



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE

Wednesday, March 14, 2012 – 9am

Tahoe City Public Utility District, Board Room

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Meeting Ground Rules inclusive of the 9 Rules of Civility

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

<p>Chamber of Commerce Advisory Committee Members</p> <p><u>NLTRA Board:</u> <i>Kaliopi Kopley</i> <i>Valli Murnane</i></p> <p><u>Committee Members:</u></p> <p><i>Caroline Ross, Chair</i> <i>Squaw Valley Business Association</i></p> <p><i>Steve Hoch</i> <i>Tahoe City Downtown Association</i></p> <p><i>Sherina Kreul</i> <i>Bank of the West</i></p> <p><i>Kay Williams</i> <i>West Shore Association</i></p> <p><i>Mike Young</i> <i>Incline Community Business Association</i></p> <p><i>Nadia Guerriero</i> <i>Village at Northstar Association</i></p> <p><i>Joy Doyle</i> <i>North Tahoe Business Association</i></p> <p><i>Michael Gelbman</i> <i>Sierra Sun</i></p> <p><i>Maja Thaler</i> <i>Sandbox Studio</i></p> <p><i>John Crus</i> <i>Green Envy</i></p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>B. Public Forum: Any person wishing to address the Membership Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. <i>(3 minutes)</i></p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Meeting Minutes (Motion)</p> <ul style="list-style-type: none">February 8, 2012 Meeting Minutes <p>E. Membership Program and Project Updates - Kym Fabel <i>(5 minutes)</i></p> <ul style="list-style-type: none">Upcoming Membership Activities <p>F. Retail Sales Coordination <i>(20 minutes)</i></p> <ul style="list-style-type: none">End of winter salesSmall Business Saturdays <p>G. Discussion and Workshop: Community Wide Calendar of Events <i>(45 minutes)</i></p> <ul style="list-style-type: none">Opportunities & OverlapsMotivators / Satisfiers <p>H. Autumn Food & Wine / Fabulous Fall / Culinary Theme <i>(15 minutes)</i></p> <ul style="list-style-type: none">Opportunities & Marketing
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County Representative

Dave Snyder

Quorum

*5 members including 1 NLTRA
Board Director*

I. Promotion Opportunities with NLTRA/Chamber– Sandy/Kym (15 minutes)

- Visitors Guide
- Visitor Information Center / coupons
- Weblink
- Cool – Deals / Event Packages / CenRes

J. Committee Member Reports/Updates from Community Partners (5 minutes)

K. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-3/9/2012



PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686
MEMBERSHIP ADVISORY COMMITTEE MINUTES
Wednesday February 8, 2012 – 9 am

Tahoe City Public Utility District-Board Room
PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Michael Gelbman, Joy Doyle, Kay Williams, Steve Hoch, Valli Murnane, Sharina Kreul, and Mike Young

RESORT ASSOCIATION STAFF: Kym Fabel, Sandy Evans Hall, Judy Laverty-Capach and Deanna Frumentti

OTHERS IN ATTENDANCE: Pettit Gilwee, Rob Westin, Bill Ledic

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Membership Advisory Committee meeting was called to order at 9:16 am by Chair Caroline Ross and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 NTBA is sponsoring the SnowFest Queen candidate Sydney Lancaster. Raffle tickets are for sale for five dollars and the proceeds go to NTBA and SnowFest.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 The Chamber of Commerce Advisory Committee accepted the agenda by acclamation.

4.0 APPROVAL OF THE MEETING MINUTES

M/S/C (Young/Hoch) (8-0-0) to approve the Membership Advisory Committee minutes of January 11, 2012.

5.0 CEO UPDATE

- 5.1 Sandy Evans Hall, CEO with the NLT Chamber/CVB/Resort Assn., and Cindy Gustafson, District General Manager of the TCPUD, conducted a coffee talk meeting to discuss the purchase of the Tahoe City golf course with the community.
- 5.2 There will be a measure on the June's ballot for renewal of the 2% TOT tax. Currently, there is a committee to talk about educational outreach. The committee is setting up the speaking tours and would be delighted to speak to any organization.

