partners have the strongest likelihood of connecting with these guests through each phase of the planning process by offering opportunities in print, online, social media and public relations, AND we offer discounts to save your hard earned money!

Experience Olympia & Beyond reach
and member/partner exposure in 2025

60K

Visitor Guides distributed
to consumers,
businesses/members,
SeaTac Airport, WA
State Ferries and more

10.6K

Monthly Visitor
eNewsletter subscribers
with an average open
rate of 32%

388K

Annual Unique Visits to
experienceolympia.com
with access to 800+
partner listings

1/8
PAGE

1/4
PAGE

1/2
PAGE

FULL
PAGE

VISITOR GUIDE DISPLAY ADVERTISING RATES

INSIDE PAGES	RATES
Full Page: 3.375"w x 8.375"h	\$3,234
1/2 Page: 3.375"w x 4.125"h	\$2,038
1/4 Page: 3.375"w x 2"h	\$1,133
1/8 Page: 1.6875"w x 2"h (full color logo & url)	\$699
COVERS	RATES
Back Cover: 4"w x 9"h + 0.125" bleed	\$4,368
Inside Front Cover: 4"w x 9"h + 0.125" bleed	\$3,882
Inside Back Cover: 4"w x 9"h + 0.125" bleed	\$3,882
BUSINESS LISTING	RATES
Single Listing	\$75

CAMPAIGN OPTIONS

PUBLIC RELATIONS

Press Release

Build excitement and drive more visitors to your attraction or activity with a professionally crafted press release designed to spark media interest. We'll share compelling, detailed information about your story with both local and out-of-area media outlets, motivating journalists to cover your news and expand your reach.

\$199
PER
RELEASE

Media Alert

A media alert is like a press release but faster, sharper, and built to grab attention. It's concise, compelling, and designed to make media take notice and cover your event or story.

\$149
PER
ALERT

Newsletter Options

Showcase your attraction or event with a featured spot in our monthly newsletters—for visitors, residents, and partners. You pick the newsletter and the month!

Visitor newsletter reaching travelers 50+ miles away from Thurston County (10,600 subscribers):
\$312/per issue

Resident newsletter targeted to those living in Thurston County (3,000 subscribers): **\$64/per issue**

Partner newsletter reaching stakeholders, business owners, elected officials and more (800 subscribers): **\$26/per issue**

MARKET INTELLIGENCE

Custom Intelligence Report

Gain a deep understanding of who your visitors are, where they come from, and what drives them so you can make smarter marketing and operational decisions. This customized report provides powerful post-event insights, delivered 6–8 weeks after your activity, to help you optimize future strategy and visitor engagement. Your report includes:

\$1,538

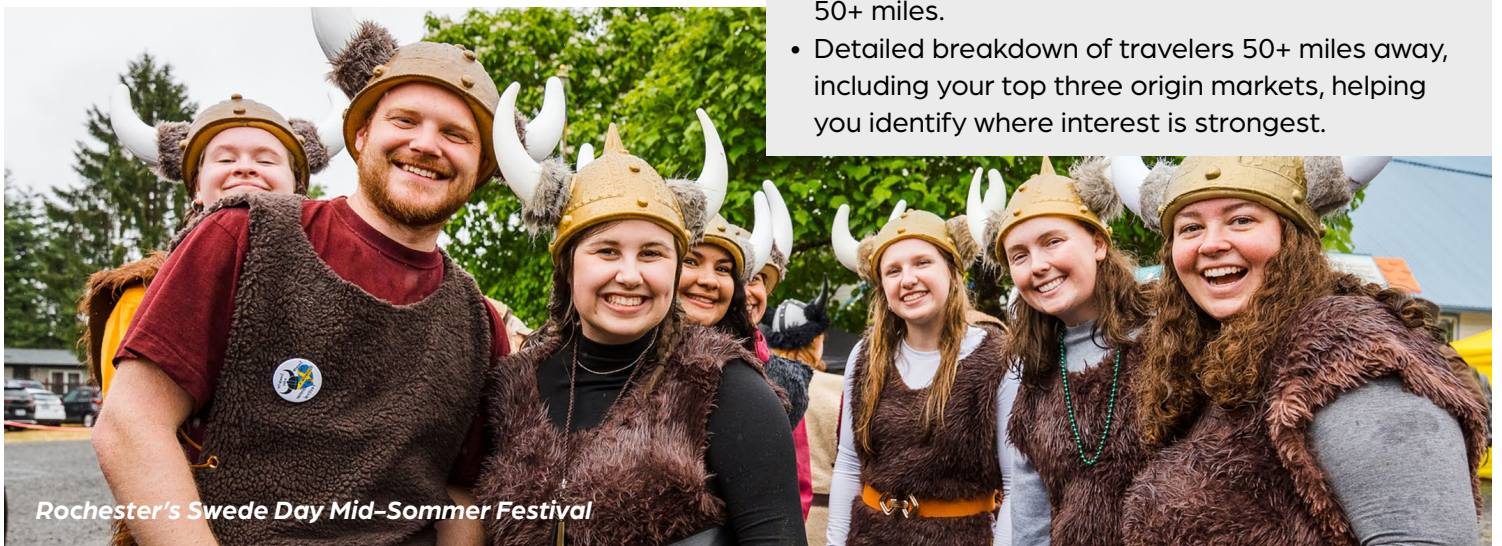
- A geofenced analysis revealing your visitor mix, distinguishing local guests from those traveling 50+ miles.
- A breakdown of estimated visitors by top five origin markets, including detailed zip code insights.
- Full visitor-journey analysis showing where guests were immediately before and after visiting.
- Actionable insights into peak and need periods at your venue or attraction.
- A demographic profile of your top visitor groups, plus an in-depth review of their psychographics to help shape targeted marketing.

