



2025 media**kit**

Reno | Truckee | Incline Village

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4 issues per year.

Publication Deadlines

April

3/3 Ad Reservations
3/13 Art Due
4/15 In Mailboxes (Approx.)

June

5/14 Ad Reservations
5/27 Art Due
6/30 In Mailboxes (Approx.)

September

8/5 Ad Reservations
8/15 Art Due
9/15 In Mailboxes (Approx.)

December

11/3 Ad Reservations
11/13 Art Due
12/16 In Mailboxes (Approx.)

IVGID Magazine

Community | Audience

- Incline Village & Crystal Bay, NV
- Families and Retirees
- High Level Executives
- Full and Part-time Residents
- Primary and Second Homeowners
- Visitors

Reach

IVGID magazine is mailed to 6,900 homes, including second homeowners. Each issue reaches over 20,000 people. An additional 2,500 copies are available at amenities throughout Incline Village.

Home Value \$500k - \$25M+

Content

Engaging articles pertaining to the Incline Village General Improvement District (IVGID) clubs, events and resident amenities (ski, golf, beach, and fitness), real estate, mountain living and fun.

Rates	1X-2X	3X+
Full page	\$2,310	\$2,090
1/2 page	\$1,705	\$1,540
1/3 page	\$1,450	\$1,240
1/4 page	\$990	\$825
1/6 page	\$795	\$630

Premium Positions

Back Cover	*\$2,720
Inside Back Cover	*\$2,420
Inside Front cover	*\$2,470
Center Spread	*\$3,200

**Advertiser must commit to annual contract.*

Ad rates are per issue. Use, type and display criteria of all advertisements in the IVGID Magazine shall be determined by IVGID's General Manager or, in the case of his absence, his designee.



Golf Cart GPS Screen Advertising Incline Village Championship Golf Course

Audience

A classic 18-hole public Lake Tahoe golf course featuring a Robert Trent Jones Sr. design and beautiful lake views. This par-72 course gets many accolades.

- #1 In *Tahoe Quarterly's* "Best Golf Course on North Shore"
- #17 Overall - *GolfPass* "Top 50 U.S. Courses"
- #2 Overall - *GolfPass* "Top 25 Courses for Best Conditions"
- #3 Overall - *GolfPass* "Top 25 Golf course Layouts"
- #3 Overall - *GolfPass* "Top 25 Golf courses in Nevada"

Reach

Approximately 25,000 rounds of golf each season. Season is typically mid-May through mid-October. 100% of players utilize a GPS-equipped Golf Cart.

Ad Details

Ad includes: Full Screen ad on the Fairway (minimizes to an insert sized ad) and Full Screen ad from Green-to-Tee area. One advertiser per each Fairway/Green-Tee area.

Rates

\$3,500 Season: Includes 1 full Screen ad on 1 Fairway, insert ad on that Fairway and Full Screen ad on 1 Green-to-Tee area.

\$2,500 Season: with annual commitment in *IVGID magazine* (4 issues minimum).

Art Specs

Full screen ad 1024 x 600px; Insert ad 314 x 141px

Both sizes needed.

JPG files only.



4 issues per year.

Publication Deadlines

March

2/12 Ad Reservations
2/21 Art Due
3/28 In Mailboxes (Approx.)

June

5/9 Ad Reservations
5/19 Art Due
6/20 In Mailboxes (Approx.)

September

8/12 Ad Reservations
8/22 Art Due
9/23 In Mailboxes (Approx.)

December

10/30 Ad Reservations
11/11 Art Due
12/9 In Mailboxes (Approx.)

Truckee Magazine (Formerly Truckee.com)

Community | Audience

- Full & Part time residents
- Second Homeowners
- Visitors
- Seasonal Calendar of Events

Reach

14,000 copies of this quarterly magazine are printed seasonally. The magazine is direct mailed to Truckee residences, second homeowners in Martis Camp, Lahontan & Shaffers Mill, as well as available through high-profile racks in Historic Downtown Truckee and at the Truckee Welcome Center.

Content

This quarterly magazine is the official publication of the Truckee Chamber. Content includes current information about local events, businesses, recreation opportunities, and the people that make Truckee a unique mountain town.

Rates

	1X-2X	3X+
Full page	\$2,200	\$2,000
1/2 page	\$1,500	\$1,250
1/3 page	\$1,250	\$1,025
1/4 page	\$825	\$700
1/6 page	\$650	\$475

Premium Positions

Back Cover *\$2,400
Inside Back Cover *\$2,175
Inside Front cover *\$2,250

**Advertiser must commit to annual contract. Ad rates are per issue.*



4 issues per year.

Publication Deadlines

March

- 2/5 Ad Reservations
- 2/14 Art Due
- 3/17 In Mailboxes (Approx.)

