

# media kit

Prices reflect **cost per ad**. All prices are NET.

## Discounts & Deals

- Non-profit organizations receive the 6x insertion rate.
- Customized insert, one per month. \$1,500. Advertiser provides printed piece.
- Weekly e-Blast \$1,800/year with annual print contract.

## Artwork Requirements

- We accept only pdf files with all imagery and fonts embedded within the file.
- Ad resolution must be 300 dpi.
- Be sure all art is saved in cmyk with no spot colors.
- We will not be responsible for poor quality ads resulting from submitted files that do not follow the above.
- Artwork created in Publisher, PowerPoint, or Microsoft Word will not be accepted.
- Please send files less than 10MB via email to [tdnews@cc.media](mailto:tdnews@cc.media)
- For larger files, please upload to [dropbox.com](https://www.dropbox.com).  
User name: [tdn@cc.media](mailto:tdn@cc.media)  
Password: [tdn](https://www.dropbox.com)

## Publication Deadlines

- Tahoe Donner News is published monthly.
- Reservations are due the 5th of the month prior to publication date.
- Artwork is due the 12th of the month prior to publication date.

	1x	3x per year	6x per year	12x per year	Summer Fun guide	Prepay 6 or more issues
IFC or IBC	N/A	N/A	\$2,200	\$1,980	\$2,900	add'l 10%
Back Cover	N/A	N/A	\$2,500	\$2,250	\$3,200	discount
Full page	\$2,770	\$2,520	\$2,016	\$1,814	\$2,770	•
1/2 page	\$1,730	\$1,575	\$1,365	\$1,229	\$1,730	
1/3 page	\$1,130	\$1,025	\$945	\$849	\$1,130	
1/4 page	\$995	\$840	\$735	\$662	\$995	
1/6 page	\$840	\$680	\$605	\$545	\$840	
1/8 page	\$760	\$605	\$525	\$473	\$760	
1/12 page	-	\$495	\$420	\$378	-	↓

Special position request add 5%

## Ad Specs

### Covers

9w x 12h with 1/8" bleed

### Full Page

8w x 10.125h

### 1/2 Page Horizontal

8w x 4.792h

### 1/2 Page Vertical

3.917w x 10.16h

### 1/3 Page Horizontal

8w x 3.25h

### 1/3 Page Vertical

2.556w x 10.125h

### 1/4 Page

3.917w x 4.927h

### 1/6 Page Horizontal

5.278w x 2.403h

### 1/6 Page Vertical

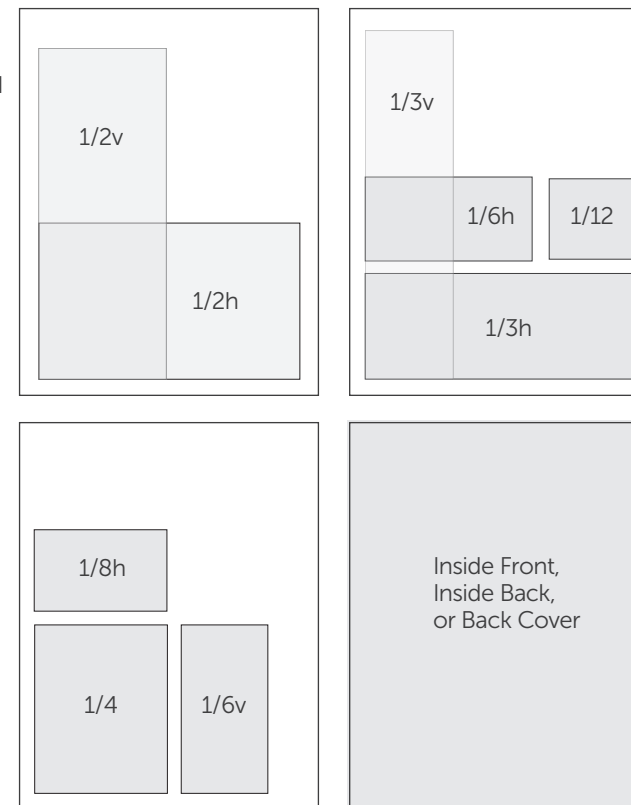
2.556w x 4.972h

### 1/8 Page Horizontal

3.917w x 2.403h

### 1/12 Page

2.556w x 2.403h



CCMedia offers advertising in the only magazine and e-Newsletter mailed to Tahoe Donner Association's privately held, continuously updated mailing list.

