

2023 Membership and Advertising Opportunities

Let's Road Trip! Across the state we are seeing an increase of travelers and these folks are looking for things to see and do! Our Cascade Loop printed and online travel guide and website are resources that provide this information, and your membership with the Cascade Loop Association allows us to promote your communities and businesses to this engaged audience!

The mission of the Cascade Loop Association is to deliver a world-class road trip for our visitors while delivering value to our stakeholders. We also strive to do the following:

- Provide information about the safest, most responsible ways to recreate
- Extend guests' overnight stays by educating them about the unique things each of our regions have to offer
- Deliver guests during non-peak season by informing them about seasonal recreation and attractions
- Support the marketing efforts of local DMO's without duplicating their own efforts.

Step 1: Choose The Membership That's Right For You

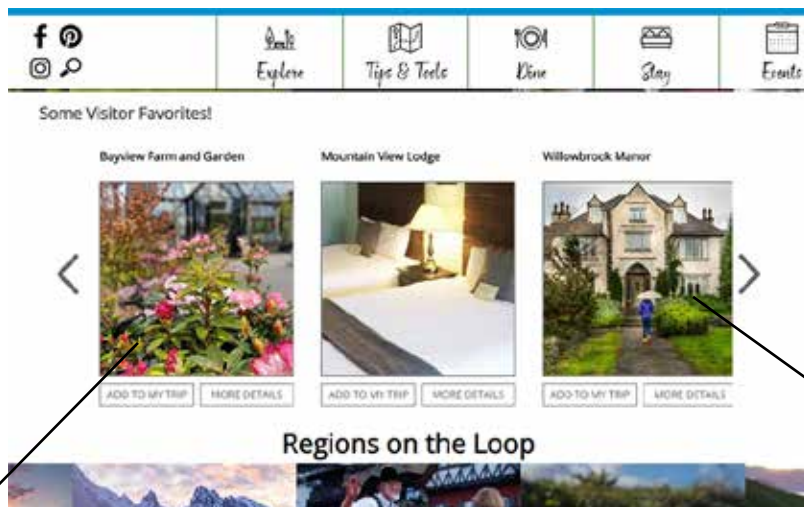
Deadline for inclusion in the Printed and Online Travel Guide is December 31st

Basic \$249 per year

- Text listing in 2023-2024 printed and digital Travel Guide
- Cascadeloop.com
- Contact information (addresses, phone numbers, email, Website URL)
 - Description
 - Ability to submit unlimited Specials
 - 6-image photo gallery

Media-Rich \$499 per year*

- Text listing in 2023-2024 printed and digital Travel Guide
- Cascadeloop.com
- Contact information (addresses, phone numbers, email, Website URL)
 - Description
 - Ability to submit unlimited events to Events Calendar that will be attached to Listing
 - Ability to submit unlimited Specials (attached to listing)
 - 24-image photo gallery
 - Video Gallery
 - Unlimited blogging on website
 - Uploadable documents (pdfs of menus, maps, coupons, brochures, etc.)



*Media-Rich Members will also receive value-added mentions throughout the year on cascadeloop.com, at no additional charge -- Thank you for your partnership!

*Media-Rich members will have their listings appear in a rotation with fellow Media-Rich members on our most highly visited pages prompting higher click-through

Step 2:

Tell Your Story In Each of Our Marketing Channels

Printed & Digital Travel Guide

In 2022 we printed 80,000 copies of our Travel Guide. We typically start distribution in April, hand-delivering around the Cascade Loop, as well as shipping to visitor information centers throughout the state, the U.S. and worldwide. We also mail copies to folks who request the travel guide online -- at no charge to the traveler.

Travelers request their Free Travel Guide online at <https://www.cascadeloop.com/travel-guide> and can view the guide as a flipping-book or downloadable pdf. All Cascade Loop members receive a text listing in the printed Travel Guide, but placing a display ad allows you to really stand out and tell a more complete story about your business and/or community.

Full Page	\$4,930	(with bleed 5.625" wide x 8.625 tall)
Half Page	\$2,515	Vertical: 2.3125" wide x 7.75" tall Horizontal: 4.8125" wide x 3.875" tall
Quarter Page	\$1,444	Vertical: 2.3125" wide x 3.875" tall Horizontal: 4.8125 wide x 1.875 tall
Eighth Page	\$772	2.3125" wide x 1.875" tall

Premium Placements

Back Cover	\$5,522	(right of first refusal)
Inside Back Cover	\$5,423	(right of first refusal)
Inside Front Cover	\$5,423	(right of first refusal)

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Digital Offerings

Cascadeloop.com

Targeted Custom Content

We've spent a lot of time looking at the pages folks are going to and the type of content they're interested in. We're now able to allow members to create custom content-- targeting individual pages throughout the site, for month-long increments.

Page	Price Per Month
Cascadeloop.com (Home Page)	\$387
Cascadeloop.com/travel-guide.....	\$87
Other pages as requested.....	\$48

Featured Listing\$399 per year
 Featured Listings help your profile to stand out by pushing your listing to the top of the search results in the pages on which it is listed.