June

- 5/19 Ad Reservations
- 5/30 Art Due
- 6/25 In Mailboxes (Approx.)

October

- 9/11 Ad Reservations
- 9/23 Art Due
- 10/17 In Mailboxes (Approx.)

December

- 10/30 Ad Reservations
- 11/11 Art Due
- 12/9 In Mailboxes (Approx.)

Northstar Living

Community | Audience

- Affluent Resort Community in Truckee, CA
- Year-Round Activities
- Full-Time Residents
- Second Homeowners
- Visitors & Vacationers

Reach

Mailed to over 2,000 of Northstar resort's single-family and condominium homeowners; and available at amenity centers.

Reach over 8,000 residents and visitors each issue.

Home Value \$600K - \$10M+

Content

Engaging articles pertaining to the homeowner association, resident projects, amenities (ski, golf, tennis, pool & fitness), real estate, mountain living and fun.

Rates

	1X-2X	3X+
Full page	\$1,850	\$1,550
1/2 page	\$1,625	\$1,200
1/3 page	\$1,325	\$925
1/4 page	\$925	\$675
1/6 page	\$675	\$525

Premium Positions

Back Cover	*\$1,850
Inside Back Cover	*\$1,700
Inside Front cover	*\$1,750

**Advertiser must commit to annual contract. Ad rates are per issue.*



4 issues per year.

Publication Deadlines

February

- 1/6 Ad Reservations
- 1/13 Art Due
- 2/7 In Mailboxes (Approx.)

May

- 4/1 Ad Reservations
- 4/11 Art Due
- 5/6 In Mailboxes (Approx.)

July

- 6/26 Ad Reservations
- 7/8 Art Due
- 7/31 In Mailboxes (Approx.)

October

- 9/4 Ad Reservations
- 9/15 Art Due
- 10/10 In Mailboxes (Approx.)

The Shire

Community | Audience

- Glenshire/Devonshire Residents Association, Truckee, CA
- Truckee/Tahoe Locals
- Families
- Full and Part-time Residents

Reach

Over 6,000 Truckee/Tahoe full-time residents and locals. Community Association magazine is direct mailed to 1,300 property owners and available at Amenity Center.

Home Value \$725k - \$3.5M

Content

Engaging articles pertaining to homeowner association events, seasonality of properties, resident amenities, defensible space resources, and more.

Rates

	1X-2X	3X+
Full page	\$1,275	\$1,065
1/2 page	\$1,065	\$855
1/3 page	\$910	\$700
1/4 page	\$650	\$495
1/6 page	\$495	\$340

Premium Positions

Back Cover	*\$1,325
Inside Back Cover	*\$1,145
Inside Front cover	*\$1,195

**Advertiser must commit to annual contract. Ad rates are per issue.*



12 Issues: Monthly

Publication Dates | Reservations

Ad Reservations

Due the 5th of the month prior to publication.

Art Due

Due the 12th of the month prior to publication. December issue, ads due November 7.

In Mailboxes

Delivered to mailboxes around the 1st of each month.

Tahoe Donner News

Community | Audience

- Full and Part-time Residents
- Primary and Second Homeowners
- Largest resort community in the country
- Tourists/Vacationers/Ski Lease

Home Value \$750K - \$8M+

Amenities

The Lodge (restaurant), golf course, ski area, cross country ski area, equestrian center, tennis courts, beach, pools and fitness centers.

Reach

Mailed to over 7,000 property owners. Reaches over 25,000 association members.

Rates

	1X	3X	6X	12X+
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

Premium Positions

Back Cover	N/A	N/A	N/A	*\$2,400
Inside Front & Back Cover	N/A	N/A	N/A	*\$2,100
Two-page Spread	\$5,725	\$5,225	\$4,250	\$3,800

**Advertiser must commit to annual contract. Ad rates are per issue.*

Additional Opportunities at Tahoe Donner

Online Business Directory Listing (included with annual print contract)

\$1000/annually. Add Featured Vendor Tile for \$600/year.

Email Advertising

Weekly email, 4x per month, \$375/month.

GM update email exclusive, 1x per month, \$400/month.

Board Meeting Agenda email exclusive, 1x per month, \$400/month.

15 Digital Amenity Screens

Located in high traffic, key performance locations throughout the development. \$3,000/year, \$500/month and \$1,750/season (6 months)

Summer/Winter Trail Maps

Two maps in winter, one in summer.

2 ad spaces each. \$2,500/map/season.

