

2024 Membership and Advertising Opportunities

Welcome to Washington State's Ultimate Road Trip! Across the state there has been an increase of travelers and these folks are looking for things to see and do! Our Cascade Loop 80-page printed and online travel guide along with our website and social media channels 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 is Right for Your Business

Deadline for inclusion in the Printed and Online Travel Guide is December 15th

Basic \$249 per year

- Text listing in 2024-2025 printed and digital Travel Guide

Cascadeloop.com

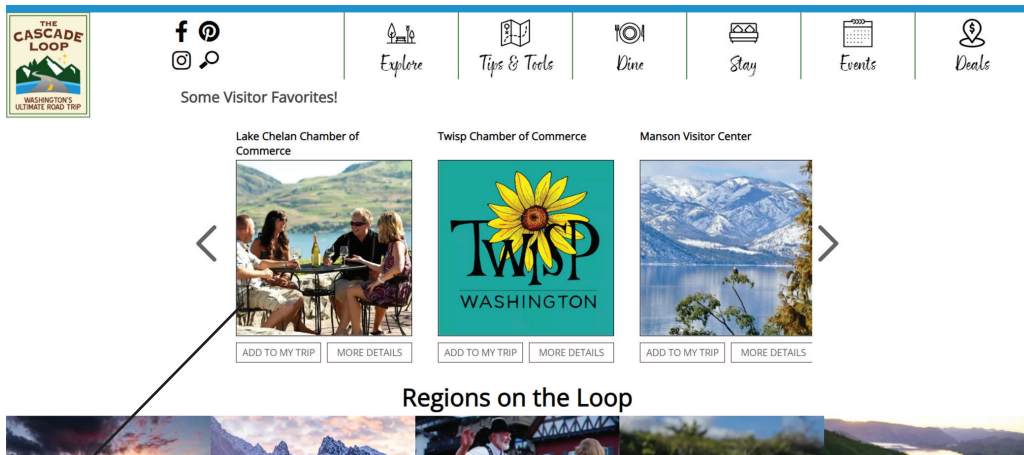
- Contact information (Website URL, business address and map link, phone number, email address, social links)
- Description
- Ability to submit unlimited Specials
- 6-image photo gallery

Media-Rich \$499 per year*

- Text listing in 2024-2025 printed and digital Travel Guide

Cascadeloop.com

- Contact information (Website URL, business address and map link, phone number, email address, social links)
- Description
- Ability to submit unlimited events to Events Calendar (attached to listing)
- Ability to submit unlimited Specials (attached to listing)
- 24-image photo gallery
- Video Gallery
- Unlimited blogging on website
- Inclusion in Online Itineraries on cascadeloop.com as well as media sites NSBF, American Road, experiencewa.com, etc.
- Uploadable documents (pdfs of menus, maps, coupons, brochures, etc.)



*Media-Rich Members 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 our "Some Visitor Favorites" 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 2023 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)



Space Deadline for Printed and Online Travel Guide: December 15th

Digital Offerings

Website

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.

Digital Newsletter

Content Sponsorship \$499 per issue
 The Cascade Loop Association has been able to catalogue over 33,000 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.

Segment Promotion \$75 per issue
 Purchase a segment to promote a special event, activity or other traveler-centric opportunity. Limited availability.

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 60,600 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 13,700 followers! Put your business/organization in front of this highly engaged audience. At least once a month we will create organic content about you, and share it with our fans, which will help increase your following. If you have a specific promotion/activity/event that you want us to post about on @cascadeloop – just let us know! Otherwise, we will scour your social feeds and website, and our own personal experience at your business, and create compelling content to post.

Step 3:

Save Money by Packaging Your Advertising & Add-ons

GOLD

- Full Page* Travel Guide Ad
- Featured Listing on website
- Social Media Share Program (Facebook or Instagram)
- (1) Digital 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 Share Program (Facebook or Instagram)
- (1) Digital 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 Share Program (Facebook or Instagram)
- (1) Digital Newsletter Segment buy

Your Price: \$2,152
(\$165 savings)
Total Value: \$2,317

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

Marketing Packages do not include membership.

Deadline for inclusion in the Printed and Online Travel Guide is December 15th

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 Call To Action in all efforts is to request the **80-page full color 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 by downloading a pdf to easily view on smart devices.

When folks request our printed guide we collect valuable information which helps us understand our guests as much as possible. This spring we surveyed travelers and here is what we learned:

- 46% of those surveyed took their planned trip, and 22% still intended to travel the Cascade Loop in 2023.
- 44% of our travelers came from out-of-state, 8% are out of country.
- 51% spent 3 or more nights within Loop communities

From guide requests, we learned that 41% of requestors plan to visit during Spring, Fall and Winter.

Website Visitors

- 319,140 Page Views (trending down with social soaring)
- Visitors are spending more time on the site each visit over previous years
- Foreign countries spending significant time on site:
Canada, UK, Germany, Netherlands,
- Percentage of web visitors aged 25-34 decreased slightly, but those 35-44 increased 16%!

Cascade Loop Fans

- 50.6k very engaged Facebook Followers
- 13.7 Instagram following growing steadily
- 33,013 opt-in email marketing list (open rates consistently above 30%)



Wenatchee River
near Leavenworth