Email Marketing

Digital Traveler Newsletter

Content Sponsorships \$499 per issue
 The Cascade Loop Association has been able to catalogue over 32,000 opt-in email addresses. Put your message and image in front of this highly-qualified audience. Newsletters are emailed bi-monthly. Sponsorships will be reserved on a first-come, first-served basis.

Social Media

Facebook Shares \$399 per year
 Facebook is one of the most popular ways for prospective travelers to connect with us, whether it's to get a sense of what the Loop is like, or to contact us so we can answer questions, and make their travel planning a little easier. We now have over 59,000 fans! Put your business in front of this highly engaged audience. We'll share your tourism-specific Facebook posts specifically linking to your page 2-3 per month.

Instagram Reposting \$399 per year
 Instagram has become a hugely popular way for prospective travelers to connect with us, particularly those who respond to images and video. We now have over 12,500 followers! Put your business/ organization in front of this highly engaged audience. We'll repost your tourism-specific Instagram posts specifically linking to your page 2-3 times per month.

Step 3:

Save Money by Packaging Your Advertising

GOLD

- Full Page* Travel Guide Ad
- Featured Listing on website
- Social Media Shares (2-3 per month all year)
- (1) Email newsletter content sponsorship

Your Price: \$5,480
(\$747 savings)
Total Value: \$6,227

SILVER

- Half Page Travel Guide Ad
- Featured Listing on website
- Social Media Shares (2-3 per month all year)
- (1) Email newsletter content sponsorship

Your Price: \$3,507
(\$305 savings)
Total Value: \$3,812

BRONZE

- Quarter Page Travel Guide Ad
- Featured Listing on website
- Social Media Shares (2-3 per month all year)

Your Price: \$2,152
(\$90 savings)
Total Value: \$2,242

*Premium placements--inside front cover, inside back cover and back cover not eligible for packages.

Marketing Packages do not include membership.

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All About Our Travelers

Being a member of the Cascade Loop puts your community/business in front of this highly-engaged traveling audience. Advertising through our various marketing channels (cascadeloop.com, our printed and online travel guide, digital newsletters, and social media) expands your reach to this audience and gives you the opportunity to connect with travelers in a more personal and focused way. The goal is more than just promoting tourism. We also want to help our members grow and maintain relationships with our visitors so that they will venture out to travel now, and return in the future!

Our CTA in all efforts is to request the **free travel guide**, which we mail free of charge to anyone who requests it, to domestic and foreign addresses. It is also available to view online as a flipping book, or download to smart devices.

When folks request our printed guide we collect valuable information which helps us understand our guests as much as possible. At the end of fiscal year 2021/2022 we surveyed travelers and here is what we learned:

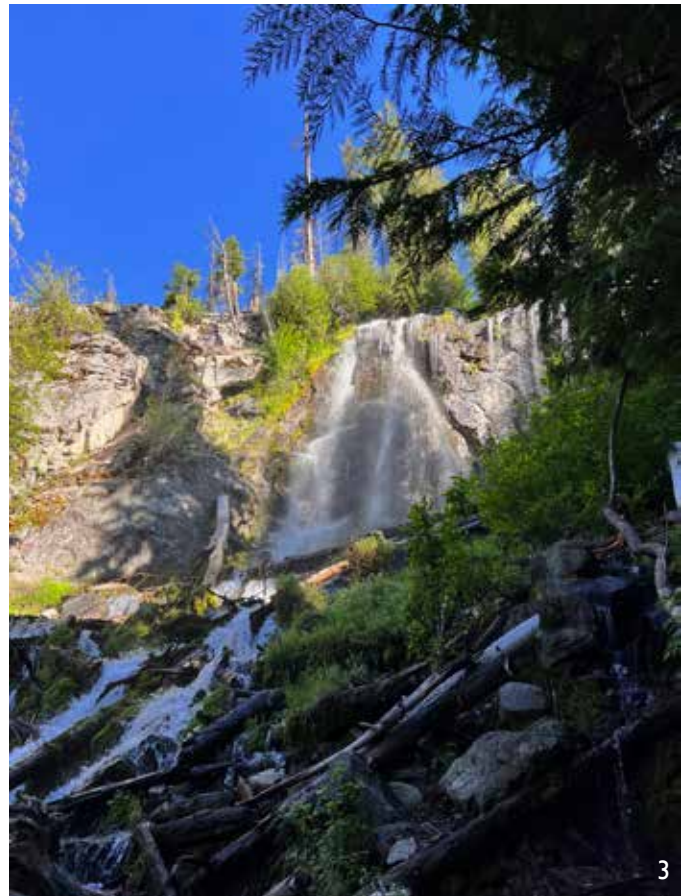
- 87% of those surveyed took their planned trip, or still intend to travel the Cascade Loop in 2022.
- 68% of our travelers came from out-of-state.
- 33% traveled during off-peak season
- 88% spent 4 or more days traveling within Loop communities

Website Visitors

- 394,412 Page Views (consistent with pre-pandemic visitation)
- Visitors are spending more time on the site each visit over previous years
- Foreign countries spending significant time on site: Canada, UK, Germany, Australia
- 25% of web visitors are aged 25-34. Industry trends show that this age group is looking for an experience, and are willing to spend more for it.

Cascade Loop Fans

- 59.8k very engaged Facebook Followers
- 12.6 Instagram following growing steadily
- 32,260 opt-in email marketing list



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