Winter Ticket Backs

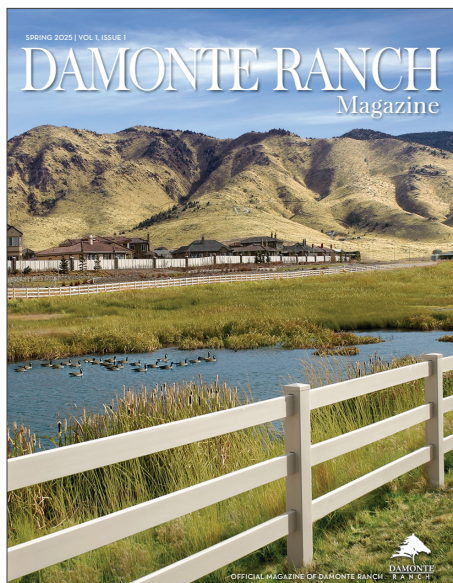
Back of X-Country & Snow Play tickets. \$4,000/season.

Golf Cart Signage

80 Signs. \$2,000/season.

Event Sponsorships

Annual Meeting (June), Summer Concert on the Green (July 4th Weekend), Wild West Festival (Labor Day Weekend), Fall Festival (October), Summer Concert Series. Inquire for more details.



Damonte Ranch Magazine

Community | Audience

- Damonte Ranch in Reno, NV
- Couples, families and retirees
- Predominantly primary homeowners

Reach

Damonte Ranch Magazine is the official news magazine of the Damonte Ranch master HOA. Published 4 times/year. 7,000 total distribution to over 6,000 households.

Home Value \$350K - \$1.7M

Content

Damonte Ranch Magazine contains business information important to the over 16,000 residents in South Reno, NV.

4 Issues per year.

Publication Deadlines

March

- 2/19 Ad Reservations
- 3/3 Art Due
- 3/28 In Mailboxes (Approx.)

June

- 5/5 Ad Reservations
- 5/15 Art Due
- 6/13 In Mailboxes (Approx.)

September

- 8/19 Ad Reservations
- 8/29 Art Due
- 9/29 In Mailboxes (Approx.)

December

- 11/12 Ad Reservations
- 11/21 Art Due
- 12/23 In Mailboxes (Approx.)

Rates

	1X-2X	3X+
Full page	\$2,300	\$2,000
1/2 page	\$1,800	\$1,500
1/3 page	\$1,450	\$1,200
1/4 page	\$950	\$800
1/6 page	\$750	\$675

Premium Positions

Back Cover	*\$2,500
Inside Back Cover	*\$2,100
Inside Front cover	*\$2,250
Business Directory	*\$250

**Advertiser must commit to annual contract. Ad rates are per issue.*



6 Issues per year.

Publication Deadlines

January

12/3 Ad Reservations
12/13 Art Due
1/15 In Mailboxes (Approx.)

March

1/24 Ad Reservations
2/5 Art Due
3/6 In Mailboxes (Approx.)

May

3/31 Ad Reservations
4/10 Art Due
5/9 In Mailboxes (Approx.)

July

6/2 Ad Reservations
6/12 Art Due
7/11 In Mailboxes (Approx.)

September

8/8 Ad Reservations
8/20 Art Due
9/17 In Mailboxes (Approx.)

November

10/7 Ad Reservations
10/17 Art Due
11/17 In Mailboxes (Approx.)

ArrowCreek View

Community | Audience

- 92% Primary Homeowners
- ArrowCreek Gated Community in Reno
- Affluent
- Family & Retirees
- Public golf course and private amenities

Reach

Mailed to over 1,100 households engaged in their community, reaching well over 4,000 residents of south Reno.

Home Value \$750K - \$8M

Content

Engaging information pertaining to the homeowner association, homeowner clubs, resident amenities, the school district, and events.

Rates

	1X-3X	4X+
Full page	\$1,300	\$1,050
1/2 page	\$962	\$800
1/3 page	\$858	\$725
1/4 page	\$680	\$650

Premium Positions

Back Cover	*\$1,480
Inside Back Cover	*\$1,275
Inside Front cover	*\$1,325

**Advertiser must commit to annual contract. Ad rates are per issue.*



Sales are not permitted.
All items/collateral should be free for guests.

First Thursday Sponsorship

Event Overview

1st Thursday monthly gathering, 5 - 7pm, at the Art Museum for over 20 years! Mingle, listen to music, and enjoy the excellent art displays.

Open to the public (\$15 for non-members).

Attendance is 300 - 800 with 80% being Museum members.

One free drink (beer or wine) is included with admission.

