


LAKE TAHOE news

2010 Advertising Rates & Solutions


recent posts

WARNING FROM DOG OWNER —...




Posted by Kathryn Reed on Sep 7th, 2009
Bohdi Hi there, I was hiking Aug. 19 with five women and four dogs to Margaret Lake. (Margaret Lake is the first trailhead on the right after passing Caples Lake. It's about 1.5 miles in. Nothing too strenuous — a beautiful hike.) Halfway...

LABOR DAY LAKE TAHOE...



Posted by Kathryn Reed on Sep 7th, 2009
Photo by Lisa J. Tolda ... Michael McGovern, 6, left, and his brother Nicky, 5, play ball at Camp Richardson Resort Sunday Sept. 6, 2009 with cousin Stephanie Hinds, 21, of San Diego Labor Day is often about playing and not laboring. Be sure to visit...

KIDNAPPING'S RIPPLE EFFE...



Posted by Kathryn Reed on Sep 7th, 2009
By Kathryn Reed "Carl (Probyn) showed up at my door that morning. He came running up the steps, busting through the door, not even knocking. He was in a flipping state of panic. He said, 'Someone grabbed my daughter'." Soon thereafter...

tahoe facts

"As an "interstate navigable waterway," Lake Tahoe is protected by the U. S. Coast Guard (and is reputed to be the most desirable Coast Guard duty station in the world.)"

another quote »

recent comments

Dee Robertson: I'm thrilled to see that Nevada is moving in the right direc...

ads

US Hotel Search	YOUR Business Here
Massage at Tahoe	KizmeTech What's your web presence?
Advertise Here	Advertise Here
Advertise Here	Advertise Here

125 x 125 box ads are visible on the Home page as well as 99% of the other pages.

728 x 90 large banner ads randomly rotate on 90% of pages.

286 x 50 small banner ads randomly rotate on 90% of pages.

LAKE TAHOE news home about contribute directory donations events gallery

September 7, 2009

Featured Articles Food & Wine Grab Bag Lifestyle News Outdoor & Sports Voices

Where? will you crash?



search only hotels in the US at **US Hotel Search**

THOUSANDS REJOICE IN JAYCEE'S RELEASE FROM CAPTIVITY

Posted by Kathryn Reed in [Featured Articles](#), [News](#) on September 7th, 2009 | no responses

By Kathryn Reed and Susan Wood

The community needed this.

That was the overwhelming sentiment expressed during and after the pink ribbon parade through South Lake Tahoe on Sept. 6

The late morning walk from the county library to South Tahoe Middle School was the reverse route of the 10-year anniversary walk marking Jaycee Lee Dugard's disappearance. Sunday's walk, which brought out more than 2,500 people, was a time to celebrate her Aug. 26 release from captivity.

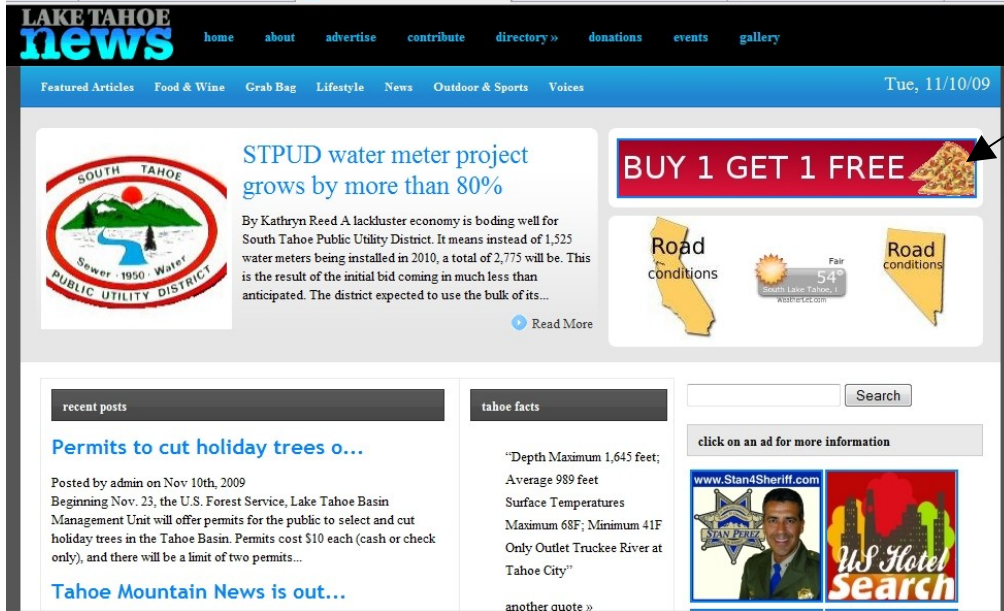
She left her Meyers bus stop June 10, 1991, an innocent 11-year-old. She came back to the world a 29-year-old woman with daughters ages 11 and 15. Her story is one that will reveal itself in the coming months and years as she begins to peel back the layers of abuse that have been inflicted upon her for the last 18 years, and as she and her family add new

