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IVGID MAGAZINE | NORTHSTAR LIVING | TRUCKEE MAGAZINE | THE SHIRE
TAHOE DONNER NEWS | ARROWCREEK VIEW | DAMONTE RANCH MAGAZINE

2027 mediakit

Reno | Truckee | Incline Village

laura@cc.media | peggy@ccmpublishing.com | 775.548.6562 | www.cc.media

advertising**rates**

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2027 MEDIA KIT

IVGID Magazine

Community | Audience

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

Reach

IVGID magazine is mailed to 6,900 homeowners, many going to the primary residence of the second homeowners. Each issue reaches over 20,000 people. An additional 1,500 copies are available at amenities throughout Incline Village.

Home Value $500k - $25M+

Content

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

4 issues per year

Published

April
June
September
December

Rates	1X-2X	3X+
Full page	$2,325	$2,100
1/2 page	$1,725	$1,550
1/3 page	$1,450	$1,250
1/4 page	$1,000	$825
1/6 page	$800	$650

Premium Positions

Back Cover	*$2,725
Inside Back Cover	*$2,425
Inside Front Cover	*$2,475
Two-page Center Spread	$3,200

**Advertiser must commit to annual contract.*
Ad rates are per issue. Use, type and display criteria of all advertisements in the IVGID Magazine shall be determined by IVGID's General Manager or, in the case of his absence, his designee.

advertising**rates**

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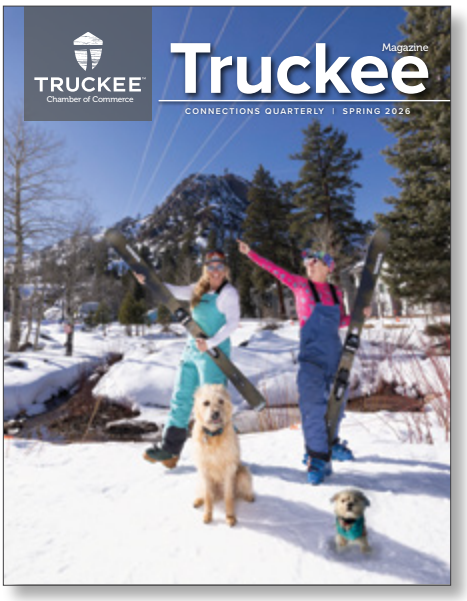
2027 MEDIA KIT



Truckee Magazine

Community | Audience

- Full & Part-time residents
- Second Homeowners
- Visitors
- Seasonal Calendar of Events

Reach

14,000 copies of this quarterly magazine are printed and mailed to every Truckee residence, as well as the second homeowners in Martis Camp, Lahontan & Schaffers Mill. Copies are also available through high-profile racks in Historic Downtown Truckee, Truckee Tahoe Airport, The Office Boss, and at the Truckee Welcome Center.

Content

This quarterly magazine is the official publication of the Truckee Chamber. Content includes current information about local events, businesses, recreation opportunities, and the people who make Truckee a unique mountain town.

4 issues per year

Published

March
June
September
December

Rates	1X-2X	3X+
Full page	$2,200	$2,000
1/2 page	$1,500	$1,250
1/3 page	$1,250	$1,025
1/4 page	$825	$700
1/6 page	$650	$475

Premium Positions

Back Cover	*$2,400
Inside Back Cover	*$2,175
Inside Front Cover	*$2,250
Two-page Center Spread	$3,200

**Advertiser must commit to annual contract. Ad rates are per issue.*

advertising**rates**

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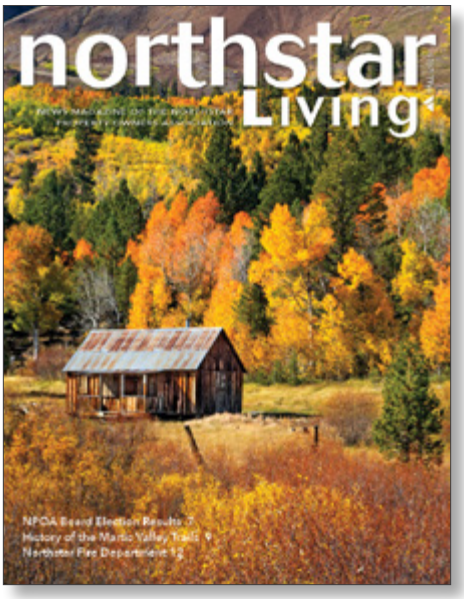
2027 MEDIA KIT