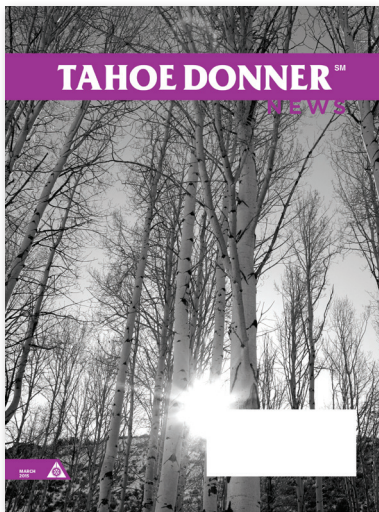
Comprised of area event news, Tahoe Donner specials, clubs, groups, restaurant, corporate and amenity information, Tahoe Donner News is an essential read for all the association's homeowners, members and visitors.

This high-quality, full-color, glossy recreation magazine is a targeted publication mailed monthly to over 7,000 Truckee property owners and over 25,000 country-wide association members.

Print advertisers receive an exclusive business directory listing at [www.tahoedonner.com/business-directory](http://www.tahoedonner.com/business-directory) with an annual commitment.

The Summer Fun Guide, sent in May to over 12,000 property owners, is a great addition to your marketing plan. This guide serves the entire summer season as a reference for event information, summer camps, amenities and lessons.





# 2017 Contract

Total number of advertisements \_\_\_\_\_

Cost per issue \$ \_\_\_\_\_

**Subtotal** \$ \_\_\_\_\_

Pre-payment discount (10%) \$ \_\_\_\_\_

Special position (add 5%) \$ \_\_\_\_\_

Ad design fee \$ \_\_\_\_\_

E-blast annual purchase \$ \_\_\_\_\_

Custom insert \$ \_\_\_\_\_

**Total cost** \$ \_\_\_\_\_

Who will provide the artwork for your ad?

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

E-blast annual purchase ☐ Yes ☐ No Start month? \_\_\_\_\_

Contract accepted by: (please print clearly)

Advertiser/Business \_\_\_\_\_

Authorized by \_\_\_\_\_

Signature \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_



| 530.582.4100 | www.cc.media

Today's Date \_\_\_\_\_

# of Ads  
Purchased \_\_\_\_\_

Issues	Year	Size
<input type="checkbox"/> January _____		
<input type="checkbox"/> February _____		
<input type="checkbox"/> March _____		
<input type="checkbox"/> April _____		
<input type="checkbox"/> May _____		
<input type="checkbox"/> June _____		
<input type="checkbox"/> July _____		
<input type="checkbox"/> August _____		
<input type="checkbox"/> September _____		
<input type="checkbox"/> October _____		
<input type="checkbox"/> November _____		
<input type="checkbox"/> December _____		
<input type="checkbox"/> Summer Fun Guide _____		

## Contract Fulfillment

- ① Non-transferable. This order will cover only advertising relating to the regular business of the advertiser and its privileges cannot be transferred, in whole or in part, to another advertiser.
- ② Advertisers and their agencies assume liability for all content of advertisement published and claims arising therefrom.
- ③ Advertising position in Tahoe Donner News is left to the option of CCMedia.
- ④ CCMedia assumes no financial responsibility for typographical errors in advertisements.
- ⑤ Reproduction quality in photo, art and type reproduction will not be guaranteed by CCMedia.
- ⑥ Short-rate bills will be issued on cancellation of order or when frequency discounts are not earned.
- ⑦ A 3% per month finance charge will apply if an invoice is 30 days or more past due.
- ⑧ All advertising copy is subject to Tahoe Donner approval.