6.0 INTRODUCTION OF NEW COMMITTEE MEMBER- ELI COVELL

- 6.1 The introduction of Eli Covell has been postponed due to him being unable to attend the meeting.
- 6.2 John Cruz, from Green Envy, is a new committee member that will start in March. Mya Taylor, from Sandbox, is also a new committee member and will start in April. There is still a vacancy for a retail committee member.

7.0 NORTH TAHOE BUSINESS ASSOCIATION 2010-11 GRANT ROI PRESENTATION AND NORTH TAHOE BUSINESS ASSOCIATION 2010/11 GRANT PRESENTATION- JOY DOYLE (MOTION)

- 7.1 Joy Doyle, North Tahoe Business Association, thanked the NLT Chamber/CVB/Resort Assn. and Placer County for funding the NTBA grant. There were some discrepancies in the request with the ROI.
- 7.2 The overriding goal with the NTBA's advertising and marketing efforts is to increase awareness of the district especially in non-summer months. All efforts are in-market and they also focus on residents to attend the events. The NTBA aims to differentiate their district and create some unique selling propositions. Two key messages they are considering promoting are the night life on the North Shore and its family affordable dining.
- 7.3 Social media will be used more heavily this year and the new Facebook page called "Tahoe Bay to Bay" is now up and running.
- 7.4 NTBA will continue to use print advertising and magazine ads, but have transitioned into a new ad type with more pictures.
- 7.5 Kym Fabel asked Joy to change the requested amount on the ROI to reflect the same amount as the grant amount before she submits it.

MOTION: (Ross/Williams) (8-0-0) Vote to approve grant request once the ROI and the grant amount are the same.

8.0 WEST SHORE BUSINESS ASSOCIATION 2010/11 GRANT ROI PRESENTATION AND WEST SHORE BUSINESS ASSOCIATION 2011/12- ROB WESTIN (MOTION)

- 8.1 Rob Westin, West Shore Business Association, thanked Kym Fabel and the NLT Chamber/CVB/Resort Assn. for the opportunity of the grant. Rob discussed the mix of volunteer members and businesses that are participating in the WSBA, and of the major events they support each year.
- 8.2 Rob went through some of the advertising and marketing expenses in the ROI such as posters, media, guides, and advertising in the weekly.
- 8.3 Since last June when they received the grant, they have not been able to spend all of the funding. The difference in the ROI of \$5,000 because of some non-allowable items. Out of the \$10,000 given only \$5,000 has been used. When the WSBA meets next they plan to decide how to allocate the rest of the funds towards projects. Sandy Evans Hall explained that the money does not need to be returned, because it had been previously allocated. The Committee would allow the WSBA to allocate the funds to ongoing projects.

MOTION: (Ross/Gelbman) (8-0-0) Vote to approve the 2012/11 grant request from the West Shore Business Association for \$10,000 pending an updated Grant Request.

9.0 DISCUSSION: POLLING OUR BUSINESS COMMUNITY

- 9.1 The Biz Bytes Tuesday newsletter is polling the business community.
 - Caroline Ross suggested we poll the difference from 2009 to 2010 in holiday sales.
 - Steve Hoch disagrees with the polls being published with less than 100 votes.
 - Deanna Frumentti mentioned the fact that the polling questions are a new feature of biz bytes, and have only polled the e-newsletter for about a month. In that time, the responses have been doubling from question to question. The hot button issues seem to have more responses.
 - Valli Murnane recommended using a raffle to get more people to participate in the poll.
 - Steven Hoch suggested asking a question about the highway 89 realignment.
 - Pettit Gilwee proposed that we use the poll to gauge the interest in renewing the TOT tax.

10.0 MEMBERSHIP PROGRAM AND PROJECT UPDATES- KYM FABEL

- 10.1 Kym Fabel discussed upcoming membership activities:
 - February 14th -Manager as Coaches class.

