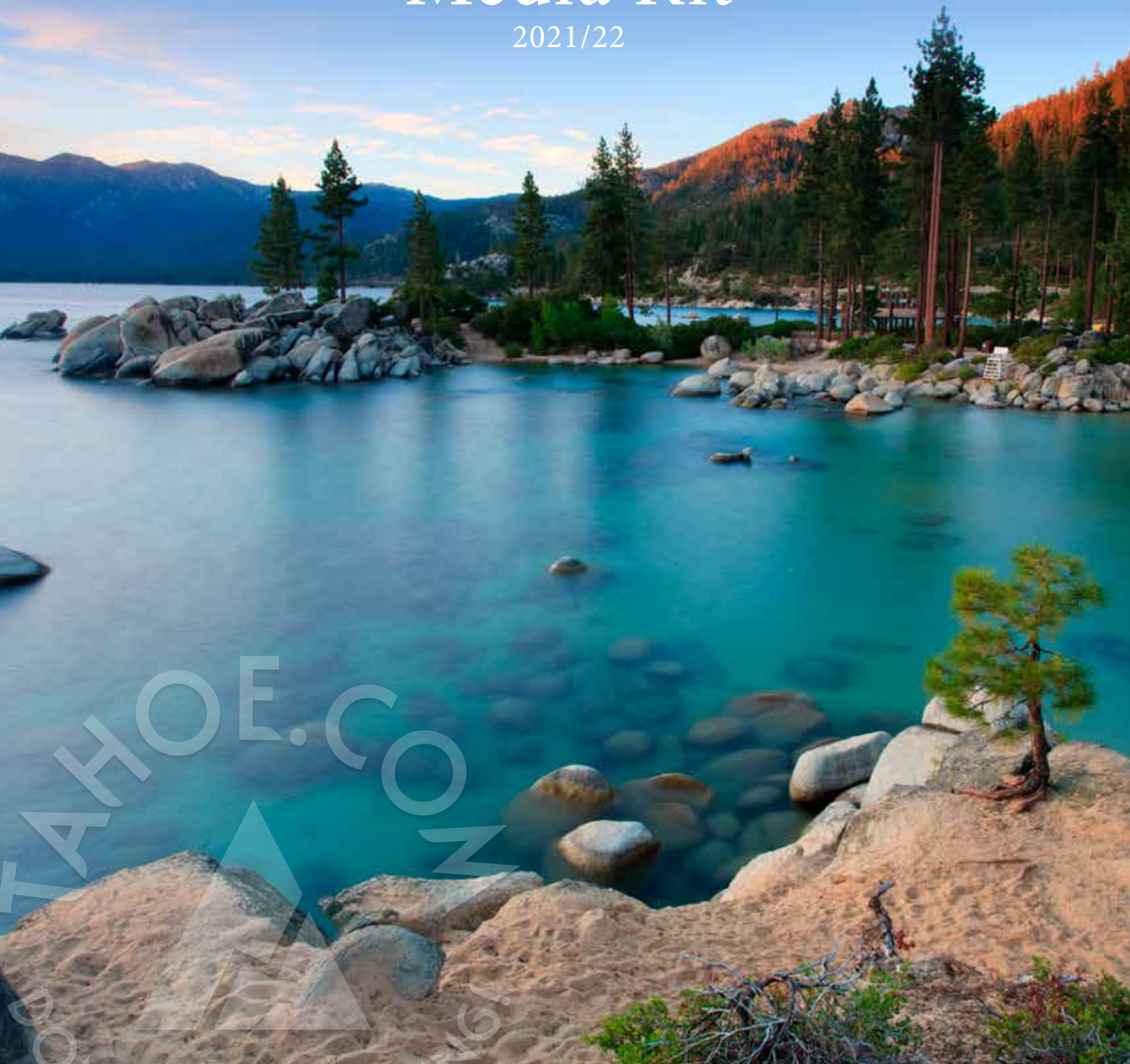




## Media Kit

2021/22





Meet our  
content team!

LET OUR TEAM KEEP THESE  
FEATURED ITEMS UP TO DATE AND  
PROMOTE THEM THROUGH OUR  
DIGITAL NETWORK.



Contact our team at:  
✉ team@taoe.com

Our Tahoe.com staff  
is here to help!

Keeping your online information correct, consistent and exciting takes some work. Don't let this be daunting – you have enough work to do with your business!

