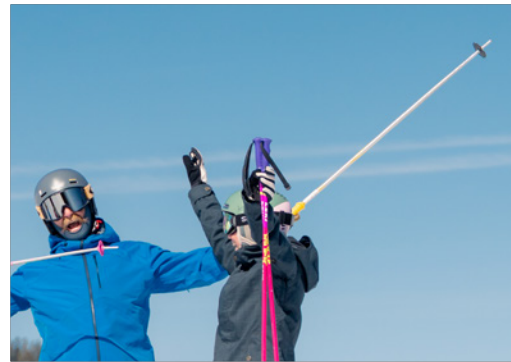




TAHOE DONNER™

2024 MEDIA KIT

PRINT | DIGITAL | ON-SITE
ADVERTISING OPPORTUNITIES



In the late sixties, a former Navy pilot and professional football player purchased 4,020 acres in Truckee, California, in the heart of the Sierra Nevada mountain range. He envisioned a family resort community with beautiful mountain homes, ample open space and “every recreational facility a family could want right at their fingertips,” including a golf course, ski resort, tennis center, equestrian facility, pools and lakefront beach club, among others. It had never been done before.

Tahoe Donner opened in 1971 with 1/3 acre lots starting at \$8,000. The community was an immediate success, exceeding \$20 million in home site sales before the golf course or ski hill even opened. Truckee’s convenient location on Interstate 80 made it accessible to visitors from Reno, Sacramento and the San Francisco Bay Area, and the wide range of accessible amenities inspired thousands of families to make Tahoe Donner their High Sierra home.

Today **Tahoe Donner is Northern California’s largest resort community and one of the largest in the U.S.** The community includes nearly 6,500 homes on 7,300 acres, which combine to a **real estate value of \$4.7 billion**. Tahoe Donner has more than **25,000 member homeowners** invested in its ongoing success. Additionally, each year more than **750,000 visiting guests** enjoy Tahoe Donner and its unrivaled access to everything that makes North Lake Tahoe great.



TAHOE DONNER AT A GLANCE

750K
ANNUAL VISITORS

7,300
ACRES

25K
MEMBERS

6,473
PROPERTIES

\$4.7B
TAHOE DONNER
REAL ESTATE VALUE

\$84.6M
IN TOTAL ASSETS

60+ MILES
OF TRAILS

ENDLESS
WAYS TO
PLAY

LOCATION + CLIMATE



200 miles northeast of San Francisco
100 miles east of Sacramento
40 miles west of Reno
12 miles north of Lake Tahoe



Average snowfall of
410 inches



Over 300 days of
annual sunshine



AMENITIES

Tahoe Donner owns and operates a wide range of recreational facilities for year-round adventure. Many amenities - and the events they host - provide unique advertising opportunities.

AMENITIES

- Downhill Ski Resort
- 18-Hole Championship Golf Course
- Cross Country Ski Center
- Trout Creek Recreation Center + Pools
- Beach Club Marina
- Snowplay Tubing + Sledding Center
- Bikeworks
- Tennis Center
- Equestrian Center
- Day Camps
- Campground
- 60+ Miles of Trails
- 3 Year-Round Restaurants
- 4 Seasonal Restaurants

750,000+
ESTIMATED ANNUAL
AMENITY VISITS

ANNUAL EVENTS

- Summer Concert on the Green
- Summer Music Series
- Wild West Fest
- Fall Festival



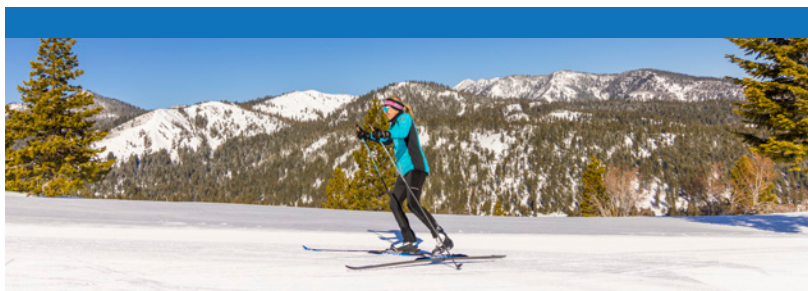
DOWNHILL SKI RESORT

KNOWN AS THE "BEST PLACE TO BEGIN" | RANKED #3 BEST FAMILY FUN PLACE IN TAHOE BY *SIERRA SUN* READERS IN 2023

Annual Visitors: 47,000

Skiable Acres: 120

Average Annual Snowfall: 410"



