

TAHOE DONNER™

2025 MEDIA KIT

PRINT | DIGITAL | ON-SITE
ADVERTISING OPPORTUNITIES



FAMILY FUN SINCE 1971

Welcome to Tahoe Donner—Northern California’s premier mountain community, where unparalleled recreation meets stunning natural beauty. Nestled in the heart of the Sierra Nevada, Tahoe Donner is more than a place—it’s a lifestyle. What began in 1971 as a visionary family resort has evolved into **one of the largest resort HOA communities in the U.S.**, home to nearly 6,500 properties and a thriving community of over 25,000 members.

Tahoe Donner’s vast 7,300-acre landscape boasts world-class amenities, from a championship golf course and family-friendly ski resort to tennis, equestrian facilities, and a lakefront beach club. With over **650,000 annual visitors**, our community attracts outdoor enthusiasts, families, and vacationers from key regions including Sacramento, the San Francisco Bay Area and beyond.

REACHING THE TAHOE DONNER AUDIENCE

For advertisers, Tahoe Donner presents an exclusive opportunity to connect with a dynamic, engaged audience of **active families, high-net-worth individuals and outdoor enthusiasts**. Our members and guests are deeply invested in enjoying the best of the Tahoe lifestyle, making your brand part of their experience in an environment where adventure, recreation, and relaxation converge.

Let us help you reach a captive audience ready to embrace all that Tahoe Donner has to offer.



THE TAHOE DONNER ADVERTISING ECOSYSTEM

We utilize multiple touch-points across our platforms, amenities and events to bring your most impactful brand initiatives to life, resulting in a multi-faceted experience for your marketing.

PRINT MAGAZINE

High-end glossy monthly magazine advertising opportunities reaching over 7,000 households and local businesses each month.

- 82% of readers said *Tahoe Donner News + Life* magazine is a highly useful form of communications
- 76% of readers say they read *Tahoe Donner News + Life* magazine all or most months
- 70% of readers say they prefer to receive news via *Tahoe Donner News + Life* magazine

COMMUNITY EVENTS

Tahoe Donner hosts several of Truckee's premier family-friendly events, offering high-impact advertising opportunities.

- Tahoe Donner events attract over 10,000 attendees annually

EMAIL NEWSLETTERS

Reach a sought-after group of highly engaged subscribers with our email advertising placements.

- Tahoe Donner's email marketing reaches over 30,000 subscribers on a weekly basis and averages a 56% open rate
Open Rate data includes Apple's Mail Privacy Protection (MPP).

ON-SITE PLACEMENTS

Grab the attention of members and visitors year-round at public and private amenities on digital screens, golf cart ads, trail maps and more!

- Seamlessly promote your brand at 11 amenities and 6 restaurants reaching over 650,000 visitors annually

SOCIAL MEDIA PRESENCE

Instagram:

- 8,000+ followers
- 18% engagement rate (4% industry average)
- 48% Female, 32% Male, 20% Unknown

Facebook:

- 15,000+ followers
- 11% engagement rate (5% industry average)
- 62% Female, 35% Male, 3% Unknown

TAHOE DONNER AT A GLANCE

650,000 ANNUAL VISITORS	25,000 MEMBERS	6,473 PROPERTIES	60+ MILES OF TRAILS
\$4.7B TAHOE DONNER REAL ESTATE VALUE	\$84.5M IN TOTAL ASSOCIATION ASSETS + BUILDINGS	71% SECOND HOMEOWNERS	29% FULL-TIME RESIDENTS

A COMMUNITY LIKE NO OTHER

Tahoe Donner is routinely recognized for its top-ranked amenities, commitment to safety and wellness, and overall community satisfaction.

SKIING



Best Cross Country Ski Resort

- *USA Today* 10Best Readers' Choice for 3 years running
- *Sierra Sun* for 9 years running
- Far West Nordic Ski Education Association

Best Family Fun Place

- *Ski Magazine*

GOLF



#4 Ranked Golf Course in California

- NBC's 2023 Golfer's Choice Awards

#17 Ranked in the U.S.

