



THE 28<sup>TH</sup> ANNUAL



L A K E T A H O E

# Music Festival

## Hello and Welcome to the 2010 season!

The non-profit Lake Tahoe Music Festival is Tahoe's summer music destination tempting audiences with a series of diverse musical performances from Broadway to Pops and from classic rock to jazz. The outdoor concerts, **July 22 - August 7**, celebrate the beauty of Lake Tahoe and Truckee and bring together thousands of music lovers annually for time with friends and family. The primary beneficiary is the festival's Educational Outreach Program including the newly formed Orchestra Academy and the Truckee Youth Music Program. The line-up for this summer includes *America - 40th Anniversary Tour*, *Broadway's Best with Debbie Gravitte*, *Simply Sinatra with Steve Lippia*, *Natalie Cole*, *Michael McDonald* and more, along with fantastic special events.

As an advertiser in our program you will reach more than 14,000 upscale festival attendees, both locals and visitors. The program will be distributed at all of the festival events and be placed in local businesses prior to the festival for additional promotion.

The demographics of our audience break down as follows:

- + 95% have annual incomes of over \$100,000
- + 93% are age 45+
- + 73% have a Bachelor's degree or higher
- + 56% attended two or more concerts last season

This year we are proud to be partnering with Northern Nevada Business Weekly to produce our program. They have years of experience in the custom publishing arena and will do a great job for us.

We look forward to another great season and another great program. Don't miss out. Call 775-770-1173 today to reserve your space!

Lisa Krueger, CEO  
Lake Tahoe Music Festival

### DEADLINES

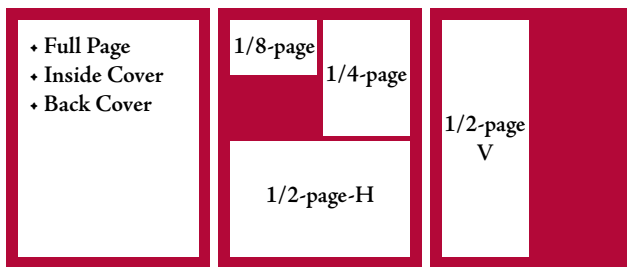
**Space Reservation: Thursday, June 3, 2010**

**Digital Ad Deadline: Thursday, June 10, 2010**

For more information on the Lake Tahoe Music Festival go to [www.tahoemusic.org](http://www.tahoemusic.org).

To advertise in the official program, call **Lisa Ericson** at (775) 850-2155 or send e-mail to [lericson@nnbw.biz](mailto:lericson@nnbw.biz).

Ad Sizes & Rates				
		width	height	Open Rate
Full Page	trim bleed live area	8.375"	10.875"	\$1,200
Inside Cover (front or back)		8.625"	11.125"	\$1,595
Back Cover		8.125"	10.675"	\$1,695
1/2-page-V		3.5625"	9.725"	\$750
1/2-page-H		7.375"	4.7375"	\$750
1/4-page		3.5625"	4.7375"	\$500
1/8-page-H		3.5625"	2.24"	\$300



\*Any ads pre-paid in full by

5/27/10 receive a 10% discount.

