



**gorgecurrent.com**

EVENT CALENDAR FOR THE GORGE

**2019**  
M E D I A K I T



## WHO WE ARE

### CONTENT

We are an online special events calendar for the Columbia Gorge. Our area includes Hood River, Mount Adams to Mount Hood, Cascade Locks and Stevenson on the western side of the Gorge to communities such as Goldendale, South Wasco County, and The Dalles on the eastern end. Our site offers information about events, such as live performances, fundraisers, sporting events, youth activities, community gatherings, and informational speakers.

### TARGET MARKET

We target the 75,000 residents that comprise the local population as well as the more than 2 million people that visit the region each year.

### HOW IT WORKS

Any business or organization can submit events at no charge.

## VIEWER INFORMATION

**15 -30,000+**

» Number of times our website pages are viewed monthly

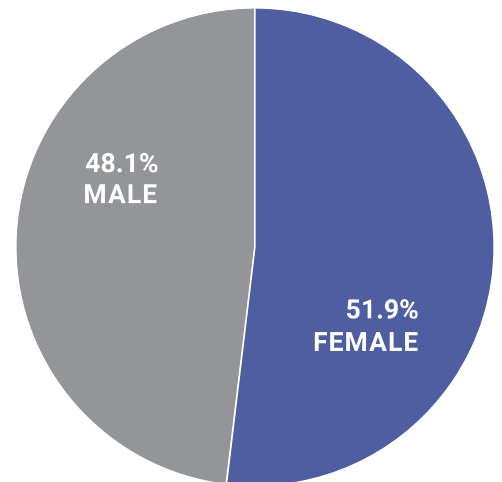
**92%**

» Is the percentage of regular users located in Oregon and Washington

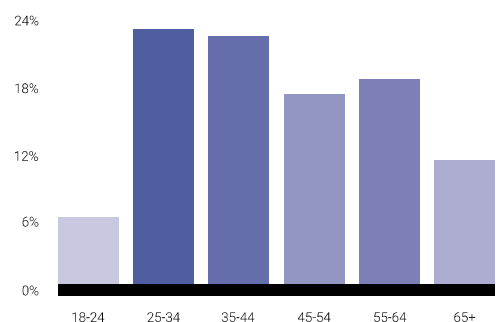
**10,000**

- » Is the number of online newsletters that are delivered every month
- » Subscribers such as realtors and vacation rental companies also forward our newsletter to their clients
- » The newsletter is opened in over 25 states and more than four countries every month

## VIEWER GENDER DEMOGRAPHICS



## VIEWER AGE DEMOGRAPHICS



PACKAGE OPTIONS

GOLD

- Banner rotation at top of webpage, 850 x 120 pixels
- Ad rotation on right column of webpage, 300 x 250 pixels, 2000 views/month minimum
- Featured newsletter banner once per month

SILVER

- Banner rotation at footer of webpage, 850 x 120 pixels
- Ad rotation on right column of webpage, 300 x 250 pixels, 2000 views/month minimum.

BRONZE

- Ad rotation on right column of webpage, 300 x 250 pixels, 2000 views/month minimum

NEWSLETTER

- Sent to over 5000 viewers per month, 300 x 125 pixels

FOR MORE INFORMATION

GENERAL INQUIRIES

Janelle Koester, Founder  
 contact@gorgecurrent.com  
 PO Box 1175  
 Hood River, OR 97031  
 cell: (541)380-2844

SOCIAL MEDIA

facebook.com/gorgecurrent  
 twitter.com/gorgecurrent



HOW TO SUBMIT EVENTS TO THE CALENDER

Start by selecting the “submit events” link on the gorgecurrent.com homepage menu and then follow these steps:

1. Select “register for a username” under the “submit events” drop down menu, next create a username and enter your email to complete registration
2. Once you’ve registered select “login” from the “submit events” drop down menu
3. When you’re logged in fill out the event form with the title of your event, details, venue location, and then upload an image
4. Lastly, please allow a few hours for event to be reviewed and published

SPONSOR PACKAGE OPTIONS

PACKAGE	YEAR	BI-ANNUAL	QUARTER	MONTH
» GOLD	\$3800	\$1950	\$1000	N/A
» SILVER	\$3500	\$1775	\$920	N/A
» BRONZE	\$2800	\$1500	\$775	\$300
» PEWTER	\$1200	\$700	\$375	\$200
» AD CREATION*	\$60 PER AD	\$60 PER AD	\$60 PER AD	\$60 PER AD

\*\$60 AD CREATION FEE FOR PACKAGES UNDER \$500

AD SPECIFICATIONS AND INFORMATION

GOLD AND SILVER BANNERS: 850 x 120 pixels

GOLD, SILVER, BRONZE  
BLOCK SIZE:  
300 x 250 pixels

PEWTER  
BLOCK SIZE:  
300 x 125 pixels

- CUSTOM PACKAGES: available on request
- FILES FORMATS: please submit ads as high quality JPG, GIF (animated or static), PNG, or TIF file formats.
- FILE SUBMISSION: files can be submitted via email or cloud-based sites such as Dropbox, OneDrive, Hightail etc.
- AD DESIGN: we offer high quality graphic design for ad creation as needed. One ad is included for all packages over \$500.00. Two images are included for the Gold package.
- PLEASE NOTE: we do not accept responsibility for ad content, spelling errors or issues resulting from files provided.