



print

Reach over 50,000 readers with the 3rd annual Festivals of Tahoe

Festivals of Tahoe magazine celebrates the area's wealth of culture, art, music, theater and more. Consulted and enjoyed by thousands of readers at hundreds of regional events over the last two summers, this four-color publication is filled with lively images and detailed information about the area's best spring, summer and Indian summer events and the non-profit organizations that produce them. *Festivals* is published in cooperation with Parasol Community Collaboration and its Arts and Culture collaborative committee.

Festivals is distributed for free from May through October 2007 as a stand-alone publication at major festivals, events and high traffic locations around Northern California and Nevada. It is also bound into the spring issue of *Tahoe Quarterly* magazine, which reaches affluent subscribers, second homeowners and visitors. For the past two years, *Tahoe Quarterly* has been recognized as one of the top regional magazines in the West by Western Publication Association Maggie Awards judges.



web

Post your event(s) on festivalsoftahoe.com

The most comprehensive calendar website in the region. An outgrowth of Tahoe Quarterly's on-line calendar, which for many years has been the most complete listing of Tahoe, Truckee, Reno and Carson Valley events. FestivalsOfTahoe.com is a searchable site by event category, and includes articles from the magazine, event details and links to advertiser websites.

Half-pages and up receive: "Featured event" listing on the home page, rotating up to event date, with links to organization/event site(s).

Full-pages receive: "Featured event" listing and link(s) plus banner ad, rotating between all website pages up to event date.

television

Highlight your event on Tahoe Quarterly TV

TQTV is a half hour magazine-format television show that airs every Sunday afternoon at 1:00 on KRON-4 in the San Francisco Bay Area, beginning February 25. TQTV will also air 20 times monthly during prime time on Charter Cable in Reno, Carson Valley and South Lake Tahoe. The show will also be available on our website: TQTV.tv. Each show will contain a "datebook" segment that highlights up-coming events in this region and directs viewers to FestivalsOfTahoe.com. Rough cuts of the first show and further KRON-4 demographic information are available upon request.

Half-pages and up receive: "featured event" on TQTV Datebook, with host-mention, date(s) and location, and B roll footage of event(s).

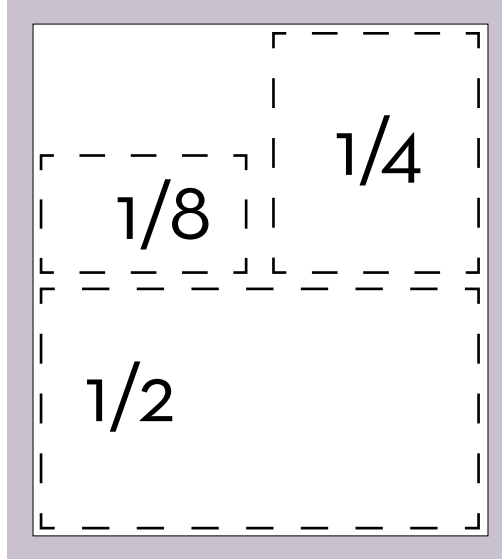


the specs

ALL ADS MUST BE SUPPLIED ACCORDING THE SPECIFICATIONS BELOW

SIZE	WIDTH	DEPTH
1/4	3.354 inches	4.604 inches
1/2	6.875 inches	4.604 inches
Full page BLEED*	8.625 inches	11.125 inches
Full page TRIM SIZE	8.375 inches	10.875 inches

- Submissions can be on CD-ROM or you may send them digitally via email our FTP site (please see information below.)
- Ads as print-ready pdfs or source docs from InDesign CS, Photoshop CS, Illustrator CS
- Logos and ads submitted in Adobe Illustrator – please outline the fonts and supply fonts as well.
- Ads submitted in InDesign – please package your files to ensure all images, fonts, etc. are included.
- All ads and images must be CMYK and at least 300 DPI resolution to ensure print accuracy.
- WE DO NOT ACCEPT: Ads built in Quark, Pagemaker, Freehand, Microsoft Word or IBM-formatted files.



THE ACCURACY OF ALL ADS SUPPLIED ON DISK ARE THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY.

MAIL YOUR AD TO:

288 Village Blvd., Suite 7, Incline Village, NV 89451

EMAIL YOUR AD TO:

ads@tahoequarterly.com

FTP INSTRUCTIONS:

Host: ftp.tahoequarterly.com

User Id: tqftp

Password: tqftp

Please call Elaine at 775.832.3700 x21 if you have any further questions about ad submission.

rates

DISPLAY ADS

Full page	\$3500
1/2 page	\$1900
1/4 page	\$1100
1/8 page listing	\$600

(Dining, Shopping, Recreation and Real Estate sections available for listings)
Non-profit rates at 50%

deadlines

Ad closing March 12
Ad material due March 19
On shelves April 27

to reserve space

Call 775-832-3700

North Shore/Truckee- Brit Crezee ext. 17
Reno- Jamie Sullivan ext. 14

advertising agreement

Advertiser: _____

Contact Name: _____ Phone: _____

Ad Size: _____ Rate: _____ Placement: _____

VISA AMEX MC Check Enclosed Bill Me

Card Number: _____ Expiration: _____

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Signature: _____ Date: _____

Please fax or mail to 775.832.3775 or 288 Village Blvd., Suite 7, Incline Village, NV 89451. Thank you!