- NBC's 2023 Golfer's Choice Awards



Best Golf Course in North Lake Tahoe and Truckee

- *Sierra Sun*

DINING



Diner's Choice Award

- for The Lodge Restaurant & Pub
- OpenTable 2023, 2024 and 2025

Best Overall Restaurant in North Lake Tahoe and Truckee

- for The Lodge Restaurant & Pub
- *Sierra Sun*

Best Kid-Friendly Restaurant in North Lake Tahoe and Truckee

- for Pizza on the Hill
- *Sierra Sun*

COMMUNITY



Top 10 Best Places to Work in the Truckee/Tahoe Region

- *Sierra Sun*



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.

PUBLIC AMENITIES

- Downhill Ski Resort
- Cross Country Ski Center
- 18-Hole Championship Golf Course + Driving Range
- Snowplay Sledding + Tubing Center
- Bikeworks
- Equestrian Center
- Campground
- 60+ Miles of Trails
- 3 Year-Round Restaurants + 1 Seasonal Restaurant

PRIVATE AMENITIES

- Trout Creek Recreation Center + Pools
- Beach Club Marina at Donner Lake
- Tennis + Pickleball Center
- Northwoods Pool
- 2 Seasonal Restaurants
- Archery, Bocce, Geocaching + More through the Recreation Hut at Northwoods Clubhouse

ANNUAL EVENTS

- Annual Meeting of the Membership
- Summer Concert on the Green
- Summer + Winter Live Music Series
- Wild West Fest
- Fall Festival



650,000 ANNUAL AMENITY VISITS

AUDIENCE OVERVIEW

71%

SECOND HOMEOWNERS*

29%

FULL-TIME RESIDENTS



53%

OF MEMBERS HAVE AN ANNUAL HOUSEHOLD INCOME OF \$250,000+



\$1.2 MILLION

MEDIAN HOME PRICE IN TAHOE DONNER



87%

HAVE A 4-YEAR DEGREE OR HIGHER

18%

HAVE A DOCTORATE



75%

OF MEMBERS ARE BETWEEN 45-75 YEARS OLD



ALL DATA FROM 2023 MEMBER SURVEY AND COMMUNICATIONS PREFERENCES SURVEY

*Second homeowner's primary residences are concentrated in the San Francisco Bay Area and Sacramento. Second homeowner's spend an average of 93 days in Tahoe Donner annually.



TAHOE DONNER NEWS + LIFE MAGAZINE

Tahoe Donner News + Life is the official monthly publication of Tahoe Donner. The high-quality, full-color magazine combines feature stories, events and recreation opportunities, HOA governance updates, community news and other timely and relevant content of interest to Tahoe Donner members and visitors.

Sent to over 7,000 members and local businesses monthly, including second homeowners who receive the publication at their primary residence each month. Special issues, such as the Annual Report in May, the Summer Fun Guide in June, and the Annual Budget and Winter Fun Guide issue in December, have increased distribution up to 10,000.



RATES

AD PLACEMENT	1X	3X	6X	12X
BACK COVER	N/A	N/A	N/A	\$2,400
INSIDE COVER (Front or Back)	N/A	N/A	N/A	\$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
HALF-SHEET FRONT COVER WRAP**	\$7,500	N/A	N/A	N/A
PERFORATED LEAF INSERT WITH WRAP**	\$6,000	N/A	N/A	N/A

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

**Advertisers must qualify for placements; request details if interested.

STATISTICS

MONTHLY CONTENT

- 80% Features**
 - Member stories
 - Events
 - Recreation opportunities
 - And more

20% Advertising

MONTHLY DISTRIBUTION

- 7,000+**
 - To Tahoe Donner members and local business
- Up to 10,000**
 - For special issues, sent 3 times per year (May, June and December)

