

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- Wind River Publishing, LLC
541-806-1436 -:- windriverpub@gmail.com
www.windriverpublishing.net
facebook.com/windriverpublishing
linkedin.com/in/windriverpublishing
Instagram@windriverpublishing

Advertising Opportunity

2020 COLUMBIA RIVER GORGE

Two States, Three Volcanoes and One Big River™

Oregon and Washington's Playground

The Columbia River Gorge visitors magazine is one of the most popular guides to the Columbia River Gorge and the surrounding area. It is the **where to go, what to do and how to find magazine**. For those of you who have this publication in your facility, you have seen them fly out the door. Advertise your business and reach out to visitors who are planning their trip or who are already here and want to know what to do. This is a very well received publication.

The magazine is distributed at the Portland Airport Visitor Center at two locations (car rental and baggage claim information areas) along with the following Welcome Centers: Klamath Falls, Seaside, Oregon City, Brookings, Boardman and Ontario. Travel Portland is also a huge supporter and distributor of the magazine. Certified Folder Display is contracted by Wind River Publishing, LLC to distribute the visitor magazine on their specialized display racks at various hotels, restaurants and various retail businesses in the Gorge. **For a detailed list of the hundreds of distribution sites, see page 2 of this media kit.**

NEW THIS YEAR – VISITOR WEBSITE!

This new website will promote all there is to do and see! It will be very comprehensive and similar to the magazine with added resources, itineraries and beautiful photos. There seems to be a high demand for a one stop website showcasing the Columbia River Gorge, Mt. St. Helens, Mt. Hood and Mt. Adams areas. The website will offer ad space on the page that relates to your business and is available for **\$250 for a whole year**. The ad will consist of logo or photo and a 50 word description and hyperlink to your website. This is a first time introductory special price for all that support and advertise in the magazine. Release date is **May 2020**.

Please consider placing an ad in this very popular magazine and also purchasing a space on the website. This media kit and a digital copy of last years magazine is available at www.windriverpublishing.net. We plan to print 75,000 magazines and will be completed in May 2020.

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- 541-806-1436

windriverpub@gmail.com -:- www.windriverpublishing.net

facebook.com/windriverpublishing -:- linkedin.com/in/windriverpublishing -:- Instagram@windriverpublishing

Main Distribution Sites

PDX Baggage Claim Information Center
PDX Car Rental Information Center

Astoria Warrenton Area Chamber of Commerce
Baker City Chamber of Commerce
Camas/ Washougal Chamber of Commerce
Goldendale Chamber of Commerce
Hood River Chamber of Commerce
Kelso Longview Chamber of Commerce
Maupin Chamber of Commerce
McMinnville Chamber of Commerce
Mt. Adams Chamber of Commerce
Pendleton Chamber of Commerce
Ritzville Area Chamber of Commerce
Roseberg Chamber of Commerce
Sandy Chamber of Commerce
Sisters Chamber of Commerce
Skamania County Chamber of Commerce
Springfield Chamber of Commerce
The Dalles Area Chamber of Commerce
West Columbia Gorge Chamber of Commerce
Woodland Chamber of Commerce

Port of Camas/ Washougal
Port of Cascade Locks
Cascade Locks City Hall

AAA of Springfield
AAA of Tacoma
Bend Visitor Center
Bonneville Locks & Dam, OR and WA
Columbia Gorge Sternwheeler Visitor Center
Coos Bay Visitor Center
Experience Olympia
Grants Pass Visitor Center
LaPine Visitor Center
Moses Lake Visitor Center
Mt. Hood Cultural Center & Visitor Information
Mt. St. Helens Monument Headquarters
Mt Tabor Visitor Center
Multnomah Falls Visitor Center
Olympia Visitor Center
Oregon Convention Center
Pine Creek Visitor Center
Portland Airport Visitor Center
Sage Center Boardman
Sandy Historical Society Visitor Center
Seaside Visitor Center
Southern Oregon Visitor Center
Sweet Home Visitor Center
The Dalles Dam Visitor Center
Travel Medford Visitor Center
Travel Oregon
Travel Portland Visitor Center
Travel Salem Visitor Center

Visit Bend Visitor Center
Yakima Valley Visitor Center
Woodburn Premium Outlet Visitor Center
Brookings Welcome Center
Klamath Falls Welcome Center
Ontario Welcome Center
Oregon City Welcome Center

Hood River Ranger Station
Mark Hatfield State Park
Spring Creek Fish Hatchery
USDA Forest Service Office Hood River
Zig Zag Ranger Station

American Express Cruise Ship
Columbia Gorge Discovery Center
Columbia Gorge Interpretive Center
Fort Dalles Museum
Hood River History Museum
Maryhill Museum
Pearson Air Museum
Sherman County Museum
WAAAM Museum

