

WEEK OF:

4/12 - 4/18



## DIGITAL IMPRESSIONS

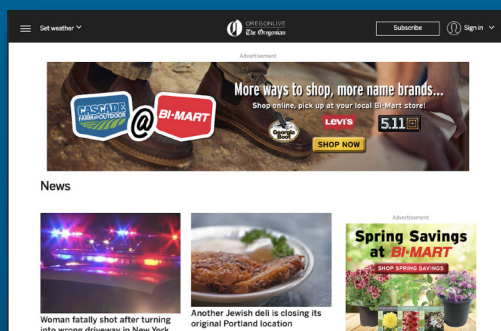
*Across our media network we use targeted digital display ad campaigns that focus on specific zip codes around our stores.*

*Targeted ads are served from the OregonLive website and on their Extended Reach Network, which is comprised of thousands of brand-safe websites. This ensures our brand and product promotions are visible on other sites potential Cascade customers visit (i.e. FoodNetwork, ESPN, CNN, etc.)*

*Digital display ads are also a part of every Media Network homepage takeover running throughout each site.*



## WEBSITE TAKEOVERS

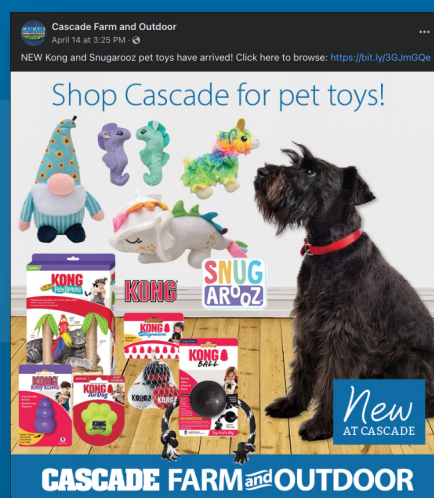


*Your product, brand, and message featured on Oregonlive and Columbia Gorge News homepage(s) for 24 hours.*



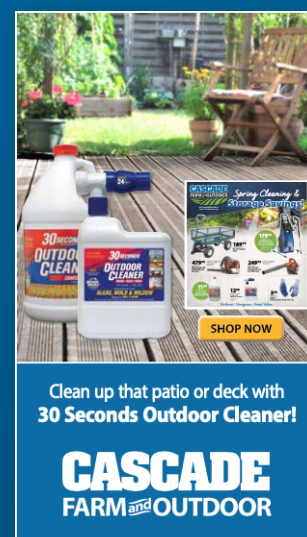
## ORGANIC SOCIAL MEDIA

*We utilize Instagram and Facebook platforms to layer in a social presence for our advertising.*



## PAID SOCIAL MEDIA

*We target specific zip codes within Oregon and Washington. We feature focused content for an average of seven days, with campaigns changing weekly*



## EMAIL BLAST

*Cascade customers want to stay up-to-date with sales and events we're participating in within our community.*

*Cascade newsletters are emailed every Wednesday to over 12,000 members.*