MONTHLY READERSHIP

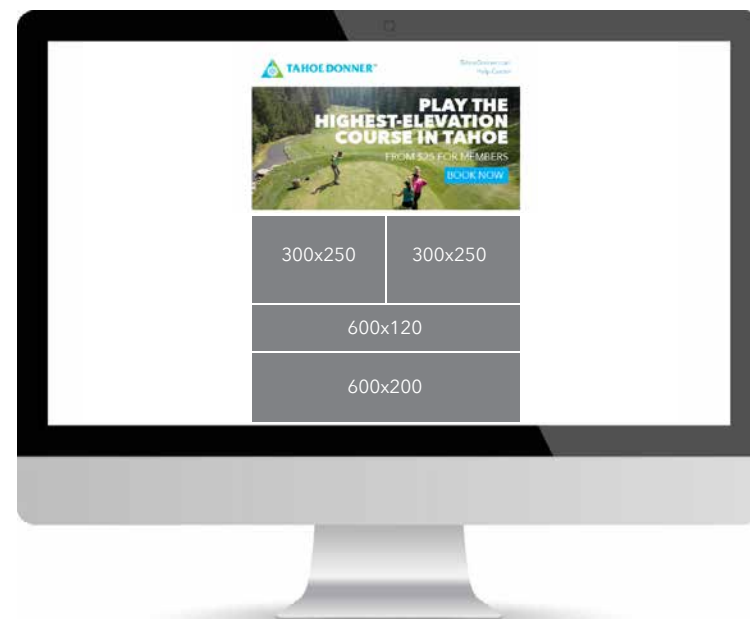
25,000+

SURVEY HIGHLIGHTS

- From 2023 Member Survey and Communications Preferences Survey
- 82% of members consider *Tahoe Donner News + Life* magazine to be a highly useful form of communications
 - 76% of members say they read *Tahoe Donner News + Life* magazine all or most months
 - 70% of members say they prefer to receive community news via *Tahoe Donner News + Life* magazine

EMAIL MARKETING

Unlock the power of email marketing with Tahoe Donner’s exclusive banner advertising opportunities, designed to reach both homeowners and visiting guests. With open and click-through rates that exceed industry averages by more than double, our email campaigns deliver unparalleled access to an engaged and sought-after audience. By advertising with Tahoe Donner, you’ll position your brand in front of thousands of highly desirable consumers, ensuring exceptional visibility and value. Don’t miss out on the opportunity to tap into this proven, high-performing channel—elevate your reach and drive results with Tahoe Donner’s email marketing.



RATES

OFFERING	SUBSCRIBERS	COST
WEEKLY NEWSLETTER <i>(4x per month)</i>	8,000+	\$375 / MONTH
GM UPDATE TO MEMBERSHIP <i>(1x per month)</i>	12,000+	\$400 / MONTH
BOARD OF DIRECTORS MEETINGS AGENDA <i>(1x per month minimum)</i>	12,000+	\$400 / MONTH

STATISTICS

CLICK-THROUGH RATE
 Industry Average: 2.3%
Tahoe Donner Average: 3.4%

OPEN RATE
 Industry Average: 22%
Tahoe Donner Average: 56%*

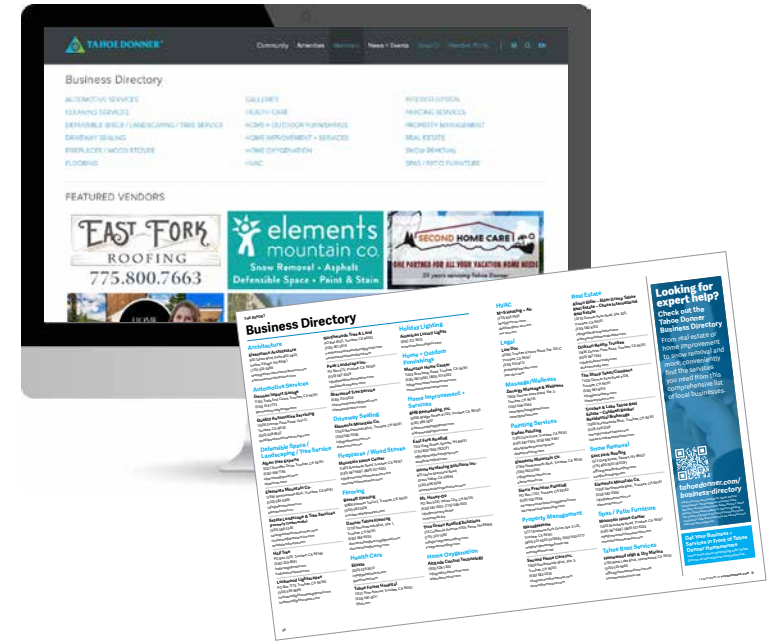
Email advertising with Tahoe Donner is only available to advertisers with a Tahoe Donner News + Life magazine advertising commitment of 3 ads per year minimum.

