

LTN tidbit 10: It pays to advertise with LTN



May is 31 tidbits about Lake Tahoe News month.

LTN tidbit No. 10:

How are people finding your business? What is the return on investment with your advertising?

These are two of the basic questions any person in charge of deciding how to spend a company's advertising dollars must be able to answer.

Lake Tahoe News can help you answer those questions. We can provide advertisers with monthly stats about impressions and clicks. When it comes to clicks, our stats only register one IP address per day so we can't inflate those numbers by clicking on ads all day.

Charter Advertising in Meyers, which designs ads for *Lake Tahoe News* for clients who don't have someone in house or an agency to do so, has the capability of creating a link for your ad that would provide you with your own data so you don't have to rely on LTN's stats. (Their ad creation fees are in addition to the posted ad rates on *Lake Tahoe News*.)

More businesses are turning to the Internet to get the message out about what they have to sell or what their services are.

According to the Interactive Advertising Bureau, in 2011 Internet ad revenue was a record \$31 billion. This is up 22 percent from the \$26 billion in 2010.

People use a search engine to find a business. Gone are phonebooks. Gone is the need for any print mode of advertising.

With ads on *Lake Tahoe News*, it's always there – 24/7, no matter where people are reading the news site. *LTN* is ideal for reaching people in the basin and outside the basin. People are reading *LTN* in more than 2,000 cities and 100 countries.

Ad rates may be accessed from the top of the page by hitting Advertise. If you have questions, email info@LakeTahoeNews.net with “advertise” in the subject line.

Here is information about becoming a paid subscriber.