

# 2018 media kits

Columbia River Gorge To Mt. Hood Media Kit: pages 2-6  
Skamania County Visitors Guide Media Kit: page 7

**WIND RIVER PUBLISHING, LLC**

**ESTABLISHED 1993**

Judy Bair - Wind River Publishing, LLC  
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TWO STATES, TWO VOLCANOES & ONE BIG RIVER

# COLUMBIA GORGE TO MT. HOOD

OREGON & WASHINGTON'S PLAYGROUND™

**EXPLORE**  
AND DISCOVER  
PARADISE  
YEAR-ROUND

Hiking Trails  
& Biking  
Adventures

Brew Pubs,  
Distilleries  
& Wineries

Scenic Drives,  
Maps & Events  
Calendar

Outdoor  
Recreation &  
Water Play

2018  
**media kit**

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## Advertising Opportunity

### 2018-19 COLUMBIA GORGE TO MT. HOOD

#### Oregon and Washington's Playground — Two States, Two Volcanoes and One Big River™

**Mt. Hood Columbia River Gorge Region Tourism Alliance** has renewed their contract with Wind River Publishing, LLC in collaboration to combine efforts to produce a comprehensive publication to include the Mt. Hood Territory. 100,000 copies will be printed with 20,000 copies provided to **TRAVEL OREGON** to be used as a regional fulfillment piece promoting Columbia River Gorge, Mt. Hood Territory and surrounding areas.

The Columbia Gorge to Mt. Hood visitors magazine is one of the most popular guides to the Columbia River Gorge, Mt. Hood 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.

Mt. Hood Columbia River Gorge Region Tourism Alliance, Columbia Gorge Tourism Alliance (CGTA), Travel Oregon and Multnomah Falls Visitor Center have chosen this magazine as their guide of choice to offer to guests from all over the world. In addition, this magazine is seen by hundreds of visitors from all over the world who visit the CGTA, Travel Oregon, and Mt. Hood - The Gorge websites. This is a very well received publication.

Travel Oregon will distribute Columbia Gorge to Mt. Hood visitors magazine to 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.**

Please consider placing an ad in this publication as you plan your budget for 2018-19. This media kit and a digital copy of the 2017-18 magazine are available at [www.windriverpublishing.net](http://www.windriverpublishing.net). We plan to print 100,000 magazines with a 2018 completion date of April 23, 2018.

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## Main Distribution Sites (bolded sites are new distribution sites that requested magazines in 2017)

### **PDX Baggage Claim Information Center**

### **PDX Car Rental Information Center**

Camas Washougal Chamber of Commerce  
Goldendale Chamber of Commerce  
Hood River Chamber of Commerce  
**Kelso Longview Chamber of Commerce**  
Maupin 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  
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  
Bend Visitor Center  
Colliding Visitor Center  
Coos Bay Visitor Center  
Fort Vancouver Visitor Center  
Grans Pass Visitor Center  
LaPine Visitor Center  
Moses Lake Visitor Center  
Multnomah Falls Visitor Center  
Olympia Visitor Center  
Pine Creek Visitor Center  
Portland Airport Visitor Center  
Seaside Visitor Center  
Southern Oregon Visitor Center  
Sweet Home Visitor Center  
The Dalles Dam Visitor Center  
Travel Portland Visitor Center  
Travel Salem Visitor Center  
**Yakima Valley Visitor Center**  
Astoria Welcome Center  
Brookings Welcome Center  
Klamath Falls Welcome Center  
Lakeview Welcome Center  
Ontario Welcome Center  
Oregon City Welcome Center  
Mt. Hood Cultural Center & Visitor Information  
Mt. St. Helens Monument Headquarters  
Travel Oregon  
Bonneville Locks & Dam, OR and WA  
Hood River Ranger Station  
**Mark Hatfield State Park**  
**Port of Coos Bay**

Spring Creek Fish Hatchery  
Zig Zag Ranger Station  
City of Brownsville  
Columbia Gorge Discovery Center  
Columbia Gorge Interpretive Center  
Fort Vancouver Library District  
Hood River Library  
Stevenson Library  
Maryhill Museum  
**Pearson Air Museum**  
WAAAM Museum  
2nd Wind Sports  
**AAA of Springfield**  
American Express Cruise Ship  
B&Bs  
Best Western Columbia River Inn  
Best Western Hood River Inn  
Best Western Mt. Hood Inn  
Best Western Plus Cascade Inn & Suites  
Big Jims Drive In  
Bonneville Hot Springs Resort  
Boys Pine Grove Store  
Budget Inn  
Burgerville  
Camas Shops and Restaurants  
Cascade Inn  
Cascade Locks KOA  
Celilo Inn  
Charburger Restaurants  
**Collins Lake Resort**  
Columbia Gorge Hotel  
Columbia Gorge Motel  
Columbia Gorge Racing Sailors Packets  
Columbia Gorge Riverside Lodge  
Columbia Gorge Sternwheeler Center  
Comfort Inn  
Comfort Suites  
Cooper Spur Resort  
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  
Heathman Hotel

Hood River Chevron  
Hood River Shops, Pubs and Restaurants  
**Huckleberry Inn**  
Lyle Mercantile  
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 Vacation Rentals**  
**Mt. Hood Village RV Resort**  
Nu Vu Motel  
**Oregon Convention Center**  
Oregon Motor Inn  
**Peach Beach RV Park**  
**Portland Outdoor Store**  
Praters Motel  
Rafting Companies  
Rasmussen Farms  
**Resort at the Mountain**  
Riverview Lodge  
Rodeway Inn  
Rufus Hillview Motel  
RV Parks  
**Sandy Historical Society**  
**Sandy River RV Park**  
**Sage Center Boardman**  
Shell Station  
Shilo Inn  
Skamania Lodge  
Skamania Store  
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