**Open Rate data includes Apple’s Mail Privacy Protection (MPP).*

BUSINESS DIRECTORY

Maximize your brand’s visibility with Tahoe Donner’s exclusive Business Directory placement for 2025. This premier opportunity places your business front and center on our online directory, showcasing your full-color logo, contact information, and a direct link to your website.

Your business will also be prominently featured in the complete Business Directory published in *Tahoe Donner News + Life* magazine’s May and November issues - a \$5,800 value!



RATES

OFFERING

COST

DIRECTORY LISTING (~650,000 visitors, 2x promotion in Tahoe Donner News + Life magazine with distribution of 10,000+, 2x weekly email, 14 digital screens)	\$1,000 / YEAR
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ADD FEATURED TILE	\$600 / YEAR
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VALUE-ADD OPPORTUNITY

Advertisers who buy at least 3 ads in *Tahoe Donner News + Life* receive a listing placement in the Business Directory as a value-add and the opportunity to add a feature tile for just \$600!

MAXIMIZE THE VISIBILITY OF YOUR BUSINESS IN THE TAHOE DONNER BUSINESS DIRECTORY

Tahoe Donner actively promotes the Business Directory to ensure high visibility and engagement, driving potential customers to discover your business. Our robust promotional efforts include:

- A monthly ad in *Tahoe Donner News + Life* magazine featuring a QR code directing readers to the Business Directory.
- A full Business Directory spotlight in the May and November issues of *Tahoe Donner News + Life*.
- Regular features in weekly email campaigns reaching 22,000+ engaged members and subscribers.
- Evergreen presence on digital signage displayed at all open Tahoe Donner amenities.
- Fixed links in the website’s main navigation and footer, making the directory easily accessible year-round.

These ongoing promotions help drive traffic to the Business Directory, ensuring your business listing gets seen by our active and engaged community.

Secure your spot today and become part of Tahoe Donner’s trusted network of local businesses. See the Business Directory at tahoedonner.com/businessdirectory.

DIGITAL AMENITY SCREENS

Elevate your brand with Tahoe Donner’s digital amenity screen advertising, a high-impact opportunity to capture the attention of over **650,000 annual visitors**. With **14 strategically placed video screens across multiple high-traffic locations**, your ad will seamlessly integrate with community news and updates, ensuring your message reaches a captivated audience of both homeowners and guests. Enjoy **over 10,000 ad rotations each month**, with the flexibility to **update your content monthly**. Choose from full-year or seasonal packages (6-month timeframe) to align with your marketing needs. Don’t miss out on this unique opportunity to authentically connect with the Tahoe Donner community at both public and private amenities—maximize your exposure with premium digital placements today.



