

THE

WEEKLY

NORTH TAHOE / SQUAW VALLEY / TRUCKEE



Photo: Tom Zikas, www.tomzikas.com

Capturing the spirit of Tahoe & Truckee since 1982.

WEEKLY

About Us

The Weekly debuted on Feb. 18, 1982, as the "North Tahoe Week" and featured a photograph by Vance Fox of a skier cliff jumping near the horse trails in Squaw Valley. While the cutting-edge 80s garb the skier donned is old-hat, the photo of a cliff jump has set the standard for The Weekly.

From the start, our goal has been to capture the spirit of Tahoe and Truckee in each issue that appeals to the things that make Tahoe one of the top destination resorts – the boundless recreational opportunities, local events and festivals, entertainment, dining, the arts and lots of information our readers need to have fun. We've continued that tradition for nearly three decades, and strive to make each issue better.

Weekly Readers are:

- 52.8% are between 35 and 54 years of age
- 26.4% between 35 and 44, and 26.4% between 45 and 54
- 67.9% have a household income greater than \$100,000
- 60% are visitors
- 40% are locals
- 70% are homeowners

Weekly Readers enjoy:

- 81.1% hiking
- 73.0% attending concerts and festivals
- 54.1% shopping
- 47.3% kayaking or canoeing
- 44.8% skiing or snowboarding
- 44.6% eating out 1-3 times per week
- 41.9% boating
- 40.5% mountain biking
- 32.4% fishing
- 26.4% cross-country skiing

Lake Tahoe is:

- No. 1 ski destination in U.S., Orbitz Insider Index, 2008-2010
- No. 1 vacation spot in U.S., TripAdvisor.Com, 2008 & 2010
- No. 10 vacation spot in the world, TripAdvisor.com, 2008
- Received the 1st Choice Destination Award from TripAdvisor.com, 2008
- Truckee one of America's Best Summer Lake Towns, Budget Travel, 2010
- 2009-10 ski season 2nd busiest on record

Tahoe-Truckee region is home to:

- Lake Tahoe – the second deepest lake in the U.S. & 11th deepest in the world
- The largest concentrations of ski resorts in North America
- 15 Downhill Ski Areas
- 15 Cross-Country Ski Areas
- 55,930+ skiable acres
- 600+ inches of snow each year
- Largest cross-country resort in North America – Royal Gorge
- The only permanent Biathlon course in North America at Northstar
- The most extensive lift-served Mountain Bike Park in the U.S. at Northstar



"The Weekly reaches just the right mix of locals and visitors for my costume and party business, Dress the Part(y). It has reliable information and everyone counts on it to have the latest info on entertainment. Plus, all of the history they dig up is fascinating."

*Linda Offerdahl
Dress the Party(y)*





Readership & Circulation

Every issue of The Weekly reaches 26,190 readers.

The Weekly is published every Thursday from Memorial Day through September and every other Thursday from October to May, with some special holiday issues.

