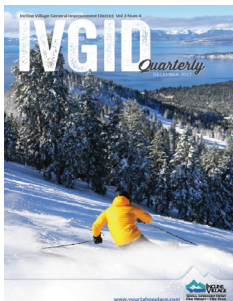


# mediakit

The Shire|Northstar Living|Tahoe Donner News|IVGID Quarterly|ArrowCreek View

MORE than a magazine, our mission is to bring important, relevant information to residents, renters & guests of these affluent mountain communities. Our upscale, professional magazines are direct mailed to homeowners who are looking for information about their community, home and lifestyle. Advertising in community homeowner association magazines spotlights your company and connects you with consumers. These are people that live, work and play in the region, consuming local services, products, entertainment, dining and shopping. Call or email for more information. | 775.327.4200 | publishing@cc.media





### Community | Audience

- Incline Village & Crystal Bay, NV
- Families and Retirees
- High Level Executives
- Full and Part-time Residents
- Primary and Second Homeowners
- Visitors

### Reach

Mailed to 6,900 homes, including second homeowners living across the United States, with additional 2,500 copies for locals at amenity areas throughout Incline Village, magazine is also inserted in the local newspaper and 5,000 additional copies of special issues distributed locally. Each issue reaches over 20,000 people.

**Home Value** \$500k - \$18M+

### Content

Engaging articles pertaining to the Incline Village General Improvement District (IVGID), clubs, events and resident amenities including; ski, golf, beach and fitness opportunities, real estate, mountain living and fun.

### Publication Dates | Reservations

6 Issues: February, Spring/Summer Activity Guide (April), June, Fall/Winter Activity Guide (August), October and December.

Reservations due by the 5th & art by the 12th of month prior.

### Rates

Ad insertions per issue.

#### Premium Positions

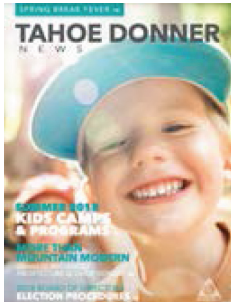
Back Cover	\$2,200*
Inside Back Cover	\$1,800*
Two-page Center Spread	\$2,800*

\*Advertiser must commit to annual contract.

	1X - 3X	4X - 6X
Full page	\$1,950	\$1,700
1/2 page	\$1,400	\$1,250
1/3 page	\$1,200	\$1,000
1/4 page	\$800	\$650
1/6 page	\$700	\$550

Use, type and display criteria of all advertisements in the IVGID Quarterly shall be determined by IVGID's General Manager or, in the case of his absence, his designee.

# advertisingrates



## Community | Audience

- Full-time Residents
- Primary and Second Homeowners
- Largest resort community in the country
- Luxury
- Tourists/Vacationers/Ski Lease

## Reach

Mailed to over 7,000 property owners. Reaches over 25,000 association members countrywide.

**Home Value** \$600K - \$4M

## Advertising Opportunities

Print, online, weekly emails, website listings, 14 digital signage screens, event sponsorships, resort community sponsorships.

## Amenities

The Lodge (restaurant), golf course, ski area, cross country ski area, equestrian center, tennis courts, beach, pools and fitness centers.

## Publication Dates | Reservations

13 Issues: Monthly & Summer Fun Guide.  
Reservations by the 5th & art by the 12th of month prior.

## Summer Fun Guide Reservations

Reservations by April 22 & art by May 6.