Tahoe.com has a team of skilled, full-time content managers. Our content team will ensure that your message is clear, your photos are in focus and that your interface is full of items that will bring you business. You provide the necessary components, and our team will make sure your online advertising is working for you.

Our Customer-Centric Philosophy

Our job is to take care of your digital presence – not just one time at the point of the sale but all year long. We believe that keeping the information about what your business offers up to date keeps customers coming in and back.

How valuable is your web presence if it's not current and content rich enough to entice customers? Most businesses offer a variety of ever-changing products, services, offers and events, not just one static thing.

A reminder of what you get with  
Tahoe.com marketing

- ✦ Easy-to-use interface. Create and distribute news and information about your business. Do it yourself or let us do it for you. Works in desktop and mobile.
- ✦ Includes all the same awesome Content Entry Service you've come to expect!
- ✦ 50K banner impressions on our Network
- ✦ Enhanced listing on Tahoe.com
- ✦ Enhanced listing on our Destination Sites
- ✦ Enhanced listings in both editions of Tahoe.com Magazine
- ✦ Features & display of your content through our digital network
- ✦ Your content on LakeTahoeThisWeek.com
- ✦ Events and features distributed on your site, Facebook page and feeds everywhere



AND TO GET YOU MORE CLICKS,  
YOU ALSO GET A BANNER PACKAGE ...

50K impressions on destination sites  
where your business is located

PLUS

Tahoe.com & LakeTahoeThisWeek.com  
under the category of your business (Eat, Shop, Play or Stay)





Retargeting



Tahoe.com



Destination Websites



LakeTahoeThisWeek.com



Facebook Integration



Community Information

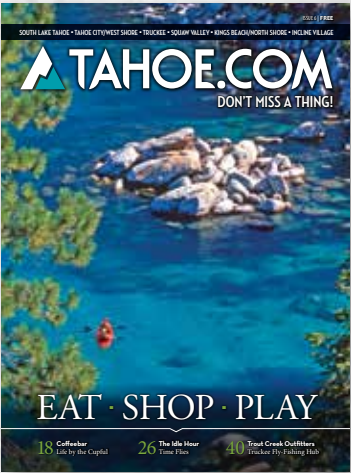


# TAHOE.COM

DIGITAL & PRINT NETWORK PUTS YOUR CONTENT EVERYWHERE



Local Hotel Websites



Magazine



Weekly Newsletter



Marketing Interface & Freestanding Websites



Your Websites



Your Facebook



Rental Company Websites



Mobile Devices & Tablets



Concierge Emails



# Broaden Your Reach: The Most Powerful Targeting Tool Available

## Reach people actively seeking information about Tahoe.

We'll put your ads in front of a custom group of people looking for information about you. These are people who have chosen to look more closely into the geographic area you specialize in – our sections in Truckee, South Lake Tahoe, The West Shore, Tahoe City, Squaw Valley, Kings Beach and now introducing the Carson City & Reno area. Anything from hyper-local to hyper-specific, we've got your audience.

### What You Get

a custom audience based on your needs and wants for promotion to best serve you

ads, pictures, videos distributed across multiple platforms including Facebook, Comscore top 100 websites, and Instagram

real-time tweaking to ads to get you the most targeted audience

CUSTOM QUOTES AVAILABLE  
starting at \$500/month



MONTHLY  
DETAILED REPORTS

PROVEN  
RESULTS

Custom Quotes  
in 24-48 hours

## Articles

There's more to your business than where you are, your hours and your sales or specials. We'll help tell your story in a way that's optimal for you and your business – through our digital feature articles.

The variety of options available through LakeTahoeThisWeek.com and Tahoe.com allows us the flexibility to highlight the quirky or the historic, to hone in on the employee who just did something extraordinary or the events that happen at your place that are so interesting it's unbelievable the world doesn't already know about them.

Your fully developed story will add a dimension to your business's branding that typical advertising can't accomplish.

\$750 per article



## Video

Visitors who come to Tahoe.com have their sights set on discovering all our area has to offer, and today's digital user will take the time to educate themselves if the right content is provided.

Your business can capture that excitement by positioning your video message at the forefront of your specific category. If a picture is worth a thousand words, a video is worth a million!

\$1,800 per year

## Everyday Guest Email

### FISHING WHERE THE FISH ARE

Every day, guests check into hotels and vacation rental properties around the lake. At Tahoe.com we have developed the perfect way to provide these guests with the most comprehensive summary of the many activity and entertainment options available to them. Through our lodging partners, guests receive a Welcome Email every day of their stay, showing events, activities, dining and retail options in the areas they are staying. For example, a guest in South Lake will receive an email with events and offerings in South Lake; a guest in Tahoe City would see content specific to Tahoe City.