Northstar Living

Community | Audience

- Affluent Resort Community in Truckee, CA – Northstar Property Owners Association
- Year-Round Activities
- Full-time and Part-time Residents
- Second Homeowners
- Visitors & Vacationers

Reach

Mailed to over 1,400 of Northstar resort's single-family and condominium homeowners; and available at amenity centers. Mailed to the primary residence of second homeowners.

Reach over 8,000 residents and visitors each issue.

Home Value $600K - $10M+

Content

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

4 issues per year

Published
March
June
October
December

Rates	1X-2X	3X+
Full page	$1,850	$1,550
1/2 page	$1,625	$1,200
1/3 page	$1,325	$925
1/4 page	$925	$675
1/6 page	$675	$525

Premium Positions

Back Cover	*$1,850
Inside Back Cover	*$1,700
Inside Front Cover	*$1,750
Two-page Center Spread	$2,625

**Advertiser must commit to annual contract. Ad rates are per issue.*

advertising**rates**

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2027 MEDIA KIT

4 issues per year

Published
February
May
August
October

The Shire

Community | Audience

- Glenshire/Devonshire Residents Association, Truckee, CA
- Truckee/Tahoe Locals
- Families
- Full and Part-time Residents

Reach

Over 6,000 Truckee/Tahoe full-time residents and locals. Community Association magazine is direct mailed to over 1,300 property owners and available at Amenity Center.

Home Value $725k - $3.5M

Content

Engaging articles pertaining to homeowner association events, seasonality of properties, resident amenities, defensible space resources, and more.

Rates	1X-2X	3X+
Full page	$1,275	$1,075
1/2 page	$1,075	$875
1/3 page	$925	$700
1/4 page	$650	$500
1/6 page	$500	$350

Premium Positions

Back Cover	*$1,325
Inside Back Cover	*$1,150
Inside Front Cover	*$1,200
Two-page Center Spread	$1,800

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advertising**rates**

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10 issues per year

Winter (Jan/Feb)
March
April
May
June
July
August
September
Fall (Oct/Nov)
December

Publication Dates | Reservations

Ad Reservations
Due the 5th of the month prior to publication.

Art Due
Due the 8th of the month prior to publication. December issue, ads due November 1.

In Mailboxes
Delivered to mailboxes around the 1st of each month.

Tahoe Donner News

Community | Audience

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

Home Value $750K - $8M+

Reach

7000+ mailed to Tahoe Donner members and local businesses
10,000 printed for special issues
3x/year (May, June & Dec)

Amenities

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

Rates	1X	3X	5X	10X+
Full page	$2,900	$2,625	$2,125	$1,925
1/2 page	$1,800	$1,700	$1,500	$1,300
1/3 page	$1,200	$1,100	$1,000	$925
1/4 page	$1,150	$925	$825	$700
1/6 page	$900	$800	$675	$600
Premium Positions*				
Back Cover	N/A	N/A	N/A	$2,400
Inside Front & Back Cover	N/A	N/A	N/A	$2,100
Two-page Spread	$5,725	$5,225	$4,250	$3,800

**Advertiser must commit to annual contract. Ad rates are per issue.*

Additional Opportunities at Tahoe Donner

Online Business Directory Listing (included with annual print contract)
$1000/annually. Add Featured Vendor Tile for $600/year.

Email Advertising
Weekly email, 4x per month, $425/month.
GM update email exclusive, 1x per month, $450/month.
Board Meeting Agenda email exclusive, 1x per month, $450/month.

15 Digital Amenity Screens Located in high traffic, key performance locations throughout the development. $3,000/year, $500/month or $1,750/6 months.