Circulation

Year-round average: 11,202

June-September: 11,059 every week

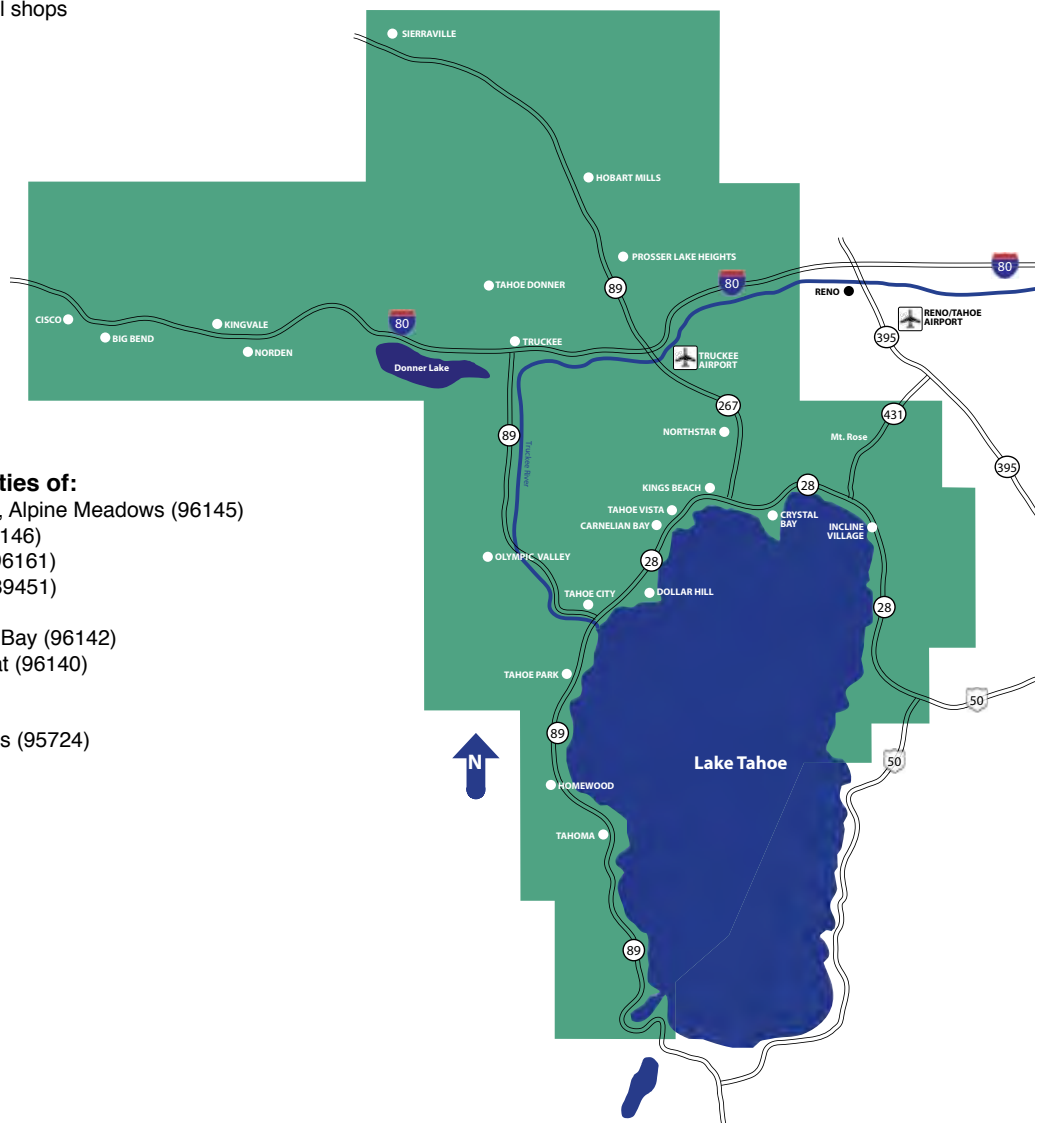
October-May: 11,345 every two weeks

Distribution (free since our founding):

- Major resort properties – Hyatt Regency, Ritz-Carlton, Resort at Squaw Creek, Tahoe Mountain Resort Properties, Village at Squaw Valley
- Lodging properties from the West to East shores, Truckee, Squaw & Northstar
- Visitors' centers in North Lake Tahoe, Truckee & Incline Village
- Grocery stores, retail outlets, rental shops
- Restaurants
- Reno locations

The Weekly serves the communities of:

- Tahoe City, Tahoe Park, Dollar Point, Alpine Meadows (96145)
- Olympic Valley, Alpine Meadows (96146)
- Truckee, Northstar, Tahoe Donner (96161)
- Crystal Bay & Incline Village, Nev. (89451)
- Homewood (96141)
- Tahoma, Meeks Meadows, Rubicon Bay (96142)
- Carnelian Bay, Agate Bay, Cedar Flat (96140)
- Tahoe Vista (96148)
- Kings Beach, Brockway (96143)
- Norden, Soda Springs, Serena Lakes (95724)



WEEKLY



Advertising Rates

Prices reflect cost per issue.
 Design of your ad by our graphics department is included in your cost.
 Issues run weekly Memorial Day-September and every two weeks October-May.

	1-3 Runs		4+ Runs		HOLIDAY 1-3 Runs		HOLIDAY 4+ Runs	
	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR
1/3 column	150	-	100	-	175	-	125	-
1/2 column	200	-	140	-	225	-	180	-
1 column	400	-	300	-	500	-	400	-
1/8 page	200	320	140	260	225	345	180	300
1/4 page	345	465	260	380	435	555	348	468
1/2 page	570	690	475	595	825	945	660	780
Full page	1,110	1,230	890	1,010	1,500	1,620	1,200	1,320

"The Weekly has been our most effective form of local advertising for the past five years. We find for every dollar we spend we make back at least two. If you are going to advertise one place on the North Shore or Truckee, you should strongly consider The Weekly!"