CROSS COUNTRY SKI CENTER

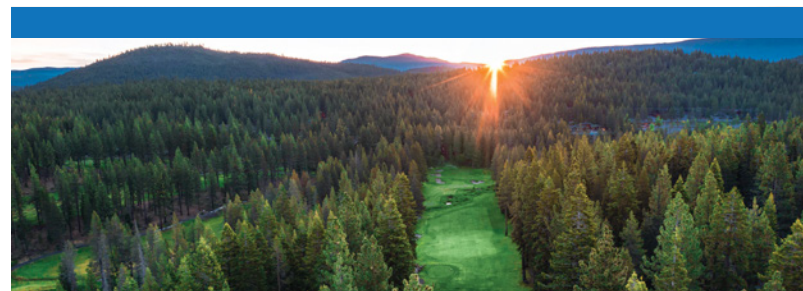
RANKED #1 XC SKI AREA IN TAHOE 7 CONSECUTIVE YEARS BY *SIERRA SUN* READERS POLL | RANKED #2 BEST SKI RESORT IN TAHOE BY *SIERRA SUN* READERS IN 2023 | RANKED #5 IN 2022 BY *USA TODAY*

Annual Visitors: 35,000

Number of Trails: 79

Skiable Terrain: 100+ kilometers

Acres of Terrain: 2,800+



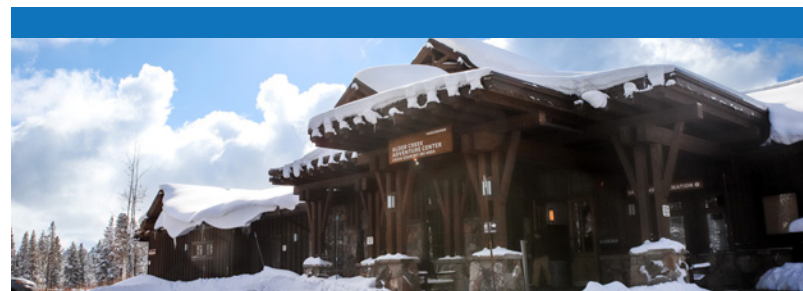
18-HOLE CHAMPIONSHIP GOLF COURSE

AWARDED BEST GOLF COURSE IN TAHOE BY *SIERRA SUN* READERS POLL IN 2016, 2018, 2019 AND 2021 | RANKED #2 BEST GOLF COURSE BY *SIERRA SUN* READERS IN 2023

Annual Visitors: 25,000

Course: 18-hole, par 72 championship course

Total Yards: 7,002 yards



ALDER CREEK ADVENTURE CENTER

HOME OF:

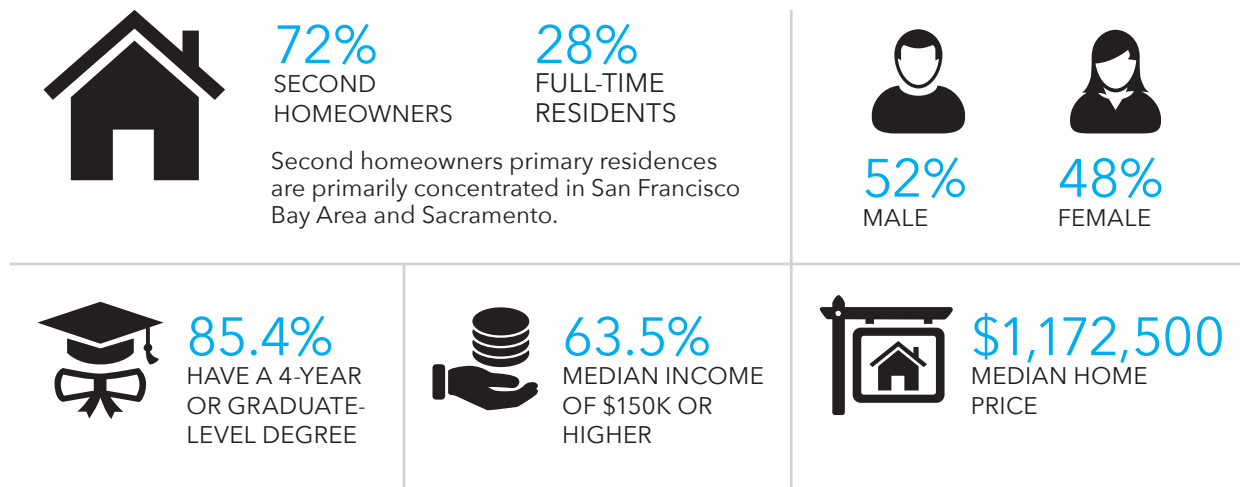
- Bikeworks
- Equestrian Center
- Trail network headquarters
- Restaurant and bar with indoor and outdoor seating
- Cross Country Ski Center



