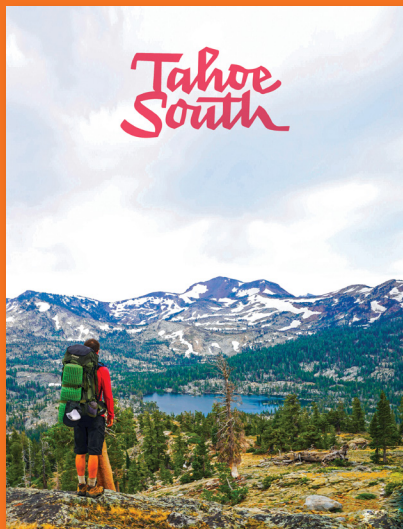


# LAKE TAHOE VISITORS AUTHORITY

2019-2020

Lake Tahoe Visitors Authority  
Advertising Rates & Information



Produced in partnership between  
Lake Tahoe Visitors Authority and Madden Media

FOR ADVERTISING INFORMATION,  
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11/28/2018

## Inspire Travelers to Visit TAHOE SOUTH

The *Tahoe South Travel Guide* is the only official local visitor publication delivered to travelers BEFORE they arrive in Tahoe South. Once they visit, it's available at area visitor centers and many area attractions. It's the best source for selecting where to go, where to stay, and what to do.

### Three Ways to Engage

- 1 25,000 Printed Copies\*
- 2 Unlimited online presence through the Digital Edition on TahoeSouth.com
- 3 NEW added value: Advertiser content on Tahoe South page of VacationistUSA.com

\*Information is subject to change.

### Deadlines



SPACE RESERVATION  
**March 8, 2019**



MATERIALS DUE  
**March 15, 2019**



DELIVERY  
**June 20, 2019**

### NEW

### Lower Ad Rates, More Value

Standard Position	Net
FULL PAGE	\$4,700
1/2 PAGE	\$2,400
1/4 PAGE	\$1,375
Premium Placement	Add 15%



Check out the 2018  
*Tahoe South Travel Guide* at  
[tahoesouth.com/travel-planner/](http://tahoesouth.com/travel-planner/)