

# LTN can help your business make money

As local business owners, we know firsthand the importance and challenge of getting the word out to prospective customers. At *Lake Tahoe News*, we want to help you accomplish those goals.

LakeTahoeNews.net is the largest online-only news publication in Tahoe, serving up real-time news about Lake Tahoe seven days a week. Based in South Lake Tahoe, we have more than 100,000 unique monthly visitors, with tens of thousands of readers inside and outside the Tahoe basin. And we have the hard numbers to back that up.

We regularly cover breaking news events, with original reporting as well as content curated through associated news networks.

New stories are posted about every 90 minutes, seven days a week, meaning there's always a reason to be checking *LTN*.

- We have a growing email list, which allows readers to get a daily digest of headlines and snippets from the previous 24 hours, delivered to their inbox every morning.
- Some of our special projects have included:
  - Affordable housing in Tahoe-Truckee.
  - A multipart series on mental health.
  - A deep-dive into our national parks system in honor of the 100th anniversary.
- We cover news throughout the basin and in Truckee. Some of it is hard hitting, some whimsical. We write human interest stories about people doing interesting things – whether related to business, tourism, the environmental, or something else.

So that's a little about our story. Let us help you reach

prospective customers by telling the story about your company. You can do so by running display advertising with us. Like any digital marketing today, we can help you setup easy click-through tracking on your ads so that you can effectively measure the return on your investment within the first month.

We offer significant discounts on six-month and annual contracts.

Email us today at [info@LakeTahoeNews.net](mailto:info@LakeTahoeNews.net) with "want to advertise" in the subject line so we can get your business on board with *Lake Tahoe News*.