AUDIENCE OVERVIEW

Advertising with Tahoe Donner ensures that affluent and active audiences will be exposed to your brand.

MEMBER STATS



AGE PROFILE

0-6	4%
7-18	16%
19-30	13%
31-45	21%
46-64	14%
65+	32%

INTERESTS



VISITOR STATS

650,000 visitors annually

Passionate about outdoor recreation and nature; very tech savvy

Reside primarily in San Francisco Bay Area and Sacramento

PRINT ADVERTISING

Tahoe Donner News is the official monthly publication of Tahoe Donner. The high-quality, full-color magazine combines feature stories, event and recreation opportunities, HOA business, gear guides and other content of interest to Tahoe Donner members and visitors.

All advertisers are included in the Business Directory printed in the magazine twice a year, in the May and November issues. Other highlights that attract extra attention from readers are the Annual Report in May, the Summer Fun Guide in June, and both the Annual Budget and Winter Fun Guide in December.



RATES

4-COLOR	1X	3X	6X	12X
BACK COVER	NA	NA	NA	\$2,400
INSIDE COVER (FRONT OR BACK)	NA	NA	NA	\$2,100
SPREAD	\$5,725	\$5,225	\$4,250	\$3,800
FULL PAGE	\$2,900	\$2,625	\$2,125	\$1,925
1/2 PAGE*	\$1,800	\$1,700	\$1,500	\$1,300
1/3 PAGE*	\$1,200	\$1,100	\$1,000	\$925
1/4 PAGE	\$1,150	\$925	\$825	\$700
1/6 PAGE	\$900	\$800	\$675	\$600

*Can be in a horizontal or vertical format. See specs on page 15.

STATS

CONTENT

80% Features
member stories, events, recreation opportunities and more

20% Advertising

CIRCULATION

7,000
(~6,200 mailed to primary residences, 800 at amenities and local businesses)

READERSHIP

25,000+

DEADLINES + FILES

- *Tahoe Donner News* is published monthly. Reservations are due the 5th of the month prior to publication date.
- Artwork is due the 12th of the month prior to publication date for all months except the December issue, which is November 8th.
- We only accept PDF files with all imagery and fonts embedded within the file.
- Ad resolution must be 300 dpi. Be sure all art is saved in CMYK with no spot colors.
- Please send files less than 10MB via email to peggy@cc.media. For larger files, use a file sharing service.
- See sizing specifications on page 15.

EMAIL MARKETING

Tahoe Donner offers unique banner-style advertising opportunities in various email marketing efforts to homeowners and visiting guests. The open rate and click rate of Tahoe Donner emails are more than double industry averages, offering substantial value and proven access to a highly desirable audience. All email communications are sent via Mailchimp, which includes a wide range of analytical functions.



RATES + SPECS

OFFERING	SUBSCRIBERS	AD DIMENSIONS	COST
WEEKLY (4x per month)	7,700	600x200 FEATURED 600x120 LARGE 300x250 STANDARD	\$350 / MONTH
GM UPDATE TO MEMBERSHIP (1x per month)	12,832	600x275	\$375 / MONTH
BOARD OF DIRECTORS MEETING AGENDA (1x per month minimum)	12,832	600x275	\$375 / MONTH
HOLIDAY OR SPECIAL EVENTS	32,567	600x275	INQUIRE

Advertisers must provide artwork for all three ad sizes; placement will rotate weekly.
Space is limited to six vendors per email.