- February 10th –Reservations are due for the Community Awards Dinner.

11.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

11.1 Kay Williams would like the NLTRA Chamber/CVB/Resort Assn. to create a winter music guide to promote the North Lake Tahoe nightlife.

ACTION: The NLTRA will create and distribute an entertainment calendar.

11.2 The Sierra Sun / Bonanza are promoting a contest for Teacher of the Year 2011, and are looking for nominations. The Nominations deadline will be March 1, 2012.

12.0 STANDING REPORTS

12.1 The following reports are in the committee packet and posted on NLTRA.org: Monthly Business Plan Implementation Report

13.0 ADJOURNMENT

13.0 The Membership Advisory Committee meeting adjourned at 11:03 am.

Submitted By:

Deanna Frumentti

Executive Assistant

NLT Chamber/CVB/Resort Association



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe's #1 Resource for Business & Community Information

Event and Education Schedule

March

- 13** ChamberEd Seminar: Time Management
9am – noon, Cedar House Sport Hotel,
- 20** ChamberEd Seminar: Business Series
Business Plan Guidelines 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center & Plumas Bank

April

- 10** ChamberEducation Seminar: Business Series
Marketing Research 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 24** ChamberEducation Seminar: Business Series
Financial Projections 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 30** ChamberEducation Seminar: Disabled Access
6-8pm, TDPUD Board Room

May

- 3** Mixer: US Bank, Tahoe City
5 – 7pm
- 8** ChamberEducation Seminar: Business Series
Business Plan Components 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank



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NORTHEASTERN
CALIFORNIA
SBDC
SMALL BUSINESS DEVELOPMENT CENTER
GREATER SACRAMENTO / SIERRA



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"Local people serving local needs"

NORTH TAHOE BUSINESS SERIES WORKSHOPS

Presenting four Business Plan workshops to assist existing and emerging business owners

These business workshops are concise, current, 3-hour interactive sessions.

Brief overview of each workshop

March 20, 2012, 9:00 am-12:00 pm

"Business Plan Guidelines"

- Why write a Business Plan
- Business Plan Usage
- Format, layouts and styles

April 10, 2012, 9:00 am-12:00 pm

"Marketing Research"

- Overview of "4-P's of Marketing
- Demographic & Psychographic Data
- Industry Trends

April 24, 2012, 9:00 am-12:00 pm

"Financial Projections"

- Determine your start-up or expansion costs
- Building your financial projects
- Cash flow analysis

May 8, 2012, 9:00 am-12:00 pm

"Business Plan Components"

- How is the Business Plan coming together?
- Discuss legal structure
- Discuss business operations and Management

LOCATION:

Tahoe City Public Utility District Board Room
221 Fairway Drive ,Tahoe City, CA 96145

REGISTRATION

FEES:

North Lake Tahoe Chamber of Commerce Members:	No Charge
Business Association Members:	\$25 per class
General Public:	\$50 per class

Part of the fee includes a Business Plan template and spreadsheet. Participants qualify for one on one consulting with a Northeastern CA Small Business Development Center consultant.

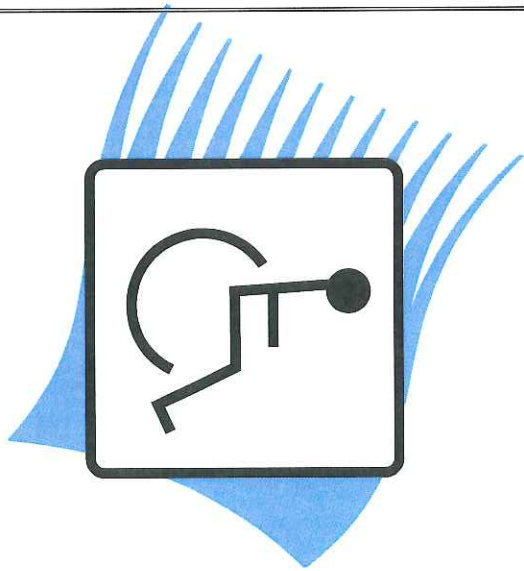
Senator Ted Gaines & Supervisor Jennifer Montgomery
along with the Truckee-Donner and North Lake Tahoe
Chambers of Commerce invite you to join them for an...

