**North Lake Tahoe Resort Association / Chamber of Commerce Media Kit**

**Member to Member Advertising + Social Post**

Send Frequency: Monthly

Distribution: 1,500 regional business contacts

Open Rate: 30-35%

Fee: single inclusion: $85 package of two: $150 (members receive one free inclusion annually)

Specs:

* Creative Graphic: 300 x 300
* Word Count: 50
* Content must include: Event Name/Promotion/Service, Date/Time, click-thru link, call-to-action.

To place insertion, contact Liz Bowling (Liz@GoTahoeNorth.com).

*Note: this is no longer a dedicated blast, ads will be used in conjunction with other member offers and promotional content. If you have an event flyer, please feel free to post on the Community Bulletin Board within the Visitor Center.*

**Guest Blog Post on NLTRA.org + Social Post**

Post Frequency: As needed

Fee: $85

To place insertion, contact Liz Bowling (Liz@GoTahoeNorth.com)

*Note: topic and content must be approved by NLTRA staff and align to mission and goals of organization.*

**Social Media Features**

Post Frequency: As needed

Format: Post and link to page, Facebook Live, Dedicated Instagram feature

For fees and scheduling, contact Liz Bowling (Liz@GoTahoeNorth.com)

*Note: the NLTRA Facebook page has close to 4,000 followers and posts regularly connect to larger DMO channels for increased engagement. The fee includes a boosting budget to reach a targeted audience.*

**NLTRA.org Banners**

Post Duration: 90 Days

Custom Packages are available, contact Liz Bowling for details (Liz@GoTahoeNorth.com)

Specs:

* **Home header banner** (at the top; above the header) = **720x90px**
* **Home page banner**(below events & meetings) = **720x300px**
* **Interior page sidebar, horizontal**(3-column template) = **600x400px**
* **Interior page sidebar, vertical**(3-column template) = **600x900px**

*Note: This is a NEW advertising opportunity! Highlight your business in front of a key North Lake Tahoe audience.*

**Chamber Member Mailing List**

List Size: 400

Cost: $75

*Note: Connect with Chamber Members in North Lake Tahoe. This printable excel sheet provides a list of Member Businesses, their primary contact and mailing address.*