RATES

COST

\$3,000 / YEAR

\$500 / MONTH

\$1,750 / WINTER

November-April, ~350,000 visitors, 11 digital screens)

\$1,750 / SUMMER

May-October, ~300,000 visitors, 9 digital screens)

STATISTICS

TIME PER SCREEN

10 Seconds

PLAYS PER DAY

~270

PLAYS PER MONTH

~8,100

AVERAGE NUMBER OF SCREENS

16 (including ads)

SCREENS PER LOCATION

WINTER

Alder Creek Adventure Center
2 Screens | 50,000 Visitors

Downhill Ski Resort
5 Screens | 40,000 Visitors

The Lodge Restaurant & Pub
1 Screen | 40,000 Visitors

Trout Creek Recreation Center
2 Screens | 125,000 Visitors

Northwoods Clubhouse
1 Screen | 100,000 Visitors

SUMMER

Alder Creek Adventure Center
2 Screens | 25,000 Visitors

Golf Course Pro Shop
1 Screen | 20,000 Visitors

Tennis + Pickleball Center
1 Screen | 16,000 Visitors

Beach Club Marina
1 Screen | 42,000 Visitors

The Lodge Restaurant & Pub
1 Screen | 40,000 Visitors

Trout Creek Recreation Center
2 Screens | 125,000 Visitors

Northwoods Clubhouse
1 Screen | 100,000 Visitors

EVENT SPONSORSHIPS

Connect with thousands of engaged attendees by sponsoring one of Tahoe Donner’s premier family-friendly events. With over 10,000 attendees annually, our events offer high-impact advertising opportunities to showcase your brand in a fun, vibrant atmosphere. From community favorites like Summer Concert on the Green to seasonal celebrations, event sponsorships provide direct exposure to both local residents and visiting guests—an unbeatable way to elevate your business and engage with a highly desirable audience.



ANNUAL EVENTS



Held every July 4 weekend, this two-day event is a must-attend for live music lovers. With a history of selling out and over 85% of attendees vowing to return year after year, this concert draws a vibrant crowd ready to celebrate summer in style. Secure your sponsorship for an unbeatable opportunity to connect with an enthusiastic, loyal audience during one of Tahoe Donner’s biggest events of the year!

SUMMER CONCERT ON THE GREEN

July 4 Weekend

- 4,000 Attendees
- Tahoe Donner Driving Range at Trout Creek Recreation Center

COST

\$7,000 / GOLD LEVEL

\$3,500 / SILVER LEVEL

\$2,000 / BRONZE LEVEL

\$750 / SIGNAGE SPONSOR

SPONSORSHIP DEADLINE

March 28



Saddle up for a day of family fun at the Equestrian Center. Be in the center of it all at this high-country hoe-down offering a taste of the old frontier with a ranch-style barbecue, live music, equestrian performances, pony rides, a petting zoo, and face painting. Packed with Western-themed activities for all ages, this event is always a rootin’ tootin’ good time for over 600 people in attendance. Don’t miss your chance to be part of the action!

WILD WEST FEST

Labor Day Weekend

- 600 Attendees
- Tahoe Donner Equestrian Center at Alder Creek Adventure Center

COST

\$2,200 / GOLD LEVEL

\$1,000 / SILVER LEVEL

\$500 / BRONZE LEVEL

SPONSORSHIP DEADLINE

July 1

CUSTOM SPONSORSHIP OPPORTUNITIES

Have a unique idea for promoting your business at one of Tahoe Donner’s annual events? We’re all ears! Whether it’s a branded activation, interactive experience, or a special giveaway, we welcome creative ideas to help your brand stand out at our high-impact events. Pitch us your concept for a custom sponsorship integration, and let’s work together to create a memorable experience that authentically connects with our vibrant community and delivers maximum exposure for your business.

EVENT SPONSORSHIPS, CONTINUED

ANNUAL EVENTS



Truckee's premier family-friendly autumn celebration is a full day of harvest-themed activities and growing attendance each year. This beloved event is the perfect opportunity for sponsors to connect with a vibrant and engaged audience of all ages. Don't miss out on this fantastic opportunity to showcase your business from pre-event marketing inclusion to a booth at the event - be a part of it all!