2nd Wind Sports
Adventure Lodge
Balch Hotel
B&Bs
Best Western Plus Columbia River Inn
Best Western Hood River Inn
Best Western Mt. Hood Inn
Best Western Plus Cascade Inn & Suites
Best Western Plus Parkersville Inn & Suites
Best Western Sandy Inn
Big Jims Drive In
Boys Pine Grove Store
Breweries in the Gorge
Bridge RV Park
Bridgeside Restaurant
Budget Inn
Burgerville
Camas Hotel
Camas Shops and Restaurants
Carson Hot Springs Golf and Spa Resort
Cascade Inn
Cascade Locks KOA
Celilo Inn
Collins Lake Resort
Columbia Cliff Villas
Columbia Gorge Hotel
Columbia Gorge Inn
Columbia Gorge Riverside Lodge
Comfort Inn
Cousins Country Inn
Dalles Inn

Dintys Motor Inn
Fruit Stands
Full Sail Brewing
Government Camp Hotels, Shops, Pubs & Restaurants
Grand Central Travel Stop
Grand Lodge
Hampton Inn
Holiday Inn Express
Hood River Chevron
Hood River Hotel
Hood River Shops, Pubs and Restaurants
Huckleberry Inn
Kramers Market
Lyle Mercantile
Lone Pine Motel
Main Street Convenience Store
Martin's Gorge Tours Bus
Maryhill Winery
McMenamins Edgefield
Motel 6
Mount Hood Railroad
Mt. Hood Area, Welches, Zig Zag, Sandy
Mt. Hood Oregon Resort
Mt. Hood Vacation Rentals
Mt. Hood Village RV Resort
Nu Vu Motel
Oregon Motor Inn
Packard Farms
Peach Beach RV Park
Praters Motel
Rafting Companies
Riverview Lodge
Rodeway Inn
Rufus Hillview Motel
RV Parks
Sandy River RV Park
Shell Station
Shilo Inn
Skamania Lodge
Skamania Store
Society Hotel
Stevenson Library
Stevenson Pubs, Shops & Restaurants
Sunset Motel
Super 8 Motel
The Resort at Skamania Coves
The Store in North Bonneville
Three Rivers Inn
Timberline Lodge
Troutdale Shops and Restaurants
Tye Motel
Whispering Woods Resort
White Salmon shops, Pubs and Restaurants
Windsurfing Shops
Wineries

Testimonials

The maps, articles and organizational layouts were perfect tools for our staff in working with visiting tourists and regular customers, plus with how many different locations, businesses and counties distributed through, we know for a fact that our advertising dollars were well spent in a very direct and functional manner.

Pepi Gerald / Second Wind Sports

The Columbia River Gorge visitor magazine is a must have for visitors heading through the Gorge. Full of useful information for both the Oregon and Washington sides of the Columbia River, we give this guide out to everyone who's headed in that direction. The guide has information on just about anything a person might be wondering about; from hiking to windsurfing, from shopping to dining, this guide has it all!

*Karen Hutchinson-Talaski, Executive Director
Umatilla Chamber of Commerce & Visitor Center*

Every day we have campers visiting the Gorge who don't realize how much there is to do here. Handing out this magazine has given them a wider scope of activities and sights to see which has encouraged our campers to extend their stays at our RV park & campground. This is a well-designed magazine that we're glad to have!

Daniel Hopkins / Bridge RV Park & Campground

COLUMBIA RIVER GORGE :: ADVERTISING GUIDELINES 2020

Ad Sizes in Inches

Full Page:

7.5 x 10 - no bleed w/ margin
8.625 x 11.125 - with bleed
8.375 x 10.875 - trim size

Half Page:

7.5 x 4.9375

One-Third Page:

2.375 x 10 - vertical
4.9375 x 4.9375 - square

One-Sixth Page:

2.375 x 4.9375 - vertical
4.9375 x 2.375 - horizontal

One-Twelfth Page:

2.375 x 2.375

- + Minimum bleed .125 inch
- + Design ad within .25 inches from outer edge

Guidelines and Information

- + Graphics in ads must be at 300 dpi and images placed at 100%.
- + Text and line art settings are 1200 dpi for optimal printing.
- + Use CMYK color mode. Do not send PDFs using RGB color settings.
- + Send press-ready single page file as a high resolution PDF. Choose the High Quality Print setting when creating PDF files with compatibility setting Acrobat 5 (PDF 1.4). This should be the default compatibility setting when choosing High Quality Print.
- + Microsoft Word or Publisher ads are unacceptable.
- + Submit ads by email or online transfer service. Email ads to windriverpub@gmail.com.
- + For all other inquiries, contact Judy Bair at windriverpub@gmail.com or 541.806.1436.
- + Prepayment discount of 5% for early payments will be offered.

DEADLINE FOR RESERVING ADVERTISING SPACE IS DECEMBER 4, 2019
DEADLINE FOR SUBMITTING ADVERTISING ARTWORK IS JANUARY 17, 2020
5% DISCOUNTS OFFERED FOR PRE-PAYMENTS: DEADLINE IS DECEMBER 31, 2019

Please use this packet to help plan your budget for 2020. If you are certain you would like to reserve space now, feel free to contact Judy Bair at 541.806.1436 or windriverpub@gmail.com.

