

Time to advertise with LTN before the rates go up

Lake Tahoe News in the last couple weeks introduced two ad sizes to give greater variety to businesses looking to get the word about what they have to offer.

One is the home page ad at the top right. The advantage to this ad is that it will only be sold to one advertiser at a time. That means you will *always* be seen every time people are on the home page.

The other new ad size is the large squares. These are four times the size of the small square ads, but at only twice the cost. Plus, a limited number of them will be sold. The advantage to these ads is that they can be bought so they are seen on nearly every page or specific categories.

Prices are going up Jan. 1. So, if you want to lock in the 2012 rates, it will require signing a contract and paying before the end of the year. If you are interested in learning more about the rates or have other questions, send an email to info@LakeTahoeNews.net with "advertising inquiry" in the subject line.

Remember, *Lake Tahoe News* is the only source for news about Lake Tahoe seven days a week. It's there 24/7. It's being read in thousands of cities and hundreds of countries. This makes it in market and out of market media.

We look forward to hearing from you.