## Rates

	1X	3X	6x	12X or more	Summer Fun Guide
Back Cover	N/A	N/A	N/A	\$2,318*	\$3,200
Inside Front/Back Cover	N/A	N/A	N/A	\$2,040*	\$3,050
Two-page Spread	\$5,708	\$5,192	\$4,154	\$3,738	N/A
Full page	\$2,854	\$2,596	\$2,077	\$1,869	\$2,970
1/2 page	\$1,782	\$1,623	\$1,406	\$1,266	\$1,930
1/3 page	\$1,164	\$1,056	\$974	\$875	\$1,330
1/4 page	\$1,025	\$866	\$758	\$682	\$1,195
1/6 page	\$866	\$701	\$624	\$562	\$1,040

**Online Business Directory** \$1000/annually. Add featured tile for \$600/year.

**Featured Vendor Tile** \$1,200/annually.

**Email Advertising** Weekly, 4x per month \$350/month.

**Featured Vendor** \$200 each (1x included with 6 month email purchase).

**14 Digital Amenity Screens** Located in high traffic, key performance locations throughout the development. \$1,000/monthly | \$2,500/season | \$4,000/annually.

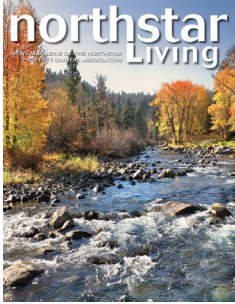
**Summer/Winter Maps** Two maps in winter, one in summer, 2 ad spaces each \$3,000/map/season.

**Winter Ticket Backs** Back of X-Country & Snow Play tickets. \$4,000/season.

**Golf Cart Signage** 80 Signs. \$2,000/season.

\*Advertiser must commit to an annual contract.

advertisingrates



### Community | Audience

- Affluent Resort Community in Truckee, CA
- Year-Round Activities
- Full-time Residents
- Second Homeowners
- Visitors & Vacationers

### Reach

Mailed to over 2,000 of Northstar resort's single-family and condominium homeowners; and available at amenity centers. Reach over 8,000 residents and visitors!

**Home Value** \$500K - \$5M

### Content

Engaging articles pertaining to the homeowner association, resident projects and amenities including; ski, golf, tennis, pool & fitness opportunities, real estate, mountain living and fun.

### Publication Dates | Reservations

4 Issues: Spring (Mar), Summer (Jun), Fall (Sept), Winter (Dec)

Reservations due by the 5th & art by the 12th of the month prior.

### Rates

Ad insertions per issue.

#### Premium Positions

Back Cover	\$1,600*
Inside Back Cover	\$1,400*
Two-page Center Spread	\$2,000

\*Advertiser must commit to annual contract.

	1X-2X	3X+
Full page	\$1,600	\$1,200
1/2 page	\$1,400	\$1,000
1/3 page	\$1,200	\$800
1/4 page	\$800	\$600
1/6 page	\$600	\$450



### Community | Audience

- Truckee/Tahoe Locals
- Families
- Full-time Residents

### Reach

Over 6,000 Truckee/Tahoe full-time residents and locals. Community Association magazine is direct mailed to 1,500 property owners.

**Home Value** \$300k - \$2.5M

### Content

Engaging articles pertaining to homeowner association, seasonality of properties, and resident amenities.

### Publication Dates | Reservations

4 issues: March, May, August, and October

Reservations due by the 5th & art by the 12th of the month prior.

### Rates

Ad insertions per issue.

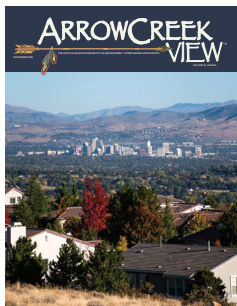
#### Premium Positions

Back Cover	\$1,200*
Inside Front/Back Cover	\$1,000*
Two-page Spread	\$1,600*

\*Advertiser must commit to annual contract.

	1X-2X	3X+
Full page	\$1,200	\$1,000
1/2 page	\$1,000	\$800
1/3 page	\$850	\$650
1/4 page	\$600	\$450
1/6 page	\$450	\$300

# advertisingrates



## Community | Audience

- ArrowCreek Gated Community in Reno
- 92% Primary Homeowners
- Affluent
- Family & Retirees
- Gated Community
- Public golf course and private amenities

## Reach

Mailed to over 1,100 households engaged in their community, reaching well over 4,000 residents of south Reno.