Date Ranges ▶ 13 Weeks ..... \$750  
26 Weeks ..... \$1,450  
52 Weeks ..... \$2,850

RESULTS ARE AN UNHEARD-OF  
70% OPEN RATE!





# Tahoe.com Magazine Snaps

TAHOE.COM  
MAGAZINE  
SNAPS

WHAT YOU GET...

Special sections on each Tahoe destination for Eat, Shop, Stay & Play! Get your info in a snap! With Lake Tahoe Snaps readers get a quick look and feel for businesses in each Tahoe town that interest them. And with the QR Codes each one provides for weekly updates, readers can stay informed with ... well ... a Snap of their phone.

SHOP

**MOUNTAIN HARDWARE & SPORTS**  
This is where a quick snapshot of your business goes. Depending on what you offer, you can describe specials, events, sales, featured menus and more. Coupled with a picture, you can easily portray what draws customers to you.

(530) 587-4844  
11320 Donner Pass Road, Truckee, CA  
tahoe.com/business/mountain-hardware  
WEEKLY UPDATES SCAN HERE

**STEVE SCHMIER'S JEWELRY**  
This is where a quick snapshot of your business goes. Depending on what you offer, you can describe specials, events, sales, featured menus and more. Coupled with a picture, you can easily portray what draws customers to you.

(530) 583-5701  
740 North Lake Boulevard, Truckee, CA  
tahoe.com/business/steve-schmier-jewelry  
WEEKLY UPDATES SCAN HERE

PLAY

**EDGEWOOD SPA**  
This is where a quick snapshot of your business goes. Depending on what you offer, you can describe specials, events, sales, featured menus and more. Coupled with a picture, you can easily portray what draws customers to you.

(844) 207-9179  
180 Lake Parkway, Stateline, NV  
tahoe.com/business/edgewood-spa  
WEEKLY UPDATES SCAN HERE

**TAHOE DONNER**  
This is where a quick snapshot of your business goes. Depending on what you offer, you can describe specials, events, sales, featured menus and more. Coupled with a picture, you can easily portray what draws customers to you.

(530) 587-4400  
11587 Northwoods Boulevard, Truckee, CA  
tahoe.com/business/tahoe-donner-restaurant  
WEEKLY UPDATES SCAN HERE

EAT

**CROSBY'S TAVERN**  
This is where a quick snapshot of your business goes. Depending on what you offer, you can describe specials, events, sales, featured menus and more. Coupled with a picture, you can easily portray what draws customers to you.

(775) 833-1030  
848 Tahoe Boulevard #4, Incline Village, NV  
tahoe.com/business/crosbys-tavern  
WEEKLY UPDATES SCAN HERE

**STEVE SCHMIER'S JEWELRY**  
This is where a quick snapshot of your business goes. Depending on what you offer, you can describe specials, events, sales, featured menus and more. Coupled with a picture, you can easily portray what draws customers to you.

(530) 583-5701  
740 North Lake Boulevard, Tahoe City, CA  
tahoe.com/business/steve-schmier-jewelry  
WEEKLY UPDATES SCAN HERE

## What you get ...

Special sections on each Tahoe destination for Eat, Shop, Stay & Play! Get your info in a snap! With Lake Tahoe Snaps readers get a quick look and feel for businesses in each Tahoe town that interest them. And with the QR Codes each one provides for weekly updates, readers can stay informed with ... well ... a Snap of their phone.

**\$695**  
for one  
or  
**\$1,250**  
for two

# Tahoe.com Magazine

There's more to your business than your location, hours and sales or specials! Our Tahoe.com Magazine, aka Eat, Shop, Play, is printed twice a year, in summer and winter, and gives you the opportunity to tell your story. One way of doing that is with one- or two-page feature articles written in a way that's optimal for you and your business. You can also showcase your business through a Short – a brief mini-article offered with your choice of either an editorial or a photographic focus. Of course, the magazine is a perfect place to participate with an advertisement, and we offer a variety of sizes to meet any budget. Or you can choose the most affordable option of purchasing an enhanced editorial. The magazine is available on newsstands around the area and is also distributed to thousands in a digital form on the Tahoe.com website.