ADA Compliance Workshop

The purpose of this workshop is to educate businesses
about state and federal ADA laws and present guidelines
to avoid lawsuits for non-compliance.

WHEN: Monday, April 30, 2012
6:00 – 8:00 p.m.

WHERE: Truckee Donner Public Utility District
(Board Chambers)
11570 Donner Pass Road
Truckee, CA 96161



Panelists:
David Peters
CEO and General Counsel,
Lawyers Against Lawsuit Abuse, APC

Julie Griffiths
California Citizens Against Lawsuit Abuse

For more information, call (916) 783-8232

Music and Events Consolidated Calendar
May – October 2012

TCDA, WSA, SVBA, NTBA, Northstar, ICBA, NLTRA, Truckee

May 2012

May 17th - Tahoe City Farmer's Market
May 24th - Tahoe City Farmer's Market
May 26-28 Opening Day at The Lake
May 31st - Tahoe City Farmer's Market

June 2012

June 2nd - Crystal Bay, KB, TV & Carnelian Bay, Community Clean Up Day
June 3rd - Tahoe City Clean Up Day
June 7th - Tahoe City Farmer's Market
June 14th - Tahoe City Farmer's Market
June 15- 23 - Big Blue Adventure Sports Week
June 15th - Bridgetender Fireworks Street Dance time TBA
June 17th - Concerts at Commons Beach
June 17th - Free Floating Fathers Day Concert Mumbo Gumbo on Tahoe Gal
5:30-7:30PM.
June 20th - Truckee Concerts
June 21st - Tahoe City Farmer's Market
June 21- 24 Heart and Solstice Festival
June 21st - Mark Twain Tahoe Mystery Public Festivity 6:30-8:30 pm
Gatekeepers Museum
June 21st - Classic Car Stroll, downtown Tahoe City
June 21st - Truckee Thursdays
June 23rd - Tahoe City Wine Walk
June 23 - Western States 100 Race, 6:00am
June 23rd - Aaron Wilson Comedy Show 8pm Lakeside Pizza
June 24th - Concerts at Commons Beach "Opening Day" 2PM
June 24th - Concerts at Commons Beach
June 26th - Mixer and Kick off to Tuesdays Bluesdays (5-7pm)
June 27th - Truckee Concerts
June 27th - Summer Movies on Common's Beach
June 28th - Tahoe City Farmer's Market
June 28st - Truckee Thursdays
June 30th - Squaw Valley Fine Arts and Crafts Festival (11-5pm)
June 30th - Kings Beach, Beth Weber Arts & Crafts Show

July 2012

July 1st - Kings Beach, Beth Weber Arts & Crafts Show
July 1st - Squaw Valley Fine Arts and Crafts Festival (2nd day) (11-5pm)

July 1st – Concerts at Commons Beach
 July 2nd - Kings Beach, Beth Weber Arts & Crafts Show
 July 3rd - Kings Beach, Beth Weber Arts & Crafts Show
 July 3rd - Bluesdays at Squaw with Chris Cain, 6:00pm-8:30pm
 July 3rd - Kings Beach, Fireworks Celebration & Deck Party
 July 4th – Tahoe City Fireworks
 July 5th - Free Outdoor Summer Movie ,Kung Fu Panda, 8:30pm-10:00pm
 July 5th – Tahoe City Farmer’s Market
 July 5th – Truckee Thursdays

