



Cary Ordway's
CENTRAL
WASHINGTON **Experience**

2017

**Media Kit &
Rate Card**

Targeting your travel–related customers:

by **INCOME**...by **LOCATION**...by **FORMAT**

What if you could put your travel-related message in front of the people *most likely to buy* your product?

The people here in North Central Washington who are the *closest to you*...

The people who have the *most disposable income*...

What if you could do that and put your message in a format that is sure to draw interest and not be passed over like it's just another advertisement lost in a sea of other advertisers?

Cary Ordway's Central Washington EXPERIENCE

Cary Ordway's *Central Washington EXPERIENCE* brings you all of that and more. Produced by travel promotion experts Getaway Media Corp (GMC), this special quarterly magazine section is designed to bring you maximum results for your limited travel promotion dollars.

Central Washington EXPERIENCE will be included seasonally in Wenatchee's popular *The Good Life* magazine, a remarkably successful monthly magazine that has become a must-read for high-income earners in the Wenatchee Valley and North Central Washington. *The Good Life* reaches a core audience of households with a combined income in excess of \$150,000 – a total of 34,000 readers.

In this unique section, advertisers will have the opportunity to display their message in an advertorial format – a carefully written article focusing on the advertiser, the advertiser's products and other information that will help the advertiser connect with this affluent audience.

And, as an added bonus, qualifying advertisers will get listings and banners on the popular website, *NorthwestTravelAdvisor.com*, reaching 300,000 Northwest getaway travelers each year.

To summarize, qualifying advertisers will get:

- exposure to 34,000 Wenatchee Valley high-income earners
- custom-written editorial and photo coverage designed to generate quick and steady reader response
- exposure online to as many as 300,000 readers of *NorthwestTravelAdvisor.com*.

"Who is" Cary Ordway?

A North Central Washington native, Cary Ordway is a syndicated travel writer and radio host who currently publishes *NorthwestTravelAdvisor.com* and *CaliforniaWeekend.com*. Ordway is co-host of *Exploring the Northwest*, a statewide radio show heard twice daily on Wenatchee's KPQ 560-AM. He also published *Adventure Northwest Magazine*, *Guest Informant*, and produced travel segments for Seattle TV stations.

FAQs

How often will *Central Washington EXPERIENCE* appear in *The Good Life*?

The section will come out quarterly to coincide with the seasons. It will be published in the first issue each quarter.

Why are you using an advertorial format?

This will allow us to grab the reader's interest and detail more information about the advertiser.

Can we buy a simple display ad instead of advertorial?

Yes, for any of the sizes listed on the ratecard.

Do you repeat the same advertorial when we buy more than one issue?

It can be repeated – it depends on whether you would like other aspects of your business highlighted in future advertorials. There is no additional charge for creating new advertorial.

Can we write our own advertorial?

We want the section to have uniform quality and be especially interesting to read, so we'll work with you to include your suggestions in the advertorial we prepare.

Can we review the advertorial?

Yes, we'll go over it with you and talk about ways we can incorporate any changes you would like to make.

Where will our listings and banners appear on *NorthwestTravelAdvisor.com*?

The web site will list you under your city and region, as well as in the Getaway Machine when readers are looking for your type of business. You also will be able to post an unlimited number of specials in our Value Packages section. On your banner, we'll put it in the best available positions, first-come, first-served.

What's your payment policy?

Half of the first issue is due 30 days prior to publication with the remainder to be billed net 10 on the first day of publication. Subsequent issues will be billed net 10 on the first day of publication.

Central Washington EXPERIENCE

Rates per Quarter

	FOUR QUARTERS	TWO QUARTERS	ONE QUARTER
FULL -page	1,099	1,199	1,299
HALF -page	599	699	799
QUARTER -page*	399	449	499
EIGHTH -page*	249	299	349

* Display ad only; advertorial not available in this size; Artwork for display advertising is \$75 for each version

Full page advertisers qualify for a **free banner placement and listing** on *NorthwestTravelAdvisor.com* for the quarters appearing in *The Good Life* (\$724 annual value).

Half- and quarter-page sizes qualify for a **free listing** on *NorthwestTravel Advisor.com* for the quarters appearing in *The Good Life* (\$299 annual value).

Schedule / Deadlines

Central Washington EXPERIENCE

- published in October, January, April, and July
- deadline is 10th of the month preceding publication

