

# A note from LTN's publisher

Greetings *Lake Tahoe News* readers,

I want to let you know about advertising opportunities on *Lake Tahoe News*. Anyone who advertises on *Lake Tahoe News* in 2009 receives 20 percent off the 2010 rates.

What are you waiting for?

Today marks three months since *Lake Tahoe News* started bringing news to you seven days a week. It's the only source for daily news about Lake Tahoe – daily meaning seven days a week.

Between Oct. 30-Nov. 30 this news source received more than 11,000 hits, with more than 3,000 being unique visitors. Remember, that is in less than three months.

*Lake Tahoe News* isn't just for those who live in the basin. Readers are coming from across the world. More important for advertisers, a good number of readers are from the drive-up market in the Bay Area and Sacramento region. I can provide you with stats if you email me.

We have four sizes of display ads – the banner on the Home page, the square ads, and the inside small and large banner ads. Other options include enhanced listings and webpages. Details about the ads and pricing may be accessed via the Home page by hitting Advertise. The 2009 and 2010 rates are on separate PDFs.

We look forward to hearing from you soon,

**Kathryn Reed, *Lake Tahoe News* publisher  
([info@LakeTahoeNews.net](mailto:info@LakeTahoeNews.net))**

**ps** ... If you aren't a subscriber, please consider becoming one by hitting the Subscribe button on the bottom right of the

Home page. This will give you a morning email with everything that has been posted in the last 24 hours. The headline links to the story and a few paragraphs are provided to tell you what it's about. It's free and your email address will not be sold.