This media kit is available online at www.windriverpublishing.net

Testimonials

Hello! My name is Cindy Cartwright and this past weekend while visiting Multnomah Falls, I picked up a copy of the Columbia River Gorge visitor magazine. It is an exceptional magazine and an excellent read as I sipped my morning cup of tea.

Thank you for making such a delightful and informative magazine. I wish I had picked up two copies so that I could send one to my family in Texas. I think this magazine is a perfect enticement for getting them to visit our beautiful area of the world. This magazine, more than any other, has a perfect blend of activities and events that will help individuals with various interests find something to do in such a beautiful place like the Columbia River Gorge. I could go on and on about how much I like this magazine!

Sincerely, Cynthia Amezquita Cartwright

The Columbia River Gorge Visitor Magazine is a complete package of resources, maps and information about all sorts of experiences in our area. This is my favorite item to use when guiding our guests to their adventures. I explain the layout of the magazine and make sure they understand that it is rich with information about what they want to seek and so much more! Every year, Judy makes this magazine better than before. It is the only visitor guide needed to be prepared for a trip in the Columbia River Gorge and Mt. Hood region.

Tammara Tippel, Executive Director / Mt. Adams Chamber of Commerce

As a Forest Service representative stationed in the Skamania Lodge, I find the Columbia River Gorge magazine to be extremely helpful and knowledgeable in assisting visitors become acquainted with the Gorge. Not only does it do an amazing job organizing how the Gorge is laid out, it uses that same intuitive nature to explain and highlight each region in the Gorge's best features. As a person that works in recreation, I especially appreciate how well the magazine organizes the abundance of activities there are in the area, and have many times offered it for people that come and 'just got here and don't know what to do.'

Aberdeen Alvi / Forest Service Information Center, Skamania Lodge

The Columbia River Gorge Magazine is a valuable promotional tool for the community. Here at Full Sail we have many tourists coming through town and we direct them to this magazine. We go through more of these magazines than the others that we provide for our guests.

Kate Blumenthal / Full Sail Brewing

COLUMBIA RIVER GORGE :: PRICE SHEET 2020

2019 Advertising Rates

One-Twelfth Page	\$ 650
One-Sixth Page	\$ 1200
One-Third Page	\$ 2000
Half Page	\$ 2500
Full Page	\$ 3000

NEW Website Ad Space \$ 250

- + Logo or photo
- + 50-75 word description
- + Hyperlink to your website

* 5% discount applied for return clients

* 5% prepay discounts available

All prices are for one year placement

Co-Op Opportunities

Co-op advertising options are available. Associations and chambers have the opportunity to host a sponsored page which involves shared ad space. This makes it more affordable for small businesses to advertise. Space is limited so please call 541-806-1436 to find out about co-op options in your area.

Important Payment Information

- 5% discount applied for return clients.
- 5% discount offered for prepayments.
- *Interest will be charged at **2%** per month on all accounts past due over 30 days.

Questions?

If you have any questions, please call or email Judy Bair 541.806.1436 // windriverpub@gmail.com.

Note: We will do our best to make this publication user-friendly so your ad will be noticed and found as efficiently as possible. Wind River Publishing, LLC does not guarantee ad placement.

Please use this packet to help plan your budget for 2020.

If you are certain you would like to reserve space now, feel free to contact Judy Bair at 541.806.1436 or windriverpub@gmail.com.

This media kit is available online at www.windriverpublishing.net.

DEADLINE FOR RESERVING ADVERTISING SPACE: DEC 4, 2019
DEADLINE FOR SUBMITTING ADVERTISING ARTWORK: JAN 17, 2020
DEADLINE 5% DISCOUNTS FOR PRE-PAYMENTS: DEC 31, 2019

Testimonials

Columbia River Gorge magazine is our number one requested magazine from our guests at Hood River Hotel. The literature in the magazine is a perfect guide for our guests with current information on the area, events calendar, and hiking. The added feature Oregon and Washington maps truly assist visitors in finding the perfect place to go in the gorge. The Hood River Hotel highly recommends the Columbia River Gorge visitor magazine.

Jessica / Reservation Desk, Hood River Hotel

I would like to tell you how much we love the Columbia River Gorge magazine here at the PDX State Welcome Center at the Portland International Airport. The fact that it covers BOTH sides of the river is one of the best reasons for its popularity! It is the most thorough Guide we have on the Gorge. It covers each community so well! Hiking (which is our most asked question for the Gorge), family ideas, adventure ideas, maps and an excellent event guide in the back are what travelers are asking for and it is so easy to navigate through! From January to Date we have distributed 3164 issues with July the highest at 994 issues. 2015 was an excellent year with a total of 7240 issues distributed. We really love this magazine and always look forward to getting it.

*Stephanie Lewis, Manager / Portland Airport Welcome Center
Travel Oregon/Oregon Tourism Commission*

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair - 541-806-1436

windriverpub@gmail.com - www.windriverpublishing.net

facebook.com/windriverpublishing - linkedin.com/in/windriverpublishing - Instagram@windriverpublishing