



# 2025 Membership and Ad Ops

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.

## Two Membership Levels

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

### BASIC MEMBERSHIP \$299/year

- Your contact information in the printed/online travel guide, and a listing with up to 6 photos on the website

### MEDIA-RICH MEMBERSHIP \$599/year

- Your contact information in the printed/online travel guide, and a listing with up to 24 photos on the website
- Inclusion in itineraries with partners websites/magazines and social media exposure
- 24 photos and video gallery on website listing
- Display your menus, brochures, maps, coupons, etc.
- Bonus exposure in "Favorites" website features

*In addition to Membership Listings in the Travel Guide and Website, we offer opportunities for additional promotion with display advertising and digital options, as well as packages to bundle efforts. These prices are in addition to membership.*

## Display Ads

Full Page\* .....\$5175  
 Half Page .....\$2640  
 Quarter Page .....\$1520  
 Eighth Page .....\$810  
 (\*Premium Placement  
 80-Page Print and Online  
 Travel Guide

## Social Media

Regular shares of your  
 Social Media posts to our  
 substantial audience  
 Choose Facebook (61k) or  
 Instagram (15k)  
\$399/Year

## Digital Newsletters

Opt-in list over 32k--- consistent 30% Open Rate  
Sponsorship \$499 per issue (2 per month)  
 Your image and content is the opening segment of  
 our newsletter, with direct links to your website.  
Segment \$75 per issue (limited availability)  
 Call out your event, activity or traveler-centric  
 opportunity to our substantial audience.

## Save with a Package!

### **GOLD**

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

**Your Price: \$5,726**  
 (\$747 savings)  
 Total Value: \$6473

### **SILVER**

- Half Page Travel Guide Ad
- Featured Listing on website
- Social Media Share Program (Facebook or Instagram)
- (1) Digital Newsletter content sponsorship

**Your Price: \$3,632**  
 (\$305 savings)  
 Total Value: \$3,937

### **BRONZE**

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

**Your Price: \$2,328**  
 (\$165 savings)  
 Total Value: \$2,493

*Print Advertising, Digital Opportunities and Packages do not include membership.  
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The Cascade Loop Association is a nonprofit destination marketing organization promoting the 440-mile Nationally designated Scenic Byway known as Washington State's Ultimate Road Trip! The roadway encompasses three unique Scenic Byways and passes largely through seven counties (and two counties for only a few miles). The 501(c)6 membership-based organization partners stakeholders to increase visitation to the communities and member businesses within nine unique regions. Designated "Side Trips" also encourage visitors to experience rural communities near the Loop.

## What we provide our Membership:

- Travel Guide Presence
- Website Listing with links directly to their resources (website, social media, etc.)
- Social Media promotion/shares
- Lodging Properties > Book Direct participation (no charge)
- Use of photo library with thousands of images
- Opportunities for promotion through bonus content and social media
- Connection to media opportunities through State of Washington Tourism and other partners.

## How we encourage traveler visits

**Travel Guide:** We print and distribute 80,000 copies of our 80-page digest-size printed guide (also available for online viewing and download). Distribution through our members, and state-wide and regionally at visitor centers, airports, through Certified on Washington State Ferry runs, regional AAA offices and to anyone who requests a copy through our online portal, or by email or phone call. **Mailed 5320 copies, 19,994 online/downloads.**

**Digital Email Marketing:** Twice-monthly issues sent to opt-in list over 32,000. provide planning information for users, by educating, promoting events, bringing additional exposure to members. Sponsorship opportunities for members. **Our open rate is consistently over 30%.**

**Social Media:** Our Facebook Followers (60.8k) and Instagram fans (14.9k) are engaged, and we deliver content to encourage near-future visits as well as future trip planning. Organic and paid placements.

**Website:** Compelling content about all regions, attractions, activities, and members as well as side loops, itinerary builder, event calendar. Regular blogging, and sponsorship opportunities. **454,014 page views (up 21.4%) Users up 12%.**

**Print Ad Presence:** We advertise out-of-market to draw travelers who will likely overnight in one of our communities. Ads ran consistently in publications such as American Road Magazine, Adventure NW Magazine, Northwest Travel & Life, and annual publications like Scenic Washington. Co-op opportunities available to members to expand reach.

**Travel Writers & Influencers:** We cultivate relationships with media contacts independently and with partnerships through stakeholders and State of Washington Tourism to obtain editorial that reaches a broad spectrum of travelers and traveling niches. Hosted visits are possible with funding help from our partners.

## About Our Travelers

When folks request our printed guide we collect valuable information which helps us understand our guests as much as possible, and we do regular surveys to learn actual travel data. Our spring 2024 survey taught us:

- 41.5% of those surveyed took their planned trip, and 26.5% still intended to travel the Cascade Loop in 2024.
- 50% of our travelers came from out-of-state, 6% from out of country.
- 56% spent 3 or more nights within Loop communities

From guide requests, we learned that 49% of requestors plan to visit during Spring, Fall and Winter.