

WEEK OF:

12/06 - 12/12



## DIGITAL IMPRESSIONS

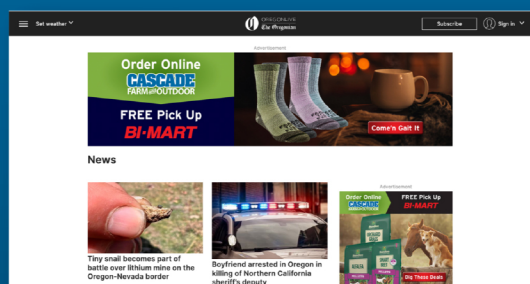
*Across our media network we use targeted digital display ad campaigns that focus on specific zip codes around our stores.*

*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.*

## 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**