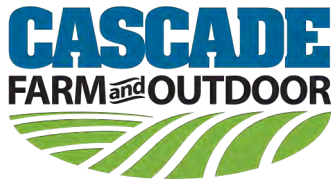


WEEK OF:

11/15 - 11/21



## 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.*



## TELEVISION

*We achieve high visibility with our messages in network primetime and specials, sporting events, and local news. TV spots reach millions of viewers in Northwest households.*



[CLICK HERE TO WATCH TV SPOTS](#)