*Jim McAlpine
 President, SnowBomb*

Dining Guide description \$75
 Dining Guide description with display ad \$35

Web Advertising Rates

\$50 per month.
 All online advertising is in color.

Ask about our discounts for members of these organizations:



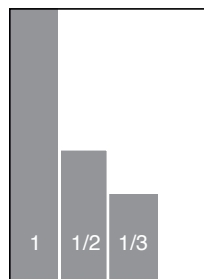


Ad Specifications

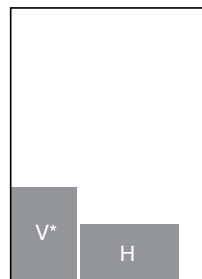
1/3 Column*
2.3"W X 4.45"H

1/2 Column*
2.3"W X 6.7"H

1 Column*
2.3"W X 13.5"H



Column Sizes*



1/8 Sizes

1/8 Page Vertical*
3.1"W X 4.45"H
-Dining section only

1/8 Page Horizontal
4.72"W X 3.25"H

1/4 Page
4.72"W X 6.7"H

1/2 Page Horizontal
9.5"W X 6.7"H

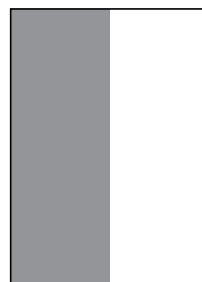
1/2 Page Vertical
4.72"W X 13.5"H

Full page
Image: 9.5"W X 13.5"H
Trim: 10.5"W X 14.5"H
Bleed: 11.5"W X 15.5"H

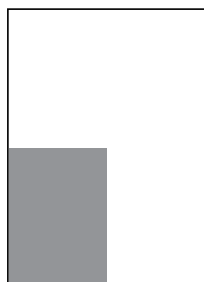
*Only available in black and white.



1/2 Horizontal



1/2 Vertical



1/4 Page



Full Page Bleed

"The Weekly has been extremely helpful for the TNT-TMA's Public Outreach Programs to provide Seasonal Bus Service information to our community! We feel The Weekly is a great resource for our visitors and locals ... great information, updates on services and deals around the area. Before I lived here permanently, the first resource I sought was The Weekly to find out what was happening. The Weekly takes good care of this community. Thanks to a great team at The Weekly."

Jan Colyer
Executive Director
Truckee-North Tahoe Transportation
Management Association

Artwork Requirements

We use Adobe Creative Suite 3: InDesign, Photoshop & Illustrator.
We will not accept artwork created in Publisher, PowerPoint, Microsoft Word or other applications.

We only accept ads in the following formats:

PDF
EPS
JPG

- Ad resolution should be between 200 and 300 dpi.
- Be sure all art is saved in CMYK with no spot colors.
- Any CS3 files will require all components to be sent, as well.
(fonts: both printer and screen, images, etc.)
- If your ad is built in a later CS version save down to CS3 or convert to PDF, JPG or EPS file types.

Files are to be sent via e-mail to graphics@tahoethisweek.com
Large files can be sent on disk or via FTP at www.yousendit.com:
Username: graphics@tahoethisweek.com
Password: password

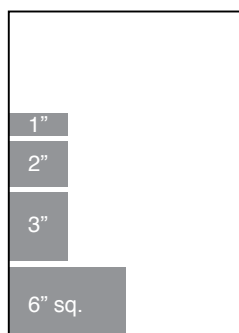
WEEKLY



Health & Body Works Ad Specifications & Rates

Prices reflect cost per issue.
 Design of your ad by our graphics department is included in your cost.
 All ads available only in black and white.
 Ads are sized 2.3"W x column inch purchased.

1 column"	\$20
2 column"	\$30
3 column"	\$40
6" square	\$70



"The content of The Weekly is a tremendous guide for visitors in the area, and a great tool to help direct them to our business."