Summer/Winter Trail Maps Two trail maps in winter, one in summer. 2 ad spaces available each map. Inquire for more details.

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

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

Event Sponsorships Annual Meeting (June), Summer Concert on the Green (July 4th Weekend), Wild West Festival (Labor Day Weekend), Fall Festival (October), Summer Concert Series. Inquire for more details.

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Damonte Ranch Magazine

Community | Audience

- Damonte Ranch in Reno, NV
- Couples, families and retirees
- Predominantly primary homeowners

Reach

Damonte Ranch Magazine is the official news magazine of the Damonte Ranch master HOA. Published 4 times/year. 6,000 total distribution to over 5,500 households.

Home Value $350K - $1.7M

Content

Damonte Ranch Magazine contains business information, events calendar, and articles important to the over 16,000 residents in South Reno, NV.

4 issues per year

Published
March
June
September
December

Rates	1X-2X	3X+
Full page	$2,300	$2,000
1/2 page	$1,800	$1,500
1/3 page	$1,450	$1,200
1/4 page	$950	$800
1/6 page	$750	$675

Premium Positions

Back Cover	*$2,500
Inside Back Cover	*$2,100
Inside Front Cover	*$2,250
Two-page Center Spead	$3,200

**Advertiser must commit to annual contract. Ad rates are per issue.*

advertising**rates**

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2027 MEDIA KIT

ArrowCreek View

Community | Audience

- 92% Primary Homeowners
- ArrowCreek Gated Community in Reno
- Affluent, Private Golf course
- Family & Retirees
- Extensive Amenities

Reach

Mailed to over 1,350 households engaged in their community, reaching well over 4,000 residents of south Reno.

Home Value $900K - $8M

Content

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

Amenities

3 Swimming Pools, Year-Round Hot Tub, Residence Center with Fitness Room, Coffee Bar and Multi-purpose room, Pickleball Courts, Basketball Courts, Bocce Courts, Playgrounds, BBQ & Picnic Area and 21 miles of walking paths.

6 issues per year

Published

January
March
May
July
September
November

Rates	1X-3X	4X+
Full page	$1,300	$1,050
1/2 page	$975	$800
1/3 page	$875	$725
1/4 page	$700	$650

Premium Positions

Back Cover	*$1,500
Inside Back Cover	*$1,275
Inside Front Cover	*$1,325
Two-page Center Spread	$1,700

**Advertiser must commit to annual contract. Ad rates are per issue.*

NEVADA MUSEUM OF ART

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Sales are not permitted.
All items/collateral should be free for guests.

First Thursday Sponsorship

Event Overview

1st Thursday monthly gathering, 5 - 7pm, at the Nevada Museum of Art for over 20 years! Mingle, listen to music, and enjoy the excellent art displays.

Open to the public ($15 for non-members).

Attendance is 300 - 800 with 80% being Museum members.

One free drink (beer or wine) is included with admission.

Table Sponsorship Levels

1 month commitment - $500

- Opportunity to connect with guests and disburse free samples, etc.
- One 6' table and 2 chairs provided at venue
- Included in shared social media posts:
  - 20K+ followers Facebook
  - 22K+ Instagram
- Recognition on-stage during event by host (2)
- Recognition during live broadcast on KWNK of concert performance (2)
- Sponsor business-type exclusivity

3 month commitment - $1,200

Everything in the 1 month level plus

- Listed in select e-blasts (Distribution to 26K+ subscribers per month.)
- Listed as a sponsor in event calendar on nevadaart.org (150K+ unique visits annually.)