STATS

OPEN RATE	CLICK-THROUGH RATE
64%	1.1% 0.06% 0.05% (Email Total: 9.42%)
64%	1.5% (Email Total: 6.76%)
61%	5.5% (Email Total: 4.65%)
54%	2.0% (Email Total: 5.21%)
Industry Average: 22%	Industry Average: 2.3%

Email advertising with Tahoe Donner is only available to advertisers with a print advertising commitment. All ads should be JPG, PNG or GIF image file types.

ONLINE BUSINESS DIRECTORY

Tahoe Donner has a strong online presence with more than 5,900 page views per day, most being the result of organic search. Tap into this persistent audience by advertising in Tahoe Donner's Online Business Directory at tahoedonner.com/businessdirectory.

The Online Business Directory includes your company name, a line of copy and contact information, including your phone number and website. This information will also be printed in *Tahoe Donner News* twice annually in May and November.

Add a Featured Vendor Tile with a full-color company logo and imagery to have an even greater impact.



RATES + SPECS

OFFERING	COST
DIRECTORY LISTING	\$1,000 / YEAR
ADD FEATURED TILE	\$600 / YEAR

FILE TYPE + SIZE

- 300x150 JPG

OVERALL WEBSITE STATS

PAGE VIEWS / MONTH

249K+

UNIQUE USERS / MONTH

36.2K

AVERAGE PAGE ENGAGEMENT / PAGE

120 seconds

LOCATION

95.5% USA

AGE

18-24 11%

25-34 18%

35-44 25%

45-54 22%

55-64 14%

65+ 10%

DIGITAL AMENITY SCREENS

Tahoe Donner has a total of 15 video screens in multiple locations available for advertising. Still ads (JPG) can display with potential for video content (without sound).



RATES + SPECS

COST

\$4,000 / YEAR

\$750 / MONTH

\$2,500 / SEASON (6 months)

FILE TYPE + SIZE

- 1920x1080 JPG
- 300 dpi
- Inquire about video formats

STATS

TIME PER SCREEN

10 seconds

PLAYS / DAY

360

AVG. NUMBER OF ADS

12

PLAYS / MONTH

10,800

SCREENS PER LOCATION

DOWNHILL SKI RESORT

6 | 47K visitors

CROSS COUNTRY SKI CENTER

3 | 35K visitors

BEACH CLUB MARINA

1 | 42K visitors

TENNIS CENTER

1 | 17.5K visitors

GOLF COURSE / LODGE RESTAURANT

1 | 74K visitors

TROUT CREEK FITNESS CENTER

2 | 147K visitors

NORTHWOODS CLUBHOUSE

1 | 110K visitors

EVENT SPONSORSHIPS

Tahoe Donner's wide range of events and recreational amenities ensure that there are always fun and unique ways to connect with our many guests. Sponsorships vary per event and are customized to each sponsor. Inquire for specific opportunities, details and more events.



MARQUEE EVENTS



SUMMER CONCERT ON THE GREEN
JULY 4 WEEKEND
 5K+ | ALL AGES

Gold: \$7,000
 Silver: \$3,500
 Bronze: \$1,500



ANNUAL MEETING OF MEMBERS
END OF JUNE
 TD MEMBERS

BBQ Sponsor Booth Only
 \$500



WILD WEST FEST
LABOR DAY WEEKEND
 1K+ | ALL AGES

Gold: \$2,200
 Silver: \$1,000
 Bronze: \$500



MUSIC BY THE MEADOW + GROOVES BY THE GREENS PACKAGE
8-WEEK MUSIC SERIES
 ALL AGES

\$2,500



FALL FESTIVAL
MID-OCTOBER
 2K+ | ALL AGES

Gold: \$3,300
 Silver: \$1,300
 Bronze: \$500



Detailed information for event sponsorships available upon request.