*Linda Johns
 Banquet Manager/Marketing Coordinator
 River Ranch Lodge & Restaurant*

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Password: password



2012 Deadlines

Publication Date	Theme**	Editorial 5 p.m.	Ad Space 3 p.m.	Classified Noon	Ad Copy Noon
Jan. 12*	MLK/Skiing	Jan. 3	Jan. 5	Jan. 5	Jan. 6
Jan. 26	Telemark Fest/Banzai Tour	Jan. 17	Jan. 19	Jan. 19	Jan. 20
Feb. 9	30th Anniversary issue	Jan. 31	Feb. 2	Feb. 2	Feb. 3
Feb. 16*	President's Day/Heliskiing	Feb. 7	Feb. 9	Feb. 9	Feb. 10
March 1	SnowFest!/Sidecountry	Feb. 21	Feb. 23	Feb. 23	Feb. 24
March 15	Snowmobiling	March 6	March 7	March 8	March 8
March 29	Spring skiing/Easter	March 20	March 22	March 22	March 23
April 12	Earth Day/Back country skiing	April 3	April 5	April 5	April 6
April 26	Mind, Body & Soul issue	April 17	April 19	April 19	April 20
May 10	Golf Preview	May 1	May 3	May 3	May 4
May 24*	Memorial Day/Summer Preview	May 15	May 17	May 17	May 18
June 7	Wildflowers	May 29	May 31	May 31	June 1
June 14	Heart & Solstice Festival	June 5	June 7	June 7	June 8
June 21	Whitewater rafting/Golf Expo	June 12	June 14	June 14	June 15
June 28*	4th of July/Sailing	June 19	June 21	June 21	June 22
July 5	ARTour/Lake Tahoe Music Festival	June 26	June 28	June 28	June 29
July 12	Shakespeare Festival	July 3	July 5	July 5	July 6
July 19	Truckee Rodeo	July 10	July 12	July 12	July 13
July 26	Wanderlust Festival/Squaw	July 17	July 19	July 19	July 20
Aug. 2	Mountain biking	July 24	July 26	July 26	July 27
Aug. 9	Concours d'Elegance	July 31	Aug. 2	Aug. 2	Aug. 3
Aug. 16	Paddleboarding	Aug. 7	Aug. 9	Aug. 9	Aug. 10
Aug. 23	Tahoe Rim Trail	Aug. 14	Aug. 16	Aug. 16	Aug. 17
Aug. 30*	Labor Day	Aug. 21	Aug. 23	Aug. 23	Aug. 24
Sept. 6	Autumn Food & Wine	Aug. 28	Aug. 30	Aug. 30	Aug. 31
Sept. 13	Trails & Vistas	Sept. 4	Sept. 6	Sept. 6	Sept. 7
Sept. 20	Hiking	Sept. 11	Sept. 13	Sept. 13	Sept. 14
Sept. 27	Wine Walk/Tahoe Marathon	Sept. 18	Sept. 20	Sept. 20	Sept. 21
Oct. 11	Harvest Festival/Fall Color	Oct. 2	Oct. 4	Oct. 4	Oct. 5
Oct. 25	Chocolate Festival	Oct. 16	Oct. 18	Oct. 18	Oct. 19
Nov. 15*	Thanksgiving/Winter Preview	Nov. 6	Nov. 8	Nov. 8	Nov. 9
Dec. 6	Holiday Shopping Guide	Nov. 27	Nov. 29	Nov. 29	Nov. 30
Dec. 20*	Christmas	Dec. 11	Dec. 13	Dec. 13	Dec. 14
Dec. 27*	New Year's Eve	Dec. 17	Dec. 19	Dec. 19	Dec. 20

* Issues subject to Holiday advertising rates

**Themes are subject to change

"The Weekly magazine is the Tahoe City Marina's most effective advertising, reaching both visitors and locals alike. The beautiful and dynamic covers are great at grabbing the reader's attention and the content is well written and informative. Plus, the entire staff is a dedicated, hard working group that really cares about the quality of every issue. We are proud to be a part of this well-loved publication."

Michelle T. Allen
Tahoe City Marina



Specialty Publications

The Weekly produces a number of specialty publications to serve our readers' and clients' needs. We can tailor publications to meet clients' needs from publications distributed in an edition of The Weekly to stand-alone products produced to client specifications.