FALL FESTIVAL

Mid-October

- 1,000 Attendees
- Northwoods Clubhouse and Pizza on the Hill

COST

\$3,000 / GOLD LEVEL

\$1,250 / SILVER LEVEL

\$500 / BRONZE LEVEL

SPONSORSHIP DEADLINE

August 1



Be part of two of Truckee's most beloved free summer events with Tahoe Donner's Summer Music Series! Sponsorship includes both Grooves by the Greens at The Lodge Pavilion and Music by the Meadow at Pizza on the Hill, drawing over 200 attendees per night. With 16 evenings of live music throughout the summer, these events are a favorite among locals and visitors alike.

As a sponsor, you'll benefit from full-season pre-event marketing inclusion and prime on-site branding at each event. It's an incredible opportunity to connect with the community, build brand visibility, and support the vibrant Truckee-Tahoe music scene. Don't miss your chance to sponsor these high-energy, family-friendly gatherings!

SUMMER LIVE MUSIC SERIES

Summer - Twice Weekly for 8 Weeks

- 200+ Attendees per night
- Grooves by the Greens at The Lodge Restaurant & Pub Pavilion
- Music by the Meadow at Pizza on the Hill

COST

\$2,750

SPONSORSHIP DEADLINE

May 15

CUSTOM SPONSORSHIP OPPORTUNITIES

Have a unique idea for promoting your business at one of Tahoe Donner's annual events? We're all ears! Whether it's a branded activation, interactive experience, or a special giveaway, we welcome creative ideas to help your brand stand out at our high-impact events. Pitch us your concept for a custom sponsorship integration, and let's work together to create a memorable experience that authentically connects with our vibrant community and delivers maximum exposure for your business.

ADDITIONAL OPPORTUNITIES

Tahoe Donner offers a wide range of impactful advertising options to connect your brand with a highly engaged audience year-round. From outdoor banners at popular summer amenities to trail maps, golf carts, and ticket stock during the winter, there's no shortage of ways to reach both residents and visitors alike. With diverse opportunities across print, digital, and on-site placements, your brand can be visible at every turn—whether it's in our Weekly Fun Guide, seasonal brochures, or at key amenities throughout the year. Take advantage of these unique opportunities to ensure your message reaches thousands of active, outdoor-loving community members and guests.



GOLF CART AD UNITS

20,000 Annual Visitors

The Golf Course has a fleet of 80 carts. Each cart has a 1/2 page ad unit on the exterior cart visor that will be seen multiple times per golf session.

COST

\$2,200 / SEASON

EXCLUSIVE SPONSORSHIP

SPONSORSHIP DEADLINE

May 1



TRAIL MAPS

20,000 Annual Distribution

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.

COST

\$2,500 / SUMMER MAP AD

\$2,500 / XC MAP AD

\$2,500 / DOWNHILL MAP AD

Max 2 ads per map

SPONSORSHIP DEADLINE

March 5



WINTER TICKET AD UNITS

60,000 Seasonal Distribution

Tahoe Donner offers ad space on the back of the Cross Country Ski Center tickets and the bottom of Snowplay tickets, often kept as winter mementos.

COST

\$4,000 / XC SKI TICKET AD

\$4,000 / SNOWPLAY TICKET AD

Max 1 ad

SPONSORSHIP DEADLINE

May 1



DEFENSIBLE SPACE 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 are sent to all members in the Spring and Summer, and the brochure goes out to homeowners in late-Spring and remains in distribution until the following year.

COST

\$400 / EMAIL

\$495 / BROCHURE

Max 3 ads per email and brochure

SPONSORSHIP DEADLINE

March 5

ADDITIONAL OPPORTUNITIES, CONTINUED



WEEKLY ACTIVITY GUIDES + EMAILS

Tahoe Donner Weekly Activity Guides run bi-weekly for 10 weeks during the summer (400 prints bi-weekly) and are distributed to all Tahoe Donner amenities. These guides are also produced during four high-traffic holiday timeframes (Christmas Week, President's Weekend, Memorial Weekend + Labor Day Weekend) with an accompanying email sent to 22,000+ subscribers for each holiday.

