



2018 media kit PRINT

Prices reflect cost per ad. All prices are net.

Discounts & Deals

- Non-profit organizations receive the 6x insertion rate.
- Customized advertorial insert \$1,500. Advertiser provides printed piece. Add to website for 6 months \$500.
- New Business Directory printed 2x per year and online all year \$600 annually.
- Featured Color Tile in online Business Directory for additional \$600 annually.

	1x	3x per year	6x per year	12x per year	Summer Fun guide	Prepaid
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	

Special position request add 5%

Tahoe Donner is the country's largest homeowner association, located in beautiful Truckee, California. There are over 6,500 properties, a mix of full-time and second homeowners.

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

Tahoe Donner News includes information about area events, Tahoe Donner specials, clubs, groups, restaurants, amenities and HOA 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 property owners and reaches 25,000 country-wide association members.

November and May issues feature an exclusive Seasonal Gear Buyers Guide. The May issue also features the 'Annual Report', while the December issue includes the 'Annual Budget Report'. These issues gain a lot of extra attention from the homeowners!

The Summer Fun Guide, provided to over 12,000 property owners, is a stand alone piece and will be inserted in the June issue. This guide serves the entire summer season as a reference for event information, summer camps, amenities and lessons—a great addition to your marketing plan.

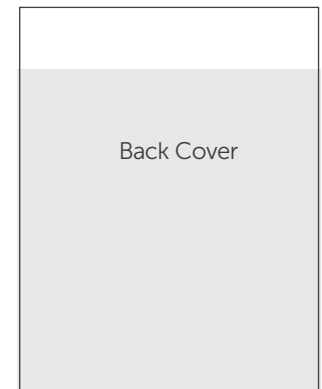
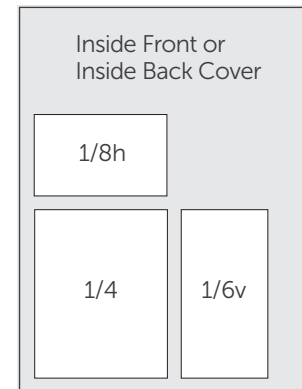
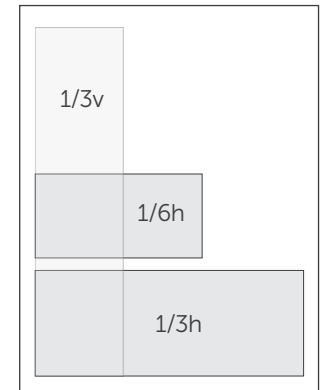
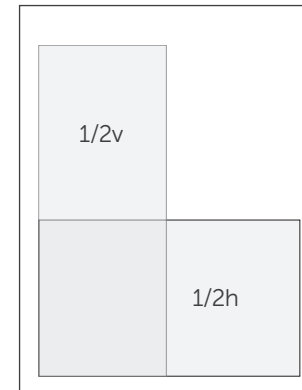
Tahoe Donner News includes an online Business Directory, and will feature a printed Business Directory in the publication twice per year! The online directory contains 12 colored tiles that are available for "Featured Vendors". These tiles will rotate monthly and will be the first thing prospective clients see when visiting the page.

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.
- Artwork created in Publisher, PowerPoint, or Microsoft Word will not be accepted.
- Please send files less than 10MB via email to art@cc.media. For larger files, please upload to 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.



2018 Contract

Total number of advertisements _____
 Cost per issue \$ _____
Subtotal \$ _____
 Pre-payment discount (10%) \$ _____
 Special position (add 5%) \$ _____
 Ad design fee \$ _____
 Business Directory \$ _____
 Business Directory Featured Tile \$ _____
 Custom insert \$ _____
Total cost \$ _____

Who will provide the artwork for your ad?

Contact Name _____ Phone _____

Email _____

Contract accepted by: (please print clearly)

Advertiser/Business _____

Authorized by _____

Signature _____

Mailing Address _____

Phone _____

Email _____

Ad Specs

Inside Covers
9w x 12h with 1/8" bleed

Back Cover
9w x 9.7711h
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

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 Tahoe Donner News.
- 4 We assume no financial responsibility for typographical errors in advertisements.
- 5 Reproduction quality in photo, art and type reproduction will not be guaranteed.
- 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.



| 530.582.4100 | www.cc.media