Custom Publications

The Weekly offers a full-service design, sales and editorial team that can meet your every publication need. Our clients' needs are as individual as their businesses, and The Weekly approaches every project with that individual need in mind.

The Weekly's team can design a custom product for your needs from full-color, glossy inserts to event programs to collateral pieces.

Menu & More

The dining magazine Menu & More features a full-color, glossy format that covers dining from Truckee to South Lake Tahoe to Reno and Sparks. Filled with information about local restaurants, chefs and dining events, each issue provides the information visitors need to make their stay more enjoyable.

Features include a Chef's Profile, Dining Features, Restaurant Showcases, a Chef's Recipe, Wine and more in an easy-to-use format with the region's most comprehensive listing of restaurants.

Holiday Shopping & Dining Guide

The Weekly produces the annual Holiday Shopping & Dining Guide in December highlighting the many unique local businesses in the Tahoe-Truckee region. From retailers and ski shops, boutiques and art galleries, home furnishings and restaurants, and everything in between, the Holiday Shopping & Dining Guide offers unique gifts and dining options during the holiday season. This special edition covers Truckee, Tahoe City, the West Shore, Incline Village, Northstar, Olympic Valley, Kings Beach, Tahoe Vista and Crystal Bay.



"The Weekly is a valuable channel to get Squaw's message to both locals and visitors. We have proven results on the efficiency of our ads in the publication and appreciate working with their team."

Christine Horvath
Director of Marketing
Squaw Valley USA



WEEKLY

Our Team



Charlie Good, Publisher

Charlie Good has been the Publisher of The Weekly since 2004. His business background, education and experience has afforded him the ability to adeptly oversee both the back-end and front-end operations of the business. He is involved in the community through various charitable organizations and other fundraising events.

A large part of The Weekly's continued success is a by-product of its focus on maintaining a high quality product with result-driven advertisements and a strong customer-centered approach. Charlie's continued dedication to The Weekly, along with his ambitious expectations for its future, are an integral part of the magazine's success.



Jenna Good, Publisher

Jenna Good, along with her husband Charlie, has been the Publisher of The Weekly since 2004. Jenna's prior experience in business has made her into a polished professional who grew up in a small town and still embodies those strong values and ethics. During her time with The Weekly she has been an integral part of The Weekly sales force along with handling many of the back-end operations, such as billing and collections. Her past experience and dedication to this product is evident through her passion in what she does.



Katherine E. Hill, Associate Publisher & Editor

After receiving a master's degree from Old Dominion University in Virginia, Katherine decided to head west in search of new adventures. One look at Lake Tahoe and she knew this was the place for her, and shortly thereafter became the Editor at The Weekly in 2001. The call of a daily newspaper drew her away from Tahoe for four years, but the lake's siren call was stronger and she returned in July 2007 to The Weekly as Associate Publisher & Editor.



Alyssa Ganong, Art Director

Alyssa has more than 15 of graphic design experience, with a degree from Rhode Island School of Design. Her work experience includes nine years in Colorado Tourism, where she lived for 15 years. She loves spending time outdoors and tries to bring creativity into everything she does, whether it's art, skiing or cooking. Alyssa moved to Lake Tahoe in 2009.



Joy Michiel, Sales, Entertainment & Graphics

Joy and her husband Steve have been North Shore residents since 1990, and she has been a part of The Weekly since 1991. Over the years, she has worn many hats from writer to designer to classifieds to editor, but what has always remained constant is her love for the publication and her commitment to maintaining the high quality standards that were set forth from the beginning.

Joy works hands on with the advertisers to ensure their satisfaction and that their ads get results. Joy says that customer service is key and that she is proud to be part of a staff with such a high work ethic. "To me, The Weekly is more than a magazine, it is a family and our advertisers are an integral part of that," she says.