ONLINE  
& PRINT

40,000 Copies  
200 Locations  
Online Edition

# Event Marketing on Steroids

[ LakeTahoeThisWeek.com Homepage ]

[ Sidebar Call-Out on All Sites ]

**Featured Event**  
**Cadillac Ball**  
**ROTARY'S HAUNTED CADILLAC BALL**  
RESORT AT SQUAW CREEK  
**10.29.16**  
Cadillac Ball - Olympic Valley  
Saturday, October 29, 2016  
5:00pm to 12:00am  
View All Events  
Daytime | Nighttime

**Event Date: Saturday, October 29, 2016**  
**2016 Haunted Cadillac Ball**  
Rotary Club of Truckee • Truckee  
Saturday, October 29, 2016 • 5:00pm to Sunday,  
October 30, 2016 • 12:00am

## What's included ...

- Homepage Banner Ad
- Side Banner/Leaderboard/Skyscraper & Section Banner
- Featured Event Listing
- Blog Distribution
- Email Marketing
- Social Promotion

**\$750** /month

**PUTTING South Lake Tahoe ON THE MAP FOR Luxury**  
By Kayla Anderson

properties (including resorts, restaurants and spas, which has been around since 1958. "Forbes verifies luxury," Osborne says. "If you want to be known as a luxury property, you must go through the process of meeting its 900 standards of quality."

Some of the standards that a Forbes inspector might look for include personalized service and providing a unique experience to guests. For example, during an in-depth self-paid stay, the inspector might notice if the staff use his or her name naturally in conversation or displays a genuine sense of interest in his or her life.

This was an easy criteria for Edgewood Tahoe to meet. The resort aims for the staff to communicate in a meaningful way with their guests. The staff is constantly thinking of ways to elevate a guest's experience, going above and beyond to make it extra memorable. "We empower our employees to anticipate the guests' needs and expectations and make them happy," Osborne says.

That level of service, coupled with a LEED-certified, 154-room alpine lodge, an 8,500-square-foot spa and salon, an 18-hole golf course, three restaurants and a private beach, makes Edgewood Tahoe the perfect retreat.

As Forbes only gives Four Star Ratings to "exceptional properties, offering high levels of service and quality of facility to match," according to its website, it's clear that the Forbes Travel Guide inspector was impressed with Edgewood. Here are some of the highlights that the Forbes inspector noted:

"Where there's a fireplace, you'll find a gathering place. Yet the best spot for a quiet conversation or game of cards may be in the second-floor library with a master's table carved from a tree. Edgewood Tahoe's backyard provides all the essentials for a good time: an events lawn, fire pits, chairs, a small basketball and a hot tub and pool that stay open throughout the year."

Edgewood was also accepted into the American Express Fine Hotels and Resorts collection and was voted the Number One Resort Head in the U.S. by Travel + Leisure. The Forbes rating further cemented Edgewood's status in terms of cutting-edge luxury resorts.

Osborne attributes the high accolades from Forbes to Edgewood Tahoe's dedication, hard work and perseverance in making their guests feel special and relevant. She doesn't give all of it credit to Edgewood, though, for putting South Lake Tahoe on the map in terms of luxury.

"We knew coming into this market that it was about more than Edgewood - it's about selling a destination. So, we asked ourselves, 'How can we get South Lake Tahoe on the map in a different way?' And we determined this is how we could bring luxury to South Lake Tahoe's success," Osborne says.

As for the future, Osborne says Edgewood Tahoe will add villas in the fall and rebranding the Edgewood Restaurant.

"Our goal is to give five or six years," she says.

(888) 769-1924 | 180 Lake Parkway, Stateline, Nevada  
edgewoodtahoe.com

## To make sure your customers really see it, your article is...

- 1 posted on our Facebook page with 74K likes
- 2 displayed on Tahoe.com, which had more than 3.5 million page views in 2021
- 3 included in our Tahoe.com and affiliate emails
- 4 printed in two seasonal editions for year-round coverage



And one more **(GIANT)** benefit of having an LakeTahoeThisWeek.com marketing interface...

A freestanding, attractive and effective website that our content managers help you keep up to date.

Everyone wants a great website for their business. But once you have it...

- We help you build a great-looking, effective website
- We help you keep it current without paying a “master” to do so
- We make sure people see it, since most customers won’t know your specific url



Psst ... remember:  
We enter all  
information for you.

Let **Tahoe.com** take care of all your marketing needs!

Imagine the ease and time savings of only having to deal with one entity for all your marketing. Here's what we can do for you:

Marketing consultation



Full media and marketing plans



Website design and upkeep



Website writing packages



SEO optimization



Logo design



Branding



Ad design



Press releases