Table Sponsorship Levels

1 month commitment - \$500

- Opportunity to connect with guests and disburse free samples, etc.
- One 6' table and 2 chairs provided at venue
- Included in shared social media posts:
 - 20K+ followers Facebook
 - 22K+ Instagram
- Recognition on-stage during event by host (2)
- Recognition during live broadcast on KWNK of concert performance (2)
- Sponsor business-type exclusivity

3 month commitment - \$1,200

Everything in the 1 month level plus

- Listed in select e-blasts (Distribution to 34K+ subscribers per month.)
- Listed as a sponsor in event calendar on nevadaart.org (150K+ unique visits annually.)

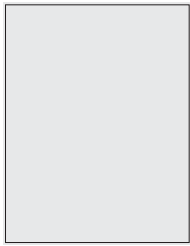
12 month commitment - \$4,000

Everything in the 1 & 3 month levels plus:

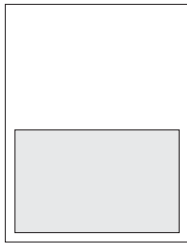
- Listed as a sponsor in paid media buy
- Logo included on Sky Room media screen during event
- Listed as a sponsor in 39K copies of NOTE direct mailed to member households (6500 copies, 6x annually)

Non-profit rate \$300/month

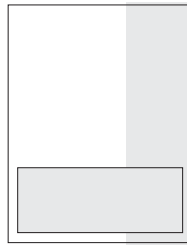
ArrowCreek View | Northstar Living | The Shire



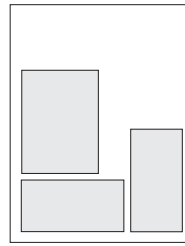
Full Page
8.5w x 11h
+.125" Bleed



1/2 Page
7.6875w x 5h



1/3 Page
7.6875w x 3h
2.84w x 11h
+.125" Bleed



1/4 Page
3.72w x 5h

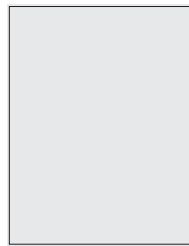
1/6 Page
2.4w x 5h
5w x 2.4h



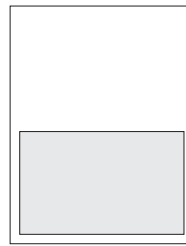
Back Cover
8.5w x 8h
+.125" Bleed



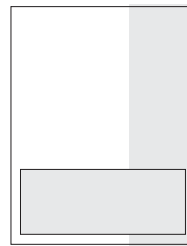
IVGID Magazine | Damonte Ranch Magazine | Truckee Magazine



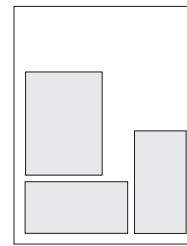
Full Page
8.375w x 10.875h
+.125" Bleed



1/2 Page
7.6875w x 5h

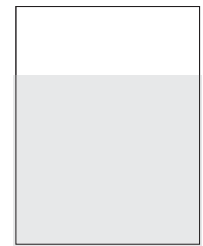


1/3 Page
7.6875w x 3h
2.84w x 10.875h
+.125" Bleed



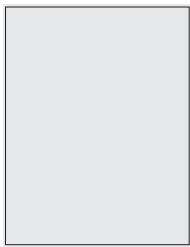
1/4 Page
3.72w x 5h

1/6 Page
2.4w x 5h
5w x 2.4h

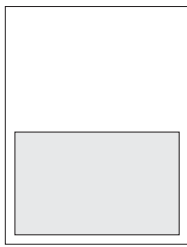


Back Cover
8.375w x 8h
+.125" Bleed

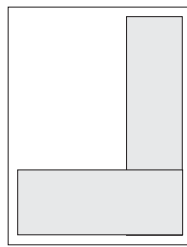
Tahoe Donner News



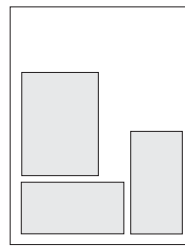
Full Page
9w x 12h
+.125" Bleed



1/2 Page
8w x 4.993h Horiz.
3.906w x 10.155h Vert.



1/3 Page
8w x 3.280h Horiz.
2.542w x 10.155h Vert.



1/4 Page
3.906w x 4.993h

1/6 Page
2.542w x 4.993h



Back Cover
9w x 9.77h
+.125" Bleed



Artwork Requirements

We assume no responsibility for typographical errors in advertisements. Quality in photo, art, and type reproduction will not be guaranteed.

- All fonts must be 8pts or larger.
- When including a QR code, please create the QR as black or grayscale.

- We accept only high resolution pdf, eps or tif files.
- Ad resolution must be 300 dpi/ppi.
- Do not include crop/registration marks or color bars.
- We will not be responsible for poor quality ads resulting from submitted files that do not follow these specifications.

Art Submission

Email files less than 20MB via email to peggy@ccmpublishing.com

Send files larger than 20MB via Dropbox, Google Drive, Hightail or other digital means.