

Advertising on Lake Tahoe News pays off

Lake Tahoe News has a variety of advertising options for all sizes of businesses.

The rates are staying the same for 2011 – meaning reasonable and affordable. The longer you sign up for, the less expensive it is.

Everyone has a limited number of advertising dollars. That's why it is important to spend them wisely and effectively. Look at where you are putting your money now. What is the return on investment? When a customer comes in, do you know how they found out about your business?

Internet is the most common answer. (The phonebook is obsolete. It's all about Internet searches.) But how did they get to your website?

If the URL for your business is not on websites that are being crawled by search engines, you might as well be advertising in print, which gives you no connection to the masses.

What *Lake Tahoe News* has is content that is changing daily. This is exactly the kind of site search engines are looking for. This is important because it means every time the search engine is probing *LTN*, it is hitting every URL on the site. For advertisers, this means two hits – once with the display ad and again with the directory listing. These hits then propel your business' listing to the top of the pack when customers are doing Google searches and the like.

Clicking on a display ad brings readers-customers to your website. This allows you to provide much more information than any print ad ever could.

If you are ready to get started, contact Lisa Huard at (530) 318.5356.

Going to the top of the page allows you to access all the ad rates and sizes of ads. Click on the word "advertise" and then download the price sheet.