

TAHOE

TALENT ★ MAGAZINE

MEDIA KIT



sales@tahoetalentmag.com
800-890-1026 x400

www.tahoetalentmag.com



TAHOE TALENT MAGAZINE

Lake Tahoe is a large freshwater lake in the Sierra Nevada mountains of the United States. At a surface elevation of 6,225 ft (1,897 m), it is located along the border between California and Nevada, west of Carson City, Nevada. Lake Tahoe is the largest alpine lake in North America. Its depth is 1,645 feet (501 metres) making it America's second-deepest (the deepest is Crater Lake in Oregon, being 300 ft deeper, at 1,945 feet (594 m) deep.

The lake was formed about 2 million years ago and is a part of the Lake Tahoe Basin with the modern lake being shaped during the Ice Ages. It is known for the clarity of its water and the panorama of surrounding mountains on all sides. The area surrounding the lake is also referred to as Lake Tahoe, or simply Tahoe.

The area around Lake Tahoe was originally inhabited by the Washoe tribe of Native Americans. Lake Tahoe was the center and heart of Washoe Indian territory, including the upper valleys of the Walker, Carson, and Truckee Rivers. The English name for Lake Tahoe derives from the Washo dá'aw, "lake"

Lt. John C. Frémont was the first person of European descent to see Lake Tahoe, during Fremont's second exploratory expedition on February 14, 1844. John Calhoun Johnson, Sierra explorer and founder of "Johnson's Cutoff" (now U.S. Route 50), was the first white man to see Meeks Bay and from a peak above the lake he named Fallen Leaf Lake after his Indian guide. His first job in the west was in the government service, carrying the mail on snowshoes from Placerville to Nevada City, during which time he named the lake "Lake Bigler" in honor of California's third governor John Bigler. In 1853 William Eddy, the surveyor general of California, identified Tahoe as Lake Bigler. In 1862 the U.S. Department of the Interior first introduced the name Tahoe. Both names were used until well into the next century. The lake didn't receive its official and final designation as Lake Tahoe until 1945.

Much of the area surrounding Lake Tahoe is devoted to the tourism industry.

Submission Deadlines

21st of every month

PRICING:

Ad Type	Width	Height
Full page	7.25" X	9.375"
1/2 page	7.25" X	4.5"
1/4page	3.5" X	4.5"

COLOR DISPLAY ADS

Size	1x	3x	6x	12x
Full page	\$350	\$320	\$300	\$275
Half page H or V	\$250	\$220	\$200	\$175
Quarter page H or V	\$150	\$120	\$100	\$ 75

AUDIO VISUAL ADS

Add The Audio Visual advantage* to your display ad and get a 50% discount on your display ad.

- 15 Sec A/V Ads \$ 500
- 30 Sec A/V Ads \$ 800
- 60 Sec A/V Ads \$1200
- 120 Sec A/V Ads \$1500

*Audio Visual ads will be embedded along with your display ads in the online magazine.

DESIGN SERVICES

Ad Design \$50* (**With maximum two revisions)

(Ad copy to be provided by advertiser. All ads designed by Tahoe Talent Magazine will be considered the sole property of the Magazine, unless otherwise negotiated.)



▶ INTERNET ADVERTISING:

The current *edition* of the magazine is on display at www.tahoetalentmag.com. Click on the photo of *the front cover*, it will open an *electronic* version of the entire magazine.

Multi edition Advertiser: Can also take advantage of upgrades, such as; Banner Ads **and** linking to their website and email address. Contact **Tahoe Talent Magazine** for more details....sales@tahoetalentmag.com

Payment Options: Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

Payment by credit card: All credit card payments will be **processed through paypal**.



▶ AD REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- Ads are accepted via email (attachments must be 5 MB or less) or CD-ROM.
- For A/V ads, the file must be in avi format with mpeg-4 compression.

▶ ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

Adobe Acrobat

QuarkXPress, InDesign, or PageMaker

Adobe Illustrator or Macromedia Freehand

Photoshop

PDF (use "Press Optimized" settings in Distiller.)

(include all linked graphics and fonts)

(convert fonts to outline and save as EPS)

TIFF, EPS, or JPEG (minimum 300 dpi)

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AD INSERTION(s) (BUSINESS OR ORGANIZATION NAME)	UNIT SIZE	FREQUENCY DATE	1ST RELEASE (THEREAFTER EVERY EDITION)	SPACE CHARGE (PER EDITION)	A/V ADS	TOTAL CHARGES

Special Instructions :

Sales Associate (Print Clearly)

--

Name of Business

--

Mailing Address

--

City **Zip**

--	--

Telephone **Fax**

--	--

Web Address **E-mail**

--	--

SIGNATURE

Date 	
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TERMS & CONDITIONS :

1. TALENT MAGAZINES, INC. guarantees to protect this client from increases in space charges until the expiration of this advertising order.
2. This order cannot be cancelled prior to the first edition.
3. Frequency rates are contingent upon insertion in successive edition. Clients who fail to comply with insertion requirements will be short-rated (billed retroactively at their actual earned rates).
4. Accounts are due & payable upon signing of this contract.
5. Ad copy must be approved or approved with changes within 2 days, and with no further liabilities to TALENT MAGAZINES, INC.
6. There are no refund under any circumstance.
7. By my signature below I signify I am enrolling my business in the Tahoe Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

CHECK # DATE :	AMOUNT
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Basic Rate
Production costs
TOTAL DUE
Amount Received ...

For TALENT MAGAZINES, INC. Use

Cust # Category Rep: Vol. #	Copy instructions due : ___/___/___ Contact Person _____
	Address for Copy : _____
	Telephone No. And Fax No. : (____) _____ (____) _____