Hello! My name is Cindy Cartwright and this past weekend while visiting Multnomah Falls, I picked up a copy of the magazine Columbia Gorge// Two States, Two Volcanoes & One Big River. 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 wished 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 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 Gorge to Mt. Hood 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 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 GORGE TO MT. HOOD :: ADVERTISING GUIDELINES 2018

## 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, OneDrive or CD-Rom. Email ads to windriverpub@gmail.com.
- + Additional fees may apply to ads that are not press-ready. Fees are dependent upon the type and amount of work required, but a minimum fee of \$30 will be applied.
- + 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, 2017  
DEADLINE FOR SUBMITTING ADVERTISING ARTWORK IS JANUARY 8, 2018  
5% DISCOUNTS OFFERED FOR PRE-PAYMENTS: DEADLINE IS DECEMBER 31, 2017

Please use this packet to help plan your budget for 2018-19. If you are certain you would like to reserve space now, feel free to contact Judy Bair (see above for contact information).

This media kit is available online at [www.windriverpublishing.net](http://www.windriverpublishing.net).

## Testimonials

I would like to tell you how much we love the Columbia Gorge to Mt. Hood 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 Jan. 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*

As a Forest Service representative stationed in the Skamania Lodge, I find the Columbia Gorge to Mt. Hood 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*

Columbia Gorge to Mt. Hood 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 Columbia River Gorge visitor magazine.

*Jessica / Reservation Desk, Hood River Hotel*

Two states, Two volcanoes, & One big river has been a very hot item of interest to visitors from many different states. I can't keep enough copies in supply for everyone. Requests have been made for 1 copy up to a case of copies. I have referred some requests on to Judy Bair. I hope Judy has been able to assist me in keeping our visitors happy. I, Darrel Pearce, am an assistant at The West Columbia Gorge Chamber of Commerce & Visitor Center. I strive to leave a smile on all of my visitors faces when they leave here. Thank you Judy, for helping me to achieve my goals.

*Dale Pearce, W Columbia Gorge Chamber of Commerce & Visitor Ctr*

The Columbia Gorge to Mt. Hood 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 GORGE TO MT. HOOD :: PRICE SHEET 2018

### 2018 Advertising Rates

One-Twelfth Page	\$ 650
One-Sixth Page	\$ 1200
One-Third Page	\$ 2000
Half Page	\$ 2500
Full Page	\$ 3200
Full Page Inside Back	\$ 3200
Full Page Inside Cover	\$ 3200
Full Page on Pages 3	\$ 3400
Full Page Back Cover	\$ 3200
Full Two Page Spread	\$ 4800

\* Prices are for full color advertisements

\* 5% discount applied for return clients

### Co-Op Opportunities

Co-op advertising opportunities are available.  
Please call Judy at 541.806.1436 to discuss options.

### Important Payment Information

- 5% discount applied for return clients.
- 5% discount offered for prepayments.
- Interest will be charged at 1% 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](mailto: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 2018-19.  
If you are certain you would like to reserve space now, feel free to contact Judy Bair (see below for contact information).

This media kit is available online at [www.windriverpublishing.net](http://www.windriverpublishing.net).

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DEADLINE FOR SUBMITTING ADVERTISING ARTWORK: JAN 8, 2018  
DEADLINE 5% DISCOUNTS FOR PRE-PAYMENTS: DEC 31, 2017

## WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

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## **2018 Skamania County Visitors Guide**

*Experience Skamania County & the surrounding area*

### **Don't miss your chance to advertise in the 2018 Skamania County Visitors Guide**

Due to popular demand , 21,000 magazines will be printed .This full color magazine is distributed throughout Skamania County and at the Mt Adams and Hood River Chamber offices. The guide is in all the rooms at Skamania Lodge and at several local restaurants, brew pubs, hotels, Bonneville Dam visitor center, Mt St Helens visitor center, Sternwheeler Visitor center and many retail businesses. This year the guide traveled to trade shows around the region, in turn bringing visitors to our area.

To take advantage of this great advertising opportunity , contact Judy Bair at 541-806-1436 or email at windriverpub@gmail.com . You can also view the 2017 magazine at www.windriverpublishing.net.

### **Discounts applied for return clients**

**Payment discounts of 5% are offered for prepayments by October 20th.**

**Deadline to reserve ad space is September 28th. Deadline for ad artwork is October 12th.**

Casey Roeder, Executive Director of the Skamania County Chamber of Commerce had the following comments regarding this guide: "The Skamania County Visitors Guide is the best tool that we have to entice people from all over the country, and the world , to visit our area. Plus it is a comprehensive source of information for those tourists who have already made their way here and want to know all that there is to do. It also serves as a perfect relocation guide for folks interested in moving to one of our communities. All in all , this publication does a wonderful job of showcasing the unlimited experiences in Skamania County. "

### **Prices and sizes are as follows:**

1/8th page \$425  
Horizontal 3.5 x 2.25  
Vertical 1.625 x 4.75

1/4th page \$600  
Horizontal 7.25 x 2.25  
Vertical 3.5 x 4.75

Half page \$800  
Horizontal 7.25 x 4.75  
Vertical 3.5 x 9.75

Full Page \$1000  
7.25 x 9.75