

The #1 Visitor Guide In-Room and On Racks

NORTH LAKE TAHOE RESORT ASSOCIATION VISITOR GUIDE, SUMMER 2018 / WINTER 2018-19



“The Official North Lake Tahoe Visitors Guide is the go-to resource for visitors to find information on lodging, dining, recreational activities, area maps and more. We distribute 70,000+ in summer and fall to area hotels, visitor queries, and throughout the Tahoe Basin and surrounding areas.”

—Emily Sullivan-Detwiler, Director of Visitor Services

The Official Visitor Guide is the most cost-effective way to reach Winter and Spring visitors to North Lake Tahoe, Incline Village, Truckee and area ski resorts. The Guide has the most extensive in-room distribution in the region, found at over 90 lodging properties and vacation rental companies around North Tahoe/Truckee and available free on over 150 weatherproof racks. Your message also reaches travelers before their visit—the Guide is the fulfillment piece

for phone and web queries to GoTahoeNorth.com from conference, family reunions and other groups, and the main tool used by Visitor Center staff. The Guide features a quality cover stock and informative articles, community sections, event calendar and winter sports directory and trail maps.

Electronic Distribution

A link to a digital version of the Visitor Guide is featured on GoTahoeNorth.com, the official site of the NLTRA with 1.5+ million page views during the winter season. The Guide is also distributed online through leading digital publishing platforms, ISSUU and Magzter.

Ad Rates and Sizes

NORTH LAKE TAHOE RESORT ASSOCIATION VISITOR GUIDE, SUMMER 2018 / WINTER 2018-19



Full Page
8 5/8" x 11 1/8" bleed
8 3/8" x 10 7/8" trim

1/2 Page
6 7/8" x 4 5/8"

Full Page
8 5/8" x 11 1/8" bleed
8 3/8" x 10 7/8" trim

1/2 Vertical
3 3/8" x 9 3/8"

1/8 Page
3 3/8" x 2 1/4"

1/4 Page
3 3/8" x 4 5/8"

UNIT	TRIM	BLEED*
Full Page	8 3/8" x 10 7/8"	8 5/8" x 11 1/8"
1/2 Page	6 7/8" x 4 5/8"	USEFUL MEASUREMENTS: 1/8 = .125 5/8 = .625 1/4 = .25 7/8 = .875 3/8 = .375 7/16 = .4375
1/2 Vertical	3 3/8" x 9 3/8"	
1/4 Page	3 3/8" x 4 5/8"	
1/8 Page	3 3/8" x 2 1/4"	

CHAMBER MEMBERS

UNIT	PER ISSUE
C2, Pg 1	\$2,200
C3 Pgs 2,3,4,6 & 7	\$2,100
C4	\$2,500
Full Page	\$1,795
1/2 Page	\$975
1/4 Page	\$575
1/8 Page	\$375

ASSOCIATION MEMBERS

UNIT	PER ISSUE
C2, Page 1	\$2,300
C3 Pgs 2,3,4,6 & 7	\$2,200
C4	\$2,400
Full Page	\$1,895
1/2 Page	\$1,075
1/4 Page	\$675
1/8 Page	\$475

NON-NLTRA MEMBERS

UNIT	PER ISSUE
C2, Page 1	\$2,400
C3, Pgs 2,3,4,6 & 7	\$2,300
C4	\$2,700
Full Page	\$1,995
1/2 Page	\$1,175
1/4 Page	\$775
1/8 Page	\$575

SUMMER

Ad Space: May 4, 2018
Ad Material: May 18, 2018
In Distribution: mid-June to mid-October

WINTER

Ad Space: October 5, 2018
Ad Material: October 19, 2018
In Distribution: mid-November to mid-June

ADVERTISING INFORMATION:

Susan O'Brien
775.771.5468 | t.susan.obrien@morris.com

Technical Information

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MECHANICAL REQUIREMENTS

- Where[®] is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications as these cannot create acceptable PDFs.

Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. Onebit images (such as black and white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 280%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

GENERAL INFORMATION

MVP is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

SHIPPING INFORMATION

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

SHIPPING INFORMATION

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.