ADDITIONAL OPPORTUNITIES

Tahoe Donner offers access to members and visitors who are passionate about outdoor adventure and have the means and opportunity to invest in their passions. Additional placement options are available, and we are excited to connect and explore unique ways to advertise through our resort community.



GOLF CART AD UNITS

The Golf Course has a fleet of 80 carts. Each cart has a 1/2 page ad unit that can be rotated out easily.

Annual Visitors: 20K

RATES + SPECS

OFFERING

\$2,000 / SEASON 8.5"x5.5"

SOLD FOR 2024



TRAIL MAPS

Tahoe Donner offers three seasonal maps for members and guests—Downhill, Cross Country and Summer: Hiking, Biking and Equestrian. Ad units are available on each map.

Annual Distribution: 30K

RATES + SPECS

OFFERING

SIZE

SUMMER

\$2,500 / AD 4"x4"

XC SKI CENTER

\$2,500 / AD 4"x4"

DOWNHILL SKI RESORT

\$2,500 / AD 4"x2"

Max 2 ads per map

Ads should have 0.125" bleed on all sides



WINTER TICKET AD UNITS

Tahoe Donner offers ad space on the back of the Cross Country Ski Center and bottom of Snowplay tickets. The volume of tickets is 40K a season.

Seasonal Distribution: 40K+

RATES + SPECS

OFFERING

SIZE

XC SKI CENTER 4.75"x3"

SNOWPLAY 3.25"x1"

\$4,000 / SEASON

Max 1 ad

Ads should have 0.125" bleed on all sides

SOLD FOR 2024



DEFENSIBLE SPACE / GREEN WASTE BROCHURE + EMAILS

Promoting rules, requirements and best practices for defensible space and green waste options, as well as promoting the Tahoe Donner Online Business Directory for where to find vendors. Emails go out in May and June, and brochure goes out in early June until the following year.

RATES + SPECS

OFFERING	SIZE
\$375 / EMAIL	300x250
\$450 / BROCHURE	3.57"x1.79"

Max 3 ads per email and brochure



WEEKLY FUN GUIDE + EMAIL

Tahoe Donner Weekly Fun Guides runs bi-weekly for 10 weeks during the summer (500 prints bi-weekly). Tahoe Donner Fun Guides are also produced for four holiday weekends (Christmas Week, President's Weekend, Memorial Weekend + Labor Day Weekend) with an accompanying email sent to 22K subscribers.

RATES + SPECS

OFFERING	SIZE
\$4,000 / YEAR	
WEEKLY FUN GUIDE	2.2"x1.3"
HOLIDAY PRINT AD	4.1"x3"
HOLIDAY EMAIL AD	600x300

Max 1 ad



AMENITY BANNERS

Large format banners can be displayed at the Tennis Center, Driving Range and Rec Pool at the Trout Creek Recreation Center. The number of impressions can easily surpass 180K over the summer season.

RATES + SPECS

OFFERING	SIZE
\$6,000 / SUMMER	10'x6'

KEY SPECS + CONTACTS

SALES CONTACTS

Laura Partridge

laura@ccmpublishing.com
(775) 742-9850 (mobile)

Peggy McElfish

peggy@ccmpublishing.com
(775) 548-6562 (mobile)

CCMedia Publishing

75 McCabe Drive #19876
Reno, Nevada 89511
www.cc.media



TAHOE DONNER CONTACTS

Communications Department

comdep@tahoedonner.com
11509 Northwoods Blvd.
Truckee, CA 96161

tahoedonner.com

MAGAZINE PRINT SPECS

BACK COVER	9w x 9.77h with 1/8" bleed
INSIDE COVER (Front or Back)	9w x 12h with 1/8" bleed
FULL PAGE	9w x 12h with 1/8" bleed
1/2 PAGE (Horizontal or Vertical)	H: 8w x 4.993h V: 3.906w x 10.155h
1/3 PAGE (Horizontal or Vertical)	H: 8w x 3.280h V: 2.542w x 10.155h
1/4 PAGE	3.906w x 4.993h
1/6 PAGE	2.542w x 4.993h

EMAIL AD SPECS

FEATURED AD	600x200
LARGE AD	600x120
STANDARD AD	300x250
SPECIAL EMAIL AD	600x275