12 month commitment - $4,000

Everything in the 1 & 3 month levels plus:

- Listed as a sponsor in paid media buy
- Logo included on Sky Room media screen during event
- Listed as a sponsor in select membership emails 2x/month to 7K subcription list.
- Sponsor mention in AudioGo ads

Non-profit rate $300/month

artworkspecs

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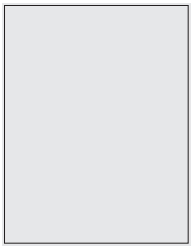
2027 MEDIA KIT

ArrowCreek View | Northstar Living | The Shire



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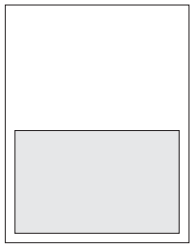
Two-page Spread
17w x 8.5h
+.125" Bleed



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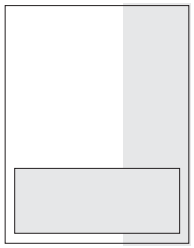

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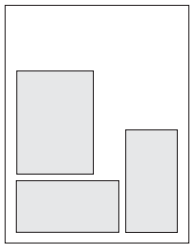

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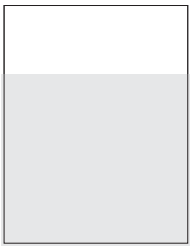
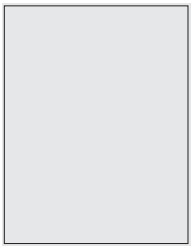
1/6 Page
2.4w x 5h
5w x 2.4h



Back Cover
8.5w x 8h
+.125" Bleed

IVGID Magazine | Damonte Ranch Magazine | Truckee Magazine



Full Page
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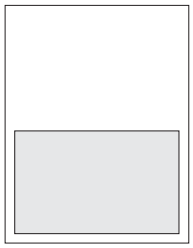
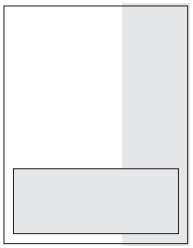
Two-page Spread
16.75w x 10.875h
+.125" Bleed



1/2 Page
7.6875w x 5h



1/3 Page
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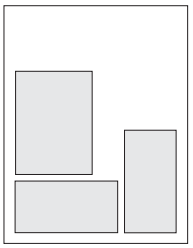
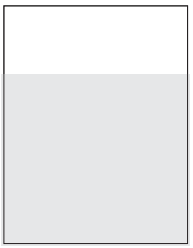
2.84w x 10.875h
+.125" Bleed

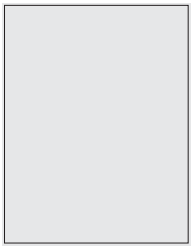


1/4 Page
3.72w x 5h
1/6 Page
2.4w x 5h
5w x 2.4h



Back Cover
8.375w x 8h
+.125" Bleed

Tahoe Donner News



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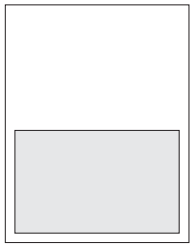
Two-page Spread
18w x 9h
+.125" Bleed



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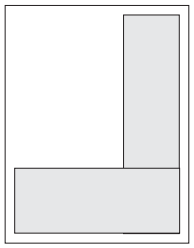
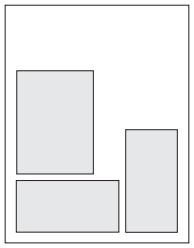
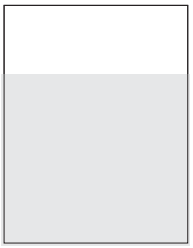
3.906w x 10.155h Vert.



1/3 Page
8w x 3.280h Horiz.
2.542w x 10.155h Vert.



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



Back Cover
9w x 9.77h
+.125" Bleed

Artwork Requirements

We assume no responsibility for typographical errors in advertisements. Quality in photo, art, and type reproduction will not be guaranteed.

- All fonts must be 8pts or larger.
- When including a QR code, please create the QR code as black or grayscale.
- We accept only high resolution pdf, eps or tif files.
- Ad resolution must be 300 dpi/ppi.
- Do not include crop/registration marks or color bars.
- We will not be responsible for poor quality ads resulting from submitted files that do not follow these specifications.

Art Submission

Email files less than 20MB via email to peggy@ccmpublishing.com

Send files larger than 20MB via Dropbox, Google Drive, Hightail or other digital means.