





Who is Cascade?

Cascade is a full service **new, paid** subscriber acquisition firm located in Seattle, Washington. If you are looking for new, paid circulation, that's our specialty!

Our mission is to help publishers achieve their paid circulation demands at no cost whatsoever. Other call centers charge well over \$40/hour.

Cascade has over 25 years experience in marketing trade titles to businesses.

Cascade has actively marketed over 150 titles throughout the United States and Canada.

Cascade helps publishers not only reduce but actually **eliminate** new subscriber acquisition costs.

EXPERTISE



Cascade provides its staff with continuous training and monitoring

Individual sales training between sales manager and employee.

Continuous call monitoring to ensure consistency, honesty and accuracy during the sales process.

Additionally, Cascade monitors live calls to ensure the highest standards.

Every sale is digitally recorded with the customers consent and archived for audit purposes.

Sales are reviewed for completeness and accuracy.

All AAM and BPA audits are conducted free of charge.



**Cascade pays 99% of the campaign cost,
including:**

Customer Service

Call Center Equipment and Long Distance Charges

Staffing Costs

Recruiting and training costs

Auditing Services

Lead Costs

LOWER ACQUISITION COSTS



How does the Testing Process work?

STEP 1 - There is nothing to sign to start the FREE, NO OBLIGATION MINI-TEST. Just let us know that you are ready!

STEP 2 - Cascade will purchase the test leads for your target market and forward to you for scrubbing.

STEP 3 - The publisher will review the list and remove their current subscribers (if any) from the test file and return it to Cascade.

...That's it! After a short period of testing Cascade and the publisher will review the results together and decide if a partnership will be mutually beneficial.



Summary of Benefits

FREE TESTS

We will test market your title free of charge and without any obligation.

NEW, PAID SUBSCRIBERS

Typically, campaigns will yield over 10 times the number of new, paid subscribers compared to an average publishers mail campaign.

QUALITY ASSURANCE

We guarantee that in the event of an AAM or BPA audit we will provide you with all of the necessary information at no additional charge.

DISTINCTION

Unlike other subscription services, our mission is to provide predominately new, paid subscribers to our clients.



Some Publishers We Work With

**McGraw Hill
CONSTRUCTION**

 **SCHOLASTIC**

PennWell®

 **Reed Business**

**Creative Age
Publications.....** 

 **Wolters Kluwer** | **Lippincott
Williams & Wilkins**
Health