COST

\$4,500 / YEAR

Max 2 ads per activity guide and email

SPONSORSHIP DEADLINE

May 1



SUMMER AMENITY BANNERS

Amplify your brand's visibility with large-format banners at Tahoe Donner's highest-traffic amenities, the Tennis Center, Driving Range, and Rec Pool at Trout Creek Recreation Center, during the peak 14 weeks of summer, Memorial Day through Labor Day. These banners offer unbeatable exposure to an active and engaged audience and have the potential to reach over 180,000 impressions throughout the summer season. Make a lasting impression all summer long in Tahoe Donner!

COST

\$4,000 / SUMMER

Advertiser provides 3 banners

\$4,500 / SUMMER

Tahoe Donner prints 3 banners for advertiser

SPONSORSHIP DEADLINE

May 1



ANNUAL MEETING OF THE MEMBERSHIP + MEMBER EXPO

End of June

- Northwoods Clubhouse and Pizza on the Hill

Held at the Northwoods Clubhouse, this event kicks off with the Annual Meeting where the board provides key updates on the association, followed by the lively Member BBQ + Expo. As a vendor, you'll have the opportunity to engage with hundreds of homeowners in a fun, relaxed setting at your booth among other local groups, clubs, agencies, and Tahoe Donner departments, along with live music and more. It's a perfect chance to connect with the Tahoe Donner community and build relationships with engaged members. Don't miss this high-visibility opportunity!

COST

\$500 / BOOTH

Open to custom sponsorship ideas from interested companies

SPONSORSHIP DEADLINE

May 1

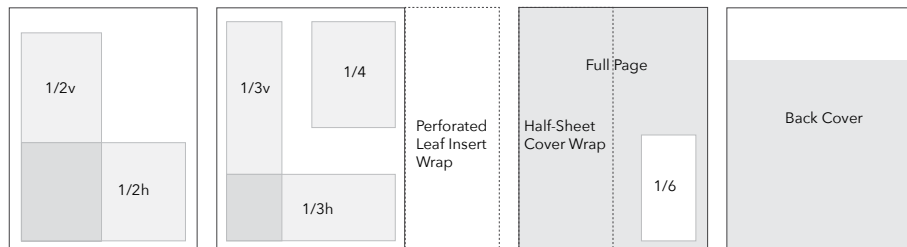
SOLD FOR 2025

SPECIFICATIONS + SIZING

MAGAZINE

DIMENSIONS

BACK COVER	9w x 9.77h with 1/8" bleed
INSIDE COVER (<i>Front or Back</i>)	9w x 12h with 1/8" bleed
FULL PAGE	9w x 12h with 1/8" bleed
1/2 PAGE (<i>Horizontal or Vertical</i>)	H: 8w x 4.993h V: 3.906w x 10.155h
1/3 PAGE (<i>Horizontal or Vertical</i>)	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
HALF-SHEET FRONT COVER WRAP	4.5w x 12h with 1/8" bleed
PERFORATED LEAF INSERT WITH WRAP	4.5w x 12h with 1/8" bleed



FILE TYPES

- 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.

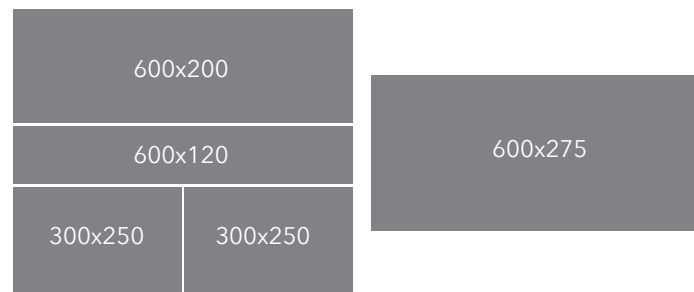
DEADLINES

- *Tahoe Donner News + Life* is published monthly. Reservations are due the 5th of the month prior to publication date.
- Artwork is due the 8th of the month prior to publication date for all months except the December issue, which is November 1st.

