



With its glossy cover, spectacular photography and intriguing editorial, Tahoe Traveler has quickly become the area's most popular visitor's guide, reaching tens of thousands of visitors with each seasonal issue. No other winter advertising venue combines our high quality and long shelf life with surprising affordability (compare our rates).

distribution — 25,000

- Found in over 6,000 hotel rooms/ vacation rental properties throughout Tahoe and select hotels like the Atlantis Casino in Reno.
- High traffic locations around Tahoe, Reno and San Francisco including the Reno/Tahoe Airport & major sporting goods stores like Any Mountain and Lombardi's in the Bay Area. Also found at Northern California visitors' centers, shops and restaurants.
- Major West Coast ski shows/expos and swaps including San Francisco, Sacramento and San Jose.
- With a six month shelf life your ad continues to pay for itself all winter.

what you get

- A link on the Lake Tahoe Traveler website.
- A listing upgrade in our Dining, Lodging, Recreation, Entertainment, Shopping or Real Estate guide with your logo and a 20 word description of your business.
- An opportunity to include your marketing material (coupons, stickers, trail maps, brochures) as part of a lift ticket promotion through Bay Area ski shops.
- Distribution from November through May for one low price.
- Our experienced design team will help you build your ad for free (you provide photos and/ or logo).

content

Tahoe's winter resort updates, photos and trail maps. Editorial about non-skiing winter recreation and activities like snowmobiling, spa treatments, gaming, shopping, etc. Our comprehensive "where to go" guides are a great forum to showcase discount offers or specials. NEW this year, our special **Wedding Guide** is geared toward planning the perfect Tahoe wedding - caterers, music, photographers, venues, flowers, etc.



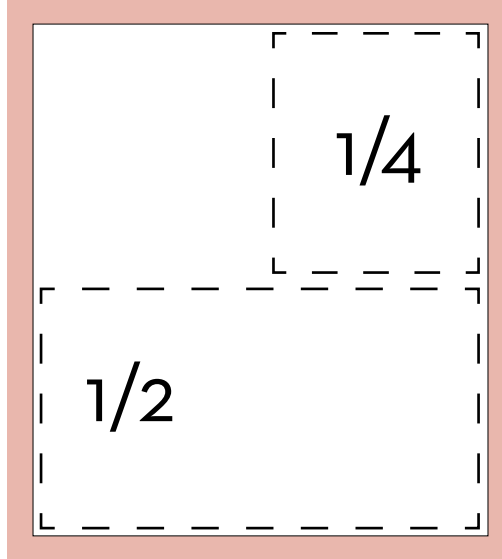
the specs

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*	9.625 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

Two page spread	\$2200
Full page	\$1300
1/2 page	\$750
1/4 page	\$450

(for cover availability and pricing please check with publisher)

LISTINGS *(free with ad)*

Dining, Shopping, Recreation or Lodging Listing upgrade including logo & 20 word description \$150

SPONSORED EDITORIAL PROFILES

Full page	\$1800
1/2 page	\$900

deadlines

Ad closing September 22

Ad material due October 6

On Shelves October 27

to reserve space

Call 775-832-3700

North Shore/Truckee- Brit Crezee ext. 17

South Lake Tahoe- Rick Dyess ext. 11

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: _____

Billing Address: _____

Signature: _____ Date: _____

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