**Home Value** \$750k - \$4M

## Content

Engaging information pertaining to the homeowner association, homeowner clubs, resident amenities, and events.

## Publication Dates | Reservations

6 Issues: Jan, March, May, July, September and November.

Reservations due by the 5th & art by the 12th of month prior.

## Rates

Ad insertions per issue.

### Premium Positions

Back Cover	\$1,200*
Inside Front/Back Cover	\$1,000*
Two-page Spread	\$1,500*

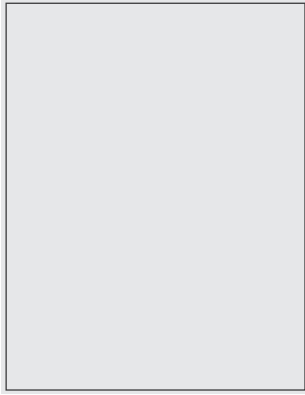
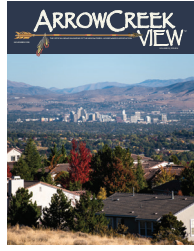
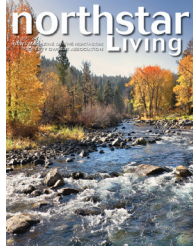
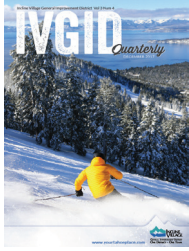
\*Advertiser must commit to annual contract.

	1X - 3X	4X - 6X
Full page	\$1,000	\$925
1/2 page	\$750	\$675
1/3 page	\$675	\$600
1/4 page	\$600	\$525

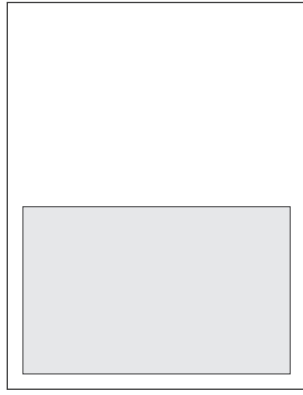
Business Directory: Logo + 30 words describing your business/services. \$600 / year.

# advertisingrates

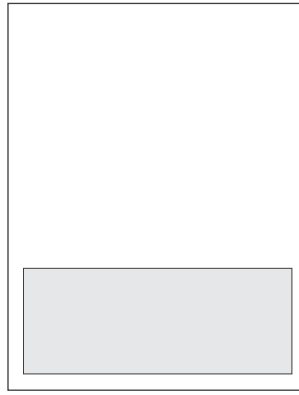




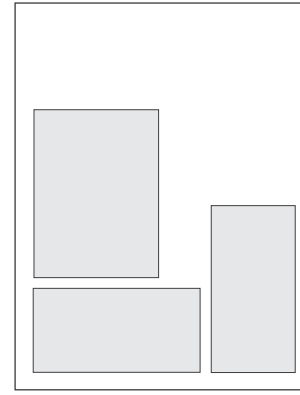
**Full Page**  
8.5w x 11h  
with .125" Bleed



