Connecting community and commerce through PRINT & DIGITAL MEDIA

WHO WE ARE:
Hagadone Media Group Group I Washington is an innovative, multimedia company that is at the forefront when it comes to precisely targeting your message to your audience.
Our print and digital experts are dedicated to providing strategic solutions designed to generate traffic and build your brand.
We are your trusted media partner, with a long history in the Columbia Basin of successfully serving businesses big and small.

HAGADONE MEDIA GROUP WASHINGTON
GIVES YOU THE LEADING EDGE WHEN IT COMES TO MARKETING YOUR BUSINESS...
WE CONNECT BUSINESSES TO BUYERS!
EXCELLENCE: Trusted, Award-Winning Content Delivering Quality, Engaged Audiences, Award-Winning Advertorial Design

REACH: Columbia Basin Herald Daily Newspaper is the #1 Daily Newspaper and Website in Grant County, Sun Tribune Weekly Newspaper and Website, This Week Columbia Basin (TV & Entertainment Guide), Q’bole Raza (Hispanic) & Basin Business Journal (Agriculture) both In-Print & Online, AND A Weekly Mailer Spanning Grant & Portions Of Adams County

SCALE: Part Of The Hagadone Newspaper Network, Hagadone Media Group Resources, Reach & Expertise

MEDIA MIX: Expanded Products & Services Connecting You To Buyers...Anytime, Anywhere

ESSENTIAL: Exclusive Ad Opportunities Only Available Through The Hagadone Media Group Group

COMPETENT: Our Team Of Print & Digital Experts Is Constantly Building, Monitoring & Optimizing Your Campaign

ROI: Data Driven Approach To Media Solutions, Analytics & Optimization

EXPERTISE: Local Account Executive With Support Teams Handling All Your Marketing Needs

TOGETHER EVERYONE ACHIEVES MORE!
GRANT & ADAMS COUNTY: COLUMBIA BASIN TECHNICAL SKILLS CENTER
Offers a fully equipped facility with high-tech classrooms and laboratories for all Grant & Adams County High School Students pursuing a career in Science, Technology, Engineering or Math (STEM) fields.

GRANT COUNTY HAS EXPERIENCED 70% POPULATION GROWTH over the last 10 years

GRANT COUNTY BOASTS SEVEN DATA CENTERS
Microsoft, Yahoo, Intuit, Dell, Sabey, Vantage and Server Farm Realty. These data center firms and server farms are diversifying the local economy!

GRANT & ADAMS COUNTY: BIG BEND COMMUNITY COLLEGE COMMERCIAL PILOT PROGRAM is recognized world-wide.

HOME APPRECIATION 125% over the last 10 years

Grant County has seen the job market increase by 1.7% over the last year

Along with mobile phones, Americans own a range of other information devices. Nearly three quarters of U.S. adults now own desktop or laptop computers, while roughly half now own tablet computers and around one-in-five own e-reader devices.

Grant County is home to one of the largest airports in the United States.

GRANT COUNTY INTERNATIONAL AIRPORT

LARGEST INDUSTRIAL EMPLOYERS:
- GENIE INDUSTRIES - Arial Work Platforms - Manufacturing
- NATIONAL FROZEN FOODS - Corn & Pea Processing Plant
- QUINCY FOODS - Frozen Vegetable Processing - Headquarters
- LAMBWESTON - QUINCY - Frozen Potato Processing
- AEROTEC & MITSUBISHI AIRCRAFT CORPORATION - Aerospace Flight Testing - Flight Testing Facility

LARGEST EMPLOYERS:
- MOSES LAKE SCHOOL DISTRICT #161
- GRANT COUNTY GOVERNMENT
- GRANT COUNTY PUD
- SAMARITAN HEALTHCARE
- QUINCY SCHOOL DISTRICT #144

Source: Grant County Economic Development Council Jan 2018, Wikipedia

Mitsubishi MRJ at the Grant County Airport in Moses Lake, Washington - Rodney Harwood Photo
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Source: Google Analytics, Data USA, 2016 Census Tract 9505, Othello, WA, Town Charts/Washington/Demographics/Adams-County-WA-Demographics-data
ADAMS COUNTY WASHINGTON

