

Braking News

2023 Rate Sheet and Ad Specs



Circulation & Distribution

Cascade Bicycle Club offers advertising opportunities in Braking News, our monthly digital newsletter. Our highly engaged audience brings an average open rate of 33% and a 2.6% click through rate. Each edition is distributed to 139,000+ subscribers and includes four ad spaces. Placement is based on a first-come, first-served basis.

Cascade Member Demographics

Gender	Age		
Female 30%	Under 20	6%	
Male 59%	21-30	6%	
Other 11%	31-40	12%	
	41-50	16%	
	51-60	23%	
	61-70	24%	
	71+	10%	



Hi friend,

Cascade Board Member Kai Shih and his wife Ingrid Chiang are training for STP with their 11- and 9-year-old boys. To prepare for 206-miles in two days, the family enjoys training rides to kid-friendly restaurants, as well as participating in Cascade rides like the Ride for Major Taylor and Chilly Hilly. It's all added up to Shih's desire to make Cascade rides more appealing to families.

[Read about training for STP with kids](#)



Size and Pricing

Effective January 2023

Size:	Effective January 2023	
600 x 250 pixels		
Frequency	Nonprofit rate	For profit rate
1 ad	\$315	\$475
3 ads	\$300/ad	\$452/ad
5 ads	\$294/ad	\$443/ad

Artwork Requirements & Delivery

Artwork is due 6 days prior to the publication date.

Please email a jpg or png file sized 600x250 pixels to wendyc@cascade.org with no crop marks, no color key, or excess white (or bleed) surrounding the image area. Please specify the url you would like your ad to link to.

Payment for ad placement accepted via check.

Note: This is a condensed version of Braking News. Please email wendyc@cascade.org to request a link to view a complete edition.

Contact Wendy Clark to reserve your space.

email: wendyc@cascade.org ph: 425.361.9303