PUBLISHERS

Charlie & Jenna Good
publisher@tahoethisweek.com, ext. 100

EDITOR/ASSOCIATE PUBLISHER

Katherine E. Hill
editor@tahoethisweek.com, ext. 102

PRODUCTION/ART DIRECTOR

Alyssa Ganong
production@tahoethisweek.com, ext. 106

GRAPHIC ARTIST

Joy Michiel
graphics@tahoethisweek.com, ext. 104

ENTERTAINMENT EDITOR

Joy Michiel
entertainment@tahoethisweek.com, ext. 104

Distribution List

Alpine Meadows

Alpine Meadows Ski Area (Winter)
Crest Café
River Ranch

West Shore

Bank of the West
The Cottages
Firesign Café
Granlibakken
Meeks Bay Resort (Summer)
Obexer's Market
Spoon
Sugar Pine State Park (Summer)
Sunnyside Market
Sunnyside Resort
Tahoe House
Tahoe Maritime Museum
Tahoe Tavern
Tahoma PDQ Market
West Shore Café
West Shore Sports
William Kent Campground (Summer)

Tahoe Vista

Cedar Glen Motel
Franciscan Lakeside Lodge
Holiday House
Mourelatos
Old Range Steak House
Sancho's
Sandy Beach Campground (Summer)
Shore House
Tahoe Sands Resort
Tahoe Vistana Motel

Tahoe City

Boatworks Mall (upper and lower level)
Coldwell Real Estate-Cobblestone
Dam Café
Evergreen-Cobblestone
Fat Cat Café
Gear & Grind Café
Hauserman Rental Group-Cobblestone
Lakeside Pizza
McDonald's
North Shore Hawaiian Grill
North Tahoe Visitor's Center
Peppertree Motel
Porter's-Cobblestone
Rosie's Café
Safeway
Save Mart
Sawtooth Ridge Café
Sports Tahoe (Tahoe Marina Mall)
Squaw Valley Sports
Tahoe City Campground (Summer)
Tahoe City Inn
Tahoe City Marine, Harbor Master Building
Tahoe Luxury Properties
Tahoe Marina Lodge
Tahoe Marina Mall
Travelodge
Wells & Bennett
West Lake Properties

Northstar

Northstar Hotel Lobby
Ritz-Carlton Highlands
Tahoe Mountain Resort Properties
Village-at-Northstar

Dollar Hill

Chinquapin (Summer)

Truckee

7-11 (Brockway Rd.)
76 Station
AAA
Bar of America
Beacon Gas Station
Boreal (Winter)
Chevron
Coachland
Cyclepaths
Dickson Realty
Donner Lake Real Estate-Rental Office
Donner Lake Village
Donner Pass 7-11
Donner Pines Market
El Toro Bravo
Granite Chief
Hampton Inn
Inn at Truckee
Larkspur Hotel
Martis Valley Associates
McCormick Real Estate
Northwoods Clubhouse
Old 40 Kitchen and Grill
Pacific Crest
Porter's
Royal Gorge (Winter)
Safeway
Save Mart
Shell Station
Smokey's
Soda Springs (Winter)
Tahoe Donner XC/Equestrian Center
Tahoe Forest Hospital
Tahoe Mountain Club-Old Greenwood
Totally Board
Train Depot/Chamber of Commerce
Truckee Donner Lodge
Truckee Hotel
Truckee Recreation Center
Wild Cherries Coffee House
Z Marketplace

Carnelian Bay

7-11
CB's Pizza
Gar Woods
Old Post Office
Carnelian Woods Clubhouse (Summer)
Waterman's Landing

Crystal Bay

Brockway Springs
Cal-Neva Resort
Crystal Bay Casino
Crystal Bay Inn
Tahoe Biltmore

Reno

REI

Kings Beach

Char Pit (Summer)
Chevron Station
Crown Motel
Edgelake Resort
Jason's
Java Hut
Kings Beach Mini Golf
Lanza's
Las Panchitas
Log Cabin Café
Noah's Video
North Tahoe Event Center
Northshore Hardware
Red Wolf Motel
Rustic Cottages
Safeway
Spirits of Tahoe
Visitor's Info Booth-N. Tahoe Beach (Summer)

Incline Village

7-11
Austin's Restaurant
Bowl Incline
Club Tahoe
Handi Cleaners
Hyatt Regency
Hyatt Vacation Rentals
Incline at Tahoe Realty
Incline Cinema
Incline Village Visitor's Bureau
IVGID Recreation Center
Lakeshore Realty
Porter's Ski and Sport

Olympic Valley

7-11
Alice's Market
Dave's Ski Shop at Squaw (Winter)
Olympic Village Inn
Red Wolf Lodge
Resort at Squaw Creek
Squaw Valley Lodge
The Village at Squaw
-in breezeway next to Fireside Pizza
-Starbuck's