 July 6th - Squaw Valley KT Concert Series, 6:00pm – 8:30pm
 July 6th - Kings Beach, Music on the Beach, Blues Monsters (tentative)
 July 7-8 - Kings Beach, Fine Arts & Crafts on the Shore
 July 7th - Squaw Valley Soaring Kites & Music Festival, 10:00am – 5:00pm
 July 8th – Concerts at Commons Beach
 July 10th - Bluesdays at Squaw, 6:00pm-8:30pm
 July 10th – Farm to Table Dinner
 July 11th – Truckee Concerts
 July 11th – Movie Night on Commons Beach
 July 12th – Tahoe City Farmer’s Market
 July 12th – Truckee Thursdays
 July 12th - Free Outdoor Summer Movie, Puss in Boots, 8:30pm-10:00pm
 July 13th - Kings Beach, Music on the Beach
 July 14th - Jam From the Dam Standup Paddleboard Race (Tahoe Paddle)
 July 14,15 - Squaw Valley Art, Wine & Music Festival, 11:00am-5:00pm
 July 15th – Concerts at Commons Beach
 July 15-16 – Gene Upshaw Golf Tourney
 July 17th – Burton Creek Run
 July 17th - Bluesdays at Squaw, 6:00pm-8:30pm
 July 18th – Truckee Concerts
 July 18th – Movie Night on Commons Beach
 July 19th – Tahoe City Farmer’s Market
 July 19th – Truckee Thursdays
 July 19th - Squaw Valley Free Outdoor Summer Movie, Hugo, 8:30-10:00pm
 July 20th - Kings Beach, Music on the Beach
 July 20-22nd-Kings Beach, Beth Weber Arts & Crafts Show
 July 21,22 - Squaw Valley Wild West Weekend, 10:00am - 5:00p
 July 21-22 – Northstar – Leadville Qualifier
 July 22nd – Concerts at Commons Beach
 July 24th- Bluesdays at Squaw, 6:00pm-8:30pm
 July 25th – Truckee Concerts
 July 25th – Movie Night on Commons Beach
 July 26th – Tahoe City Farmer’s Market
 July 26th – Truckee Thursdays

July 26th - Free Outdoor Summer Movie: The Muppets, 8:30-10:00pm
July 26-29 Squaw Valley Wanderlust Festival, 7am – 2am
July 27th - Kings Beach, Music on the Beach
July 26-29 - Kings Beach, Beth Weber Arts & Crafts Show
July 28th – Living History Day
July 29th – Concerts at Commons Beach
July 31 - Bluesdays at Squaw, 6:00pm-8:30pm

August 2012

August 1st – Truckee Concerts
August 1st – Movie Night on Commons Beach
August 2nd – Tahoe City Farmer's market
August 2nd– Truckee Thursdays
August 2nd- Free Outdoor Summer Movie: The Adventures of Tintin, 8:30pm-10:00pm
August 3rd - Kings Beach, Music on the Beach
August 3-5 – Pro GRT, Northstar
August 3rd - Squaw Valley KT Concert Series, 6:00pm – 8:30pm
August 4th - 32nd Annual Squaw Valley Mountain Run, 9:00am - 3:00pm
August 5th – Concerts at Common's Beach
August 7th- Bluesdays at Squaw, 6:00pm-8:30pm
August 8st – Truckee Concerts
August 8th – Movie Night on Commons Beach
August 9th – Tahoe City Farmer's Market
August 9nd– Truckee Thursdays
August 9th Free Outdoor Summer Movie: Captain America: The First Avenger, 8:30pm-10:00pm
August 10th - Kings Beach, Music on the Beach
August 10-12 - Kings Beach, Beth Weber Arts & Crafts Show
August 10-11 - Carnelian Bay, Concourse d'Elegance Wooden Boat Show
August 11-12 - Kings Beach, Ta-hoe Nalu Paddleboard Festival
August 11-12 - Squaw Valley Brews, Jazz & Funk Fest, 2:00pm-8:00pm
August 12th – Concerts at Common's Beach
August 14th -Bluesdays at Squaw, 6:00pm-8:30pm
August 15th – Truckee Concerts
August 15th – Movie Night on Commons Beach
August 16th – Tahoe City farmer's Market
August 16th– Truckee Thursdays
August 16th - Free Outdoor Summer Movie: Happy Feet Two, 8:30-10:00pm
August 17th - Kings Beach, Music on the Beach, Zanzibar (tentative)
August 17-19 - Kings Beach, Beth Weber Arts & Crafts Show
August 17-19 Pacific Fine Arts Festival- Boatworks Mall
August 18-19 – Lake Tahoe Triathlon
August 19th – Concerts at Common's Beach