ads

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(345 x 83)
Home page ad
is visible 100%
of the time
from the Home
page.

Square box ads (125 x125)

Monthly -- \$400

\$320 – 2009 advertiser

6 months -- \$2,040 (\$340/mo.)

\$1,632 (\$272/mo.) – 2009 advertiser

1 year – \$3,360 (\$280/mo.)

\$2,688 (\$224/mo.) – 2009 advertiser

Large banner ads (728 x90)

Monthly -- \$300

\$240 – 2009 advertiser

6 months -- \$1,530 (\$255/mo.)

\$1,224 (\$204/mo.) – 2009 advertiser

1 year -- \$2,420 (\$210/mo.)

\$2,016 (\$168/mo.) – 2009 advertiser

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Small banner ads (286 x50)

- Monthly -- \$200
\$160 - 2009 advertiser

- 6 months -- \$1,020 (\$170/mo.)
\$816 (\$136/mo.) - 2009 advertiser

- 1 year -- \$1,680 (\$140/mo.)
\$1,344 (\$112/mo.) 2009 advertiser

Home page non-rotating ad (345 x 83)

- \$1,000/month or \$10,000/year
Single advertiser

Directory

- Free listing with purchase of any ad
- Free for charitable groups/service clubs/nonprofits per Publisher's approval
- Enhanced listings will be free to advertisers with contracts of 6 months or more;
however, there is a one-time \$50 set up fee

Enhanced listing without paid advertising is \$250/year

(Click on A Massage at Tahoe and Phillips Business Solutions in the Directory to see different examples of Enhanced Listings. Notice that within the listing you can still have a link to your website. These listings are exactly what a webpage is as well.)

Webpages

These are ideal if your business does not have a website because all ads on Lake Tahoe News can link back to a business' website. We will create a webpage for your business so potential customers may learn all about your business. These are also ideal if your business wants to offer a 2-for-1 special or announce/sell something without taking people directly to your website. However, within the text, a link to your website can be included. Clicking on A Massage at Tahoe and Phillips Business Solutions under the Directory is an example of what a webpage looks like.

Content may be changed once a month.

Cost is \$250/year. This fee is in addition to ad prices quoted above.



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Ad creation

Phillips Business Solutions can design an ad for you. Rates are \$75/hour. Email dee@phillipsbusinesssolutions.com to get started.

Content writing

If you would like assistance with writing copy for your Enhanced Listing or Webpage, email info@laketahoenews.net. Rates are \$75/hour.

Other

Advertisers may divide their six-month contracts into blocks of time that makes sense for their business. The six months don't have to be consecutive.

Ads may be changed once a month without cost.

Advertisers buying two or more ads will receive a 15 percent discount. They must be bought at the same time to receive 15 percent off the total price.

Ads must be approved by the Publisher and prepaid before it shows. A limited number of 125 x 125 box ads are available on a first come, first served basis.

Ad Formats

- All ads must be 72 dpi (optimized for web use)
- 125 x 125 ads maximum size 25 kb
- 728 x 90 ads maximum size 200 kb
- 345 x 60 ads maximum size 25 kb

Online Advertising Policies

Advertisements cannot mislead the user. For example, they may not mimic or resemble Window/Mac/Unix dialogue boxes, error messages or the like.

Advertisements cannot resemble LakeTahoeNews.net content.

Advertisements cannot mimic news headlines in design, tone, third person sentence structure or topic.

All advertisements will be reviewed by LakeTahoeNews.net and are subject to approval before placement on the site.



2010 Advertising Rates & Solutions

LakeTahoeNews.net reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed intrusive and/or harmful to our users at any time.

LakeTahoeNews.net is family-safe. We reserve the right to refuse content and ad design based on appropriateness for all audiences.

Contact

If you want to advertise with Lake Tahoe News, please contact us at info@laketahoenews.net. Please put "want to advertise" in the subject line.