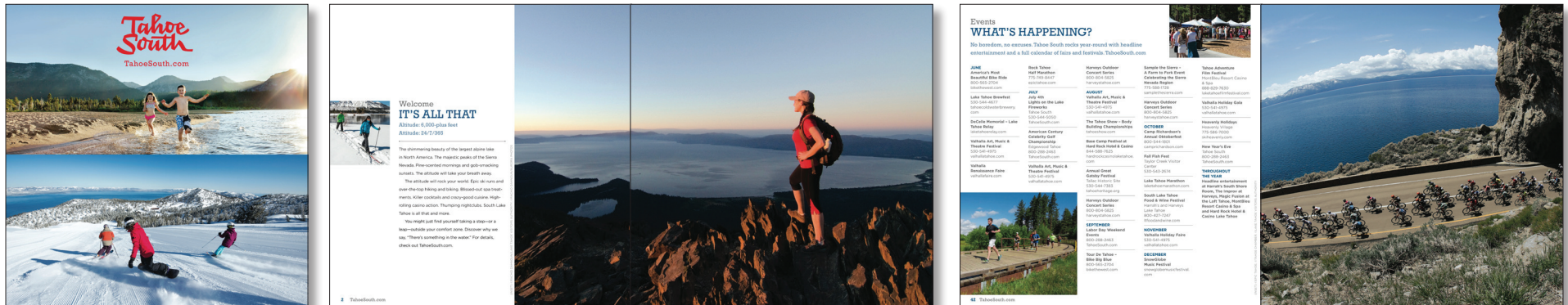


Expanded distribution for primary LTVA print and digital marketing tool

TAHOE SOUTH TRAVEL PLANNER 2018-2019



The Tahoe South Travel Planner is used year around by Lake Tahoe Visitor Authority staff as their primary print and digital marketing publication. Increased demand for the Planner from qualified consumers and meeting planners has necessitated an increase in distribution in 2018-19 to 27,000 copies from last year's 25,000, with no increase in advertising rates. More copies will also allow the continuation of last year's successful distribution to major San Diego corporations and businesses, in concert with a robust LTVA summer and winter Southern California marketing campaign.

The Planner also has proven distribution success throughout Northern California in sporting goods and outdoor stores, as well as major California Welcome Centers throughout the state. The Planner is the primary marketing tool for South Tahoe at regional Visitor Centers and used by all LTVA travel partners as fulfillment for consumer requests and at conventions and events. The publication highlights South Tahoe's diverse recreation with sections on Dining, Lodging, Meetings and Conferences, Shopping, Gaming, Nightlife, Weddings and Events. Its high quality,

digest size and select distribution ensure multiple readers per copy.

Digital Distribution

The digital version of the Travel Planner is displayed prominently on TahoeSouth.com and featured in LTVA outreach. It is also distributed through ISSUU.com and Magzter.com. Year-round online views and downloads numbers for the digital edition and TahoeSouth.com are impressive, including 44,723 visits to the digital Planner and 2,093,678 total sessions.

Ad Rates and Sizes

TAHOE SOUTH TRAVEL PLANNER 2018-2019: CIRCULATION 27,000



UNIT	1 ANNUAL
Full Page	\$5,900
1/2 Page	\$2,900
1/3 Page Formatted	\$1,695
1/4 Page	\$1,500
1/6 Page Formatted	\$995

UNIT	BLEED	LIVE AREA
FP	8.75" x 8.75"	8.25" x 8.25"
1/2 Pg.	7.75" x 3.12"	
1/4 Pg.	3.812" x 3.812"	

Full Page
Live Area 8.25" x 8.25"
Bleed: 8.75" x 8.75"
(Allow .125" bleed on all sides)

Half Page
7.75" x 3.812"

Quarter Page
3.812" x 3.812"

1/6 Page Formatted
4 5/8" x 2 3/8"
Image size: 2.3333" w x 1.5" h

TRIM SIZE = 8.5" X 8.5"

CONTACT

SUSAN OBRIEN, ACCOUNT EXECUTIVE
susan.obrien@morris.com
775-771-5468

BAREBONES SPECIFICATIONS

Colors: CMYK process only

Fonts: Use ONLY PostScript Type1 or OpenType (or create outlines of all text)

Files: We prefer PDF/x1a when properly created from files that conform to our specifications. We can accept native files InDesign, with Photoshop (bitmap) and Illustrator (vector) images.

Live Area: All critical matter must be kept within the non-bleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.

Insertion Agreement Deadline: April 6, 2018

Deadline for Ad Materials: April 20, 2018

Payment Deadline: Upon May Invoice

Anticipated Release Date: May 2018

Note: See **TECHNICAL INFORMATION** sheet for further instruction.

Technical Information

TAHOE SOUTH TRAVEL PLANNER 2018-2019

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications as these cannot create acceptable PDFs.

Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. Onebit images (such as black and white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 280%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

GENERAL INFORMATION

MVP is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

SHIPPING INFORMATION

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

SHIPPING INFORMATION

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.