August 21st - Bluesdays at Squaw, 6:00pm-8:30pm
August 22nd – Truckee Concerts
August 22nd – Movie Night on Commons Beach
August 23rd – Tahoe City Farmer's Market
August 23rd– Truckee Thursdays
August 23 - Free Outdoor Summer Movie: Transformers: Dark of the Moon, 8:30pm-10:00pm
August 24th - Kings Beach, Music on the Beach / North Tahoe Jazz Week
August 24-26 – Pacific Fine Arts Festival
August 25-26 - Squaw Valley Peaks & Paws, 2:00pm-8:00pm
August 26th – Concerts at Commons Beach
August 26th – Big Blue Trail Run
August 28th - Bluesdays at Squaw, 6:00pm-8:30pm
August 29th – Truckee Concerts
August 29th – Movie Night on Commons Beach
August 30th – Tahoe City Farmers Market
August 30th - Free Outdoor Summer Movie: Ferris Bueller's Day Off, 8:30-10:00pm
August 20 – 30 – Jazz at Ehrman Mansion
August 31st - Kings Beach, Music on the Beach

September 2012

September 1-3 - Kings Beach, Beth Weber Arts & Crafts Show
September 1-3 – Labor Day Weekend – Town Wide Sidewalk Sale
September 2nd – Squaw Valley, 24th Annual Alpen Wine Fest, 2:00pm-5:00pm
September 2nd – Concerts at Commons Beach
September 6th – Farmer's Market
September 6-9th – Lake Tahoe Flow Arts, Kings Beach
September 7th - Squaw Valley KT Concert Series, 6:00pm – 8:30pm
September 8-10 – Autumn Food & Wine
September 13th – Tahoe City Farmer's Market
September 14th - Guitar Strings vs Chicken Wings, 5:00pm to 10:00pm
September 15th – Big Blue Adventure Race
September 15th – Royal Gorge Round Up
September 16th - Fall Classic Standup Paddleboard Race (Tahoe Paddle)
September 20th – Tahoe City Farmer's Market
September 21 – 23 Squaw Valley Fat Tire Festival, Biking Event
September 22nd - Squaw Valley Tahoe Sierra Century, All Day, Biking Event
September 23rd – Emerald Bay Trail Run
September 22-23^h – Tough Mudder (?)
September 27th – Tahoe City Farmer's Market
September 29th -Squaw Valley Oktoberfest, 2:00pm-6:00pm

October 2012

October 1-31 – Scarecrows on Parade

October 4th – Tahoe City Farmer's Market

October 4th -Kings Beach, Passport to Dining, food and wine event

October 6-20 – 8th Annual Tahoe City Harvest Festival

October 11th – Tahoe City Farmer's Market

October 13-14th - Tahoe Vista, Disk Golf Tournament

October 18th – Tahoe City Farmer's Market

November 2012

November 23rd – January 1 Shop Local Program

***Note:** Movie Night on Commons Beach Wednesdays July and August still being confirmed.

2012 MEDIA KIT >>

NEW THE OFFICIAL North Lake Tahoe Visitors' Guide

Co-Published by North Lake Tahoe Chamber/CVB/Resort Association
and *Tahoe Quarterly* magazine

