

THE
WEEKLY
 — NORTH TAHOE / SQUAW VALLEY / TRUCKEE —

ADVERTISING RATES

PUBLISHING THURSDAYS: WEEKLY JUNE-SEPTEMBER, EVERY OTHER WEEK OCTOBER-MAY

ADVERTISING RATES

Net cost per issue

| AD SIZE | 1-3 RUN(S) | 4 + RUN(S) |
|------------|------------|------------|
| 1/3 column | \$150 | \$100 |
| 1/2 column | \$200 | \$140 |
| 1 column | \$400 | \$300 |
| 1/8 page | \$200 | \$140 |
| 1/4 page | \$345 | \$260 |
| 1/2 page | \$570 | \$475 |
| Full page | \$1,110 | \$890 |

Full Color Rate (added to space cost) \$120
 (copy may change each issue at no additional cost)

**Deadline to reserve ad space is
 Thursday before each issue at 3 p.m.**

**Deadline for copy is
 Friday before each issue at 12 p.m.**

Dining Guide \$75
Dining Guide \$35 (in conjunction with display ad)

AD SIZES

1/3 COLUMN 2.3"W X 4.45"H

-Available in black & white only

1/2 COLUMN 2.3"W X 6.7"H

-Available in black & white only

1 COLUMN 2.3"W X 13.5"H

-Available in black & white only

1/8 HORIZONTAL 4.72"W X 3.25"H

1/8 VERTICAL 3.1"W X 4.45"H

-Available in black & white only

Dining section only

1/4 VERTICAL 4.72"W X 6.7"H

1/2 HORIZONTAL 9.5"W X 6.7"H

1/2 VERTICAL 4.72"W X 13.5"H

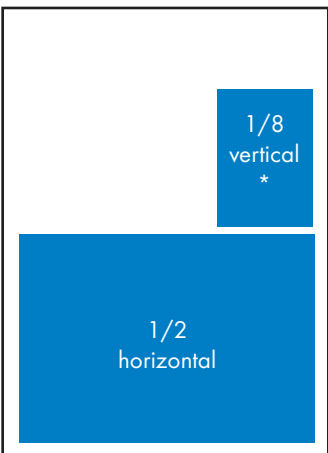
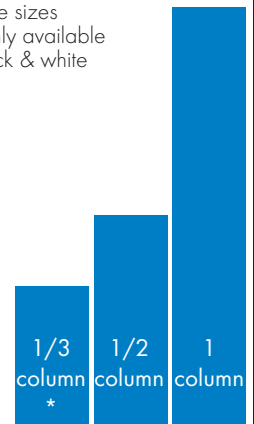
FULL PAGE

IMAGE 9.5"W X 13.5"H

BLEED 11.5"W X 15.5"H

ACTUAL PAGE SIZE 10.5"W X 14.5"H

*These sizes are only available in black & white



HOLIDAY COST PER ISSUE

| AD SIZE | 1-3 RUN(S) | 4 + RUN(S) |
|------------|------------|------------|
| 1/3 column | \$175 | \$125 |
| 1/2 column | \$225 | \$180 |
| 1 column | \$500 | \$400 |
| 1/8 page | \$225 | \$180 |
| 1/4 page | \$435 | \$348 |
| 1/2 page | \$825 | \$660 |
| Full page | \$1,500 | \$1,200 |

TECHNICAL REQUIREMENTS

We use InDesign CS3 for all of our ad building as well as Adobe Photoshop CS3 and Illustrator CS3. If you furnish a finished ad, please send it as a PDF file. Also include all fonts and image files contained within the ad. To insure accuracy, save all art as CMYK (no spot colors), grayscale and/or minimum of 300 dpi as appropriate.