LARGEST EMPLOYERS:

McCAINS OTHÉLLO - Food Processing
OTHÉLLO SCHOOL DISTRICT
Othello - Education
SIMPLOT FRENCH FRIES
Othello - Food Processing
COLUMBIA BASIN HEALTH - Othello - Healthcare
WAL-MART - Othello - Retail Sales
ADAMS COUNTY - Ritzville - Government
OTHELLO COMMUNITY HOSPITAL
Othello - Healthcare

Source: Adams County Profile - Adams County WA
BUY THE NUMBERS

RETAIL SALES
$170.2 Million¹
UP 9.6%
FROM 2017

OVER
$3,000 PER YEAR, PER HOUSEHOLD
IN 2017 WAS SPENT ON
ENTERTAINMENT¹

Source: Washington State Department of Commerce, Grant County Trends GCED²
91% of newspaper readers report that they take action after reading or looking at inserts.¹

Newspaper readers:
- Clip and save coupons² – 87%
- Visit a store, dealer, or other location¹ – 58%
- Compare prices² – 54%
- Save insert until they need to purchase an advertised item or service² – 54%
- Take insert to the store with them² – 52%
- Make an unplanned purchase as the result of sales or promotion offers² – 42%
- Share inserts with family members or friends² – 27%

Sources: Coda/Triad Newspaper Insert Study¹, Research and Analysis of Media (RAM) Inserts Study²
Elevate your message and reach your active audience 24 hours a day.

Hagadone Media Group Group I Washington is a trusted brand in Central Washington – with a quality audience, award-winning journalism and unique, custom digital and content solutions to drive results for your business.

Columbia Basin Herald
Daily Newspaper
columbiabasinherald.com
OVER 2 MILLION
average monthly page views
OVER 45,000
unique visitors per month

SunTRIBUNE
Weekly Newspaper
suntribunenews.com
ALMOST 10,000
monthly page views
OVER 2,000
unique visitors per month

Digital Solutions Connecting You To Buyers... Anytime, Anywhere!

Source: Google Analytics
We offer solutions customized to fit your unique business needs, goals, and expectations. Whether you’re searching for a partner to manage your online/social media presence or a full-service company to design and boost your website to the first page on Google, we can create a package just for you.

Responsive Web Development
Custom Landing Pages
Paid Search Marketing
Targeted Display Advertising
Geo Targeting / Geo Fencing
Re-Targeting
SEO / Content Writing
Sponsored Content
Targeted E-mail Campaigns
Facebook Advertising
Social Media & Reputation Management
Call Tracking
Marketing Automation
List Management
Video
Print (Newspapers, Magazine, Niche, Custom)
In 2016, food processing (particularly food processing) provided 43.2% of the 4,866 manufacturing jobs in Grant County.

Agriculture, local government and manufacturing (particularly food processing) account for approximately 60% of total covered employment in Adams County.

Top Ten Commodities

1. Apples: $1.386 billion
2. Milk: $1.037 billion
3. Potatoes: $856 million
4. Cattle: $704 million
5. Wheat: $656 million
6. Cherries: $502 million
7. Hay: $487 million
8. Grapes: $359 million
9. Peas: $233 million
10. Fruits: $193 million

Source: Adams County Profile - esd.wa.gov, Grant County Profile - esd.wa.gov, WSDA Washington State Department of Agriculture
It’s all about STRATEGY when competing in today’s market
MARKETING TOOLS to use during the 3 STAGES of the CONSUMER PURCHASE PROCESS

STAGE 1
- ROP Print & Digital Banner Ads
- Promo & Niche Pages
- Photo Contests/Sweepstakes
- SEO & Pay Per Click

STAGE 2
- Digital Tools (re-targeting tools)
- Pay Per Click
- Sponsored Content
- Reputation Management
- Digital Landing Pages/Website Development
- Testimonial Print & Digital

STAGE 3
- ROP Print & Digital Ads
- Coupons
- E-Mail Campaigns
- Digital Landing Pages W/Conversion Tactics
- Tracking Phone Numbers
We offer our customers diverse and creative ways to communicate in today's market.

Our media assets and partnerships allow us to provide strategic, targeted solutions to maximize the value of every advertising dollar invested.

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