**1/2 Page**  
7.6875w x 5h

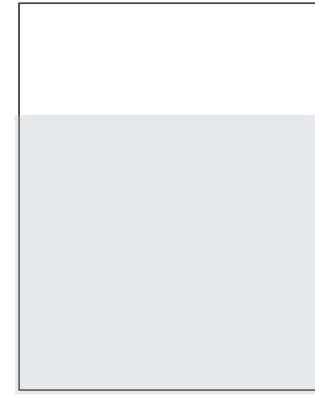


**1/3 Page**  
7.6875w x 3h



**1/4 Page**  
3.72w x 5h

**1/6 Page**  
2.4w x 5h  
5w x 2.4h

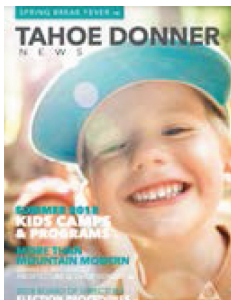


**Back Cover**  
8.5w x 8h  
with .125" Bleed

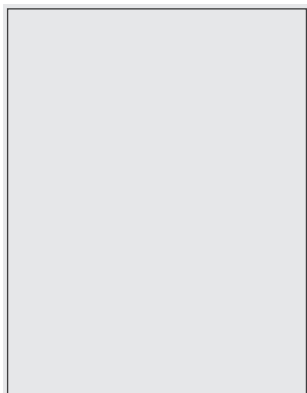
### Artwork Requirements

- We accept only PDF/X-1a, eps or jpg files
- Ad resolution must be 300 dpi/ppi
- Be sure all art is saved in cmyk with no spot, rgb or lab colors.
- Artwork created in Publisher, PowerPoint, or Microsoft Word will not be accepted.
- For larger files, please upload to dropbox.com or other digital means.
- Please send files less than 20MB via email to peggy@cc.media
- We will not be responsible for poor quality ads resulting from submitted files that do not follow the above.

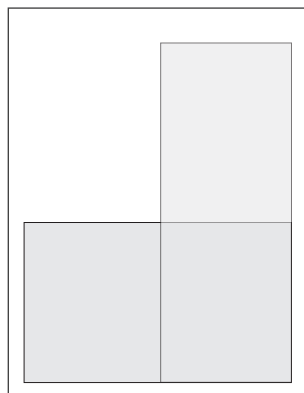
artworkspeaks



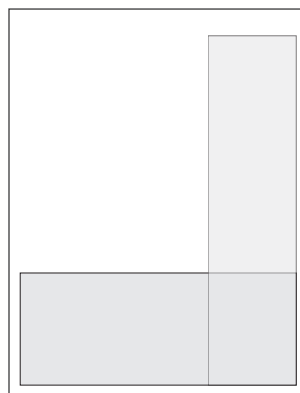
## Tahoe Donner News



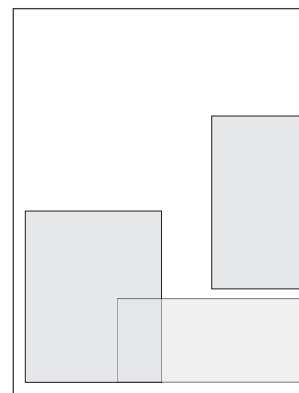
**Full Page**  
9w x 12h  
with .125" Bleed



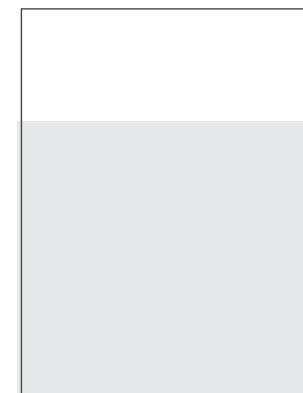
**1/2 Page**  
8w x 4.993h Horizontal  
3.906w x 10.155h Vertical



**1/3 Page**  
8w x 3.280h Horizontal  
2.542w x 10.155h Vertical



**1/4 Page**  
3.906w x 4.993h  
  
**1/6 Page**  
2.542w x 4.993h Vertical



**Back Cover**  
9w x 9.77h  
with .125" Bleed

### Artwork Requirements

- We accept only PDF/X-1a, eps or jpg files
- Ad resolution must be 300 dpi/ppi
- Be sure all art is saved in cmyk with no spot, rgb or lab colors.
- Artwork created in Publisher, PowerPoint, or Microsoft Word will not be accepted.
- For larger files, please upload to dropbox.com or other digital means.
- Please send files less than 20MB via email to [peggy@cc.media](mailto:peggy@cc.media)
- We will not be responsible for poor quality ads resulting from submitted files that do not follow the above.

artworkspeaks