



THE 29TH ANNUAL



L A K E T A H O E

Music Festival

Hello and welcome to the 2011 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, in the Village at Northstar™, on July 21st, August 4th and August 25th celebrate the beauty of Lake Tahoe and Truckee and bring together thousands of music lovers annually for time with friends and family. The concert helps support 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 Blues Traveler and two more headliners to be announced.

As an advertiser in our program you will reach more than 10,000 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:

- + 83% have annual incomes over \$75,000
- + 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!

Sally Lyon
Board President

DEADLINES

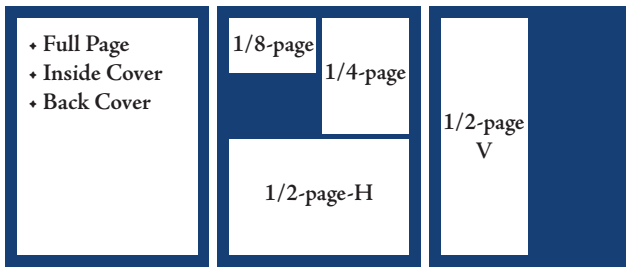
Space Reservation: Monday, June 6, 2011

Digital Ad Deadline: Monday, June 13, 2011

For more information on the Lake Tahoe Music Festival go to www.tahoemusic.org.

To advertise in the official program, call Lisa Ericson at (775) 850-2155 or send e-mail to 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

6/13/11 receive a 10% discount.

