

TAHOE SOUTH TRAVEL PLANNER • Advertising Opportunity

We invite you to be a part of the Lake Tahoe Visitors Authority's official Travel Planner. This is the primary informational piece that visitors use to plan their vacations to and activities in Tahoe South. This piece is delivered to consumers who are serious about visiting Lake Tahoe and are interested in information about lodging, restaurants and activities that can help them create a meaningful trip. The Planner is a cost-effective way to showcase your property or business to visitors seeking official information and assistance as they prepare to make decisions about their upcoming experiences at Tahoe South.

HIGHLIGHTS

Highly Targeted Distribution: This Travel Planner is the primary *information response piece* that potential visitors receive via mail when they contact the LTVA or the chamber of commerce for information about planning a visit to Tahoe South – summer, winter or in between. New this year, and as an added value to advertisers, the Planner will not only be available as a high-quality printed magazine but also as a downloadable digital E-zine available through Zinio for iPad, iPhone and Android devices. Zinio, an online magazine outlet, represents an entirely new distribution channel for the LTVA Planner. In other words, this potentially increases the reach and exposure of the Planner to a savvy, hi-tech customer.

LTVA receives daily online requests for the Travel Planner via TahoeSouth.com, TahoeWeddings.org, SkiLakeTahoe.com, RenoTahoe.com, as well as through the LTVA phone number 800-AT-TAHOE. Last year mailed planners exceeded 10,000.

The Travel Planner is also mailed in response to requests for information generated by LTVA print ads in the State of California Visitors Guide, State of Nevada Visitors Guide, Nevada Magazine and Nevada Shows & Events, Ski and Skiing Magazine, and Northern California Bride's Magazine. The LTVA also distributes the Planner at media events, at travel and trade shows, and through its international representation channels in Australia and the United Kingdom. In addition, the Travel Planner is distributed in the baggage claim area at the Reno-Tahoe International Airport and through the three South Shore Visitor Centers. It is the *only* printed piece with a comprehensive listing of local restaurants, activities, attractions, services and more.

Circulation: 40,000 – 50,000 annually

Media Plan: Much of the distribution is due to the LTVA's targeted media plan, which includes television, radio and online. All ads encourage visitors to visit the website or call to request more information. Again, this means that this guide is being delivered to thousands of travelers specifically looking for more information about a vacation in Lake Tahoe, in other words, a "qualified" lead.

Free Online Ad: All advertisers receive an ad in the online version of the guide as well as a **complimentary link** from their online ad to their website. The current online version can be viewed at tahoesouth.com.

More Value: The LTVA Travel Planner will be published in February 2012 and will be distributed over an 18-month period, which extends the piece's shelf life for six months.

For more information or questions about advertising in the Lake Tahoe Travel Planner please contact: Susan O'Brien at 775 831-2094 or email- susan@hd96.com.



2012 Tahoe South Travel Planner

Production Specifications:

Please read carefully. Additional fees may be charged if materials do not comply with specifications.

Publication Facts:

Circulation:	40,000-50,000
Number of Pages:	64 plus cover-Advertising dependent
Insertion Agreement Deadline:	November 23, 2011
Artwork Deadline:	December 9, 2011
Anticipated Release Date:	February 2012
Publication Life:	February 2012-February 2013

Gross Rates:

Full Page	Half Page	Quarter Page
\$7,595	\$4053	\$2355

Rates include both a print ad in the magazine and an ad with a link in the online version.

Note: Placement requests will be honored whenever possible but cannot be Guaranteed.

Mechanical Information:

To ensure uniform quality throughout the publication, please adhere to the following ad sizes:

Full Page Bleed:	8.75" x 8.75"
Full Page Non-Bleed:	7.75" x 7.75"
Half Page Horizontal:	7.75" x 3.812"
Quarter Page:	3.812" x 3.812"
Trim Size:	8.5" x 8.5"

Please submit ads in one of the following formats:

High-res PDF, Tiff/JPEG or EPS, (300 dpt/120 cpi, or higher) in CMYK, and make sure all placed images/line-art/vector are high res.

Please provide color match proof for all ads that may be color sensitive. Make sure all photos and artwork placed are high resolution (at least 300 dpi).

Web Specs

200 x 250
JPG,
Max file size 40kb

Material Deadline:

Ad materials are due December 9, 2011

Please deliver to:

HD96 Publishing
795 Mays Boulevard, Suite 1
Incline Village, NV 89450
Phone: (775) 762-2677 Fax: (775) 831-0539

Email Ad to: hd961@aol.com or Carla@hd96.com
For large files we suggest yousendit.com or a similar product.