The proven quality of *Tahoe Traveler* and
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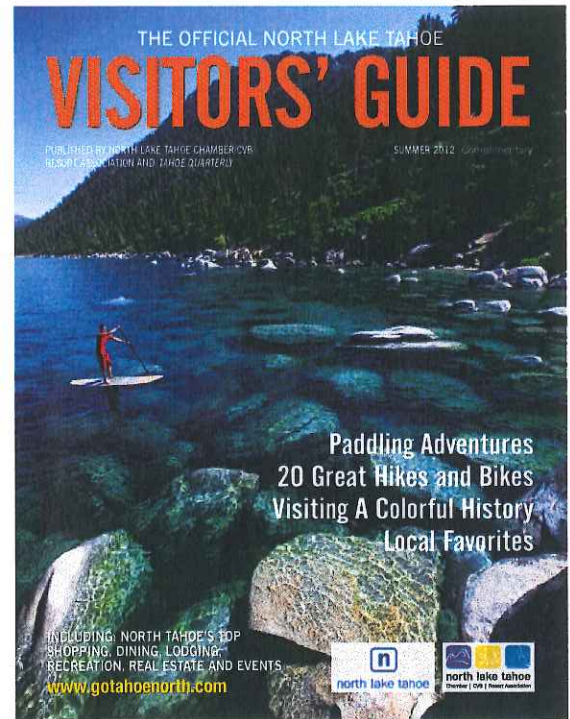
(which this official guide replaces)

High Traffic locations at Reno/Tahoe airport

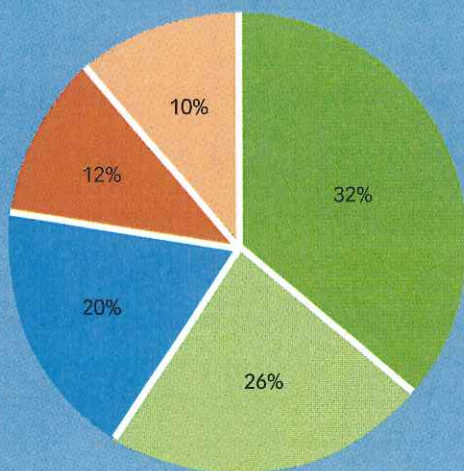
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Prominent link on NLTRA website

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20% Reno Airport

12% Other Reno Hotels/Racks

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advertising rates

SINGLE ISSUE RATES

	Non-Members	Business Assoc.	Chamber
Full page	\$1775	\$1695	\$1600
1/2 page	\$1095	\$985	\$875
1/4 page	\$655	\$575	\$545
1/8 page	\$435	\$355	\$325

TWO-ISSUE / PRE-PAYMENT RATES

	Non-Members	Business Assoc.	Chamber
Full page	\$1625	\$1540	\$1460
1/2 page	\$995	\$895	\$795
1/4 page	\$595	\$525	\$495
1/8 page	\$395	\$325	\$295

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1/4	3.354 inches	4.604 inches
1/2	6.875 inches	4.604 inches
Full page TRIM SIZE	8.375 inches	10.875 inches
Full page BLEED*	8.625 inches	11.125 inches

- Submissions can be sent digitally via email our FTP site (information below).
- Ads as print-ready pdfs or source docs from InDesign CS, Photoshop CS, Illustrator CS
- All ads and images must be CMYK and at least 300 DPI resolution to ensure print accuracy.
- WE DO NOT ACCEPT: Ads built in Quark, Pagemaker, Freehand, Microsoft Word or IBM-formatted files.
- THE ACCURACY OF ALL ADS SUPPLIED ON DISK ARE THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY.

deadlines

SUMMER 2012

Ad Space: April 27
Ad Material: May 4
In Distribution: June–October

WINTER 2012/2013

Ad Space: September 28
Ad Material: October 5
In Distribution: November–May

to reserve space

Call Chaco at (530) 582-9800 x14
or chaco@tahoequarterly.com

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Truckee, CA 96161

E-MAIL YOUR AD TO:

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Please call (530) 582-9800 if you have any questions about ad submission.

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Winter 2011/2012

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