EMAIL MARKETING

DIMENSIONS

WEEKLY (4x per month)	600x200 FEATURED 600x120 LARGE 300x250 STANDARD
<i>Advertisers must provide artwork for all three ad sizes; placement will rotate weekly. Space is limited to six vendors per email.</i>	
GM UPDATE TO MEMBERSHIP (1x per month)	600x275
BOARD OF DIRECTORS MEETING AGENDA (1x per month minimum)	600x275
HOLIDAY OR SPECIAL EVENTS	600x275



FILE TYPES

- All ads should be JPG, PNG or GIF image file types.

All digital ads (email, screen, etc.) are measured in pixels. All sizes are written as "width by height."

SPECIFICATIONS + SIZING, CONTINUED

BUSINESS DIRECTORY

DIMENSIONS

FEATURED TILE 300x150

FILE TYPES

- All ads should be JPG, PNG or GIF image file types.

GOLF CART ADS

DIMENSIONS

AD 8.5"x5.5"

FILE TYPES

- All ads should be JPG, PNG or GIF image file types.

DIGITAL AMENITY SCREENS

DIMENSIONS

SCREEN 1920x1080

FILE TYPES

- All ads should be JPG, PNG or GIF image file types.
- Ad resolution must be 300 dpi. Be sure all art is saved in RGB colors.

TRAIL MAP ADS

DIMENSIONS

SUMMER AD 4"x4"

XC SKI CENTER AD 4"x4"

DOWNHILL SKI RESORT AD 4"x2"

Ads should have 0.125" bleed on all sides

FILE TYPES

- 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.

EVENT SPONSORSHIPS

FILE TYPES

- Logos should be provided as a vector file type (AI, EPS or SVG).
- Logos should also include a one-color version, if available.
- If images are requested, they should be provided as a JPG, PNG or GIF image file type.
- Banners may be requested for on-site signage.

WINTER TICKET ADS

DIMENSIONS

XC SKI CENTER AD 4.75"x3"

SNOWPLAY AD 3.25"x1"

Ads should have 0.125" bleed on all sides

FILE TYPES

- 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.

All digital ads (email, screen, etc.) are measured in pixels. All sizes are written as "width by height."



SPECIFICATIONS + SIZING, CONTINUED

DEFENSIBLE SPACE / GREEN WASTE ADS

DIMENSIONS

EMAIL AD	300x250
BROCHURE AD	3.57"x1.79"

Print ad should have 0.125" bleed on all sides

FILE TYPES

- Email ads should be JPG, PNG or GIF image file types.
- Print ads should be a PDF file with all imagery and fonts embedded within the file.
- Print ad resolution must be 300 dpi. Be sure all art is saved in CMYK with no spot colors.

WEEKLY ACTIVITY GUIDE ADS

DIMENSIONS

WEEKLY PRINT AD	2.2"x1.3"
HOLIDAY AD	4.1"x1.5"
HOLIDAY EMAIL AD	600x200

Print ads should have 0.125" bleed on all sides

FILE TYPES

- Email ads should be JPG, PNG or GIF image file types.
- Print ads should be a PDF file with all imagery and fonts embedded within the file.
- Print ad resolution must be 300 dpi. Be sure all art is saved in CMYK with no spot colors.

AMENITY BANNERS

DIMENSIONS

BANNER	10'x6'
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FILE TYPES

- Banner designs should be a PDF file with all imagery and fonts embedded within the file; print resolution must be 300 dpi. Be sure all art is saved in CMYK with no spot colors.
- If providing banners, they must match the following specs exactly:
 - 10'x6'.
 - Mesh vinyl (standard mesh with regular blow-through holes).
 - 2" webbing sewn in.
 - #2 grommets every 24" on all four sides.

All digital ads (email, screen, etc.) are measured in pixels. All sizes are written as "width by height."

KEY CONTACTS

SALES CONTACTS

Laura Partridge
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TAHOE DONNER CONTACT

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