Market Summary

Clearly understand visitation patterns within your venue or attraction. This snapshot, delivered 6–8 weeks after event, provides you valuable insight into who you're reaching and how far they're traveling.

\$255
PER
SUMMARY

- A geofenced analysis revealing your visitor mix, distinguishing local guests from those traveling 50+ miles.
- Detailed breakdown of travelers 50+ miles away, including your top three origin markets, helping you identify where interest is strongest.



Rochester's Swede Day Mid-Sommer Festival

MEMBERSHIP OPTIONS

MARKETING MEMBERSHIP

Reach visitors in each phase of their decision-making process AND save money at the same time by purchasing a Destination Marketing Membership for 2026—each offering discounted rates.

Premium Membership

Full Page in VG (*inside back cover, back cover, or inside front cover also available with applicable difference*).

Visitor newsletter

Resident newsletter

Partner newsletter

**Complimentary listing with print ad*

\$3,491

\$3,711 value / Save \$220

Business Class Membership

Half Page in VG

Visitor newsletter

Resident newsletter

Partner newsletter

**Complimentary listing with print ad*

\$2,342

\$2,515 value / Save \$173

Economy Plus Membership

Quarter Page in VG

Visitor newsletter

Resident newsletter

Partner newsletter

**Complimentary listing with print ad*

\$1,474

\$1,610 value / Save \$136

CREATE YOUR OWN MEMBERSHIP!

Purchase 3 items, receive 3% off, purchase 4 items, receive 4% off, purchase 5 items, receive 5% off)

Endless possibilities

Newsletter Membership

\$390

Showcase your attraction or event with a featured spot in each of our monthly newsletters—for visitors, residents, and partners. You pick the month!

Visitor newsletter

Resident newsletter

Partner newsletter

**Limit 1 per quarter*

\$402 value / Save \$12



Yelm Prairie Days



DESTINATION MARKETING AGREEMENT

Please return completed and signed agreement to
P.O. Box 1394, Olympia, WA 98507
or scan and email to emily@experienceolympia.com.

Advertiser Information

Business/Organization

Authorized Representative, Title

Contact Email

Direct Phone

Mailing Address

City, State Zip

Billing Information

Billing Contact Name & Title

Billing Email

Billing Phone

Billing Address

City, State Zip

Please make all checks payable to Experience Olympia & Beyond and mail to: **P.O. Box 1394, Olympia, WA 98507**

Payments must be received in full by April 14, 2026 in order to be included in the 2026-2027 Visitor Guide unless alternate payment arrangements have been made. All credit card payments will have a 3.5% service charge added to total invoice.

[] Please automatically renew my advertising selections for next year to lock in this year's rates. By checking this box, I agree to be invoiced automatically for the same advertising selections in 2027 and retain this year's rates despite any future rate increases. Invoices will be automatically sent to the same billing address provided in this year's advertising order.

[] Yes, I'd like to receive a box of Visitor Guides when distributed.

Order Information**VISITOR GUIDE DISPLAY ADS**

- ☐ Full Page \$3,234
☐ Half Page \$2,038
☐ Quarter Page \$1,133
☐ One-Eighth Page \$699
☐ Back Cover \$4,368
☐ Inside Front Cover \$3,882
☐ Inside Back Cover \$3,882
☐ Business Listing \$75

CAMPAIGN OPTIONS

- ☐ Visitor Newsletter
\$312/issue x ____ (Quantity) = ____
☐ Resident Newsletter
\$64/issue x ____ (Quantity) = ____
☐ Partner Newsletter
\$26/issue x ____ (Quantity) = ____
☐ Custom Intelligence Report \$1,538
☐ Market Summary \$255
☐ Press Release
\$199/release x ____ (Quantity) = ____
☐ Media Alert
\$149/alert x ____ (Quantity) = ____

MEMBERSHIP OPTIONS

- ☐ Premium Membership \$3,491
☐ Business Class Membership \$2,342
☐ Economy Plus Membership \$1,474
☐ Newsletter Membership \$390
☐ Custom Package (Select 3)
☐ Custom Package (Select 4)
☐ Custom Package (Select 5)

Subtotal

Discount

Total Due

Contact: <https://www.experienceolympia.com/industry/guide-advertising/>

Billing: Kelly Campbell
kelly@experienceolympia.com • (360) 462-7619

Sales/Art/Materials: Emily Brooks
emily@experienceolympia.com • (360) 810-0825

Authorized
Signature _____

EOB

Representative _____

Date _____

This contract represents an agreement between the Olympia Lacey Tumwater Visitor & Convention Bureau (dba Experience Olympia & Beyond) and the purchaser to insert advertising in the 2026-2027 Experience Olympia & Beyond Visitor Guide scheduled for initial distribution May 2026. Initial distribution will include a minimum of 60,000 printed copies. The Visitor Guide will also be posted on experienceolympia.com in flip-book format.