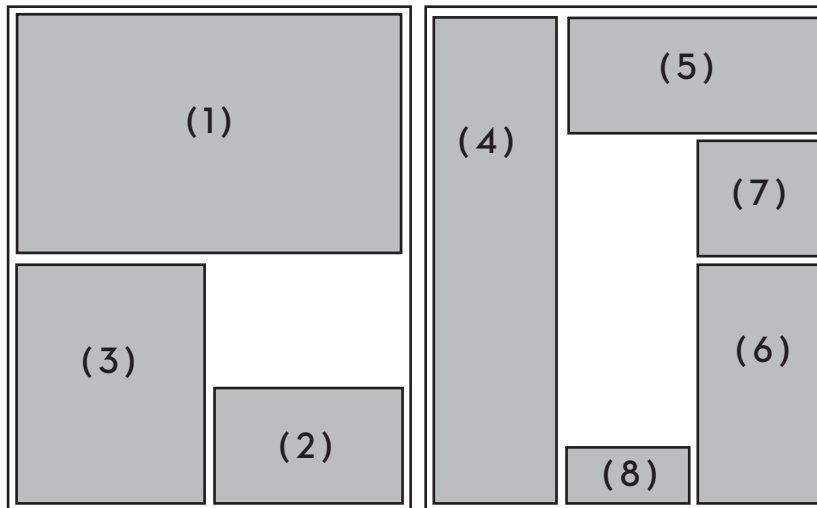


TD NEWS ADVERTISING SPECIFICATIONS

AD SIZES:

| | | | |
|--------------------|------------------|------------------|------------------|
| (1) 1/2 horizontal | 8.000" x 4.972" | (6) 1/6 vertical | 2.556" x 4.972" |
| (2) 1/8 horizontal | 3.917" x 2.403" | (7) 1/12 | 2.556" x 2.403" |
| (3) 1/4 vertical | 3.917" x 4.972" | (8) 1/24 | 2.556" x 1.167" |
| (4) 1/3 vertical | 2.556" x 10.125" | Full Page | 8.000" x 10.125" |
| (5) 1/6 horizontal | 5.278" x 2.403" | Back Cover | 8.75 x 11.125" |



ADVERTISING COLORS

Full Color (CMYK) ❖ Black + White ❖ 1 Color + Black ❖ 2 Colors + Black

Tahoe Donner News is a high quality, full-color, glossy recreation magazine published monthly by Tahoe Donner Association. All advertisements must be submitted in digital format. If you require services for digital advertising artwork preparation, please contact your advertising account executive for referrals. Tahoe Donner Association does not provide advertising design services.

Ads may be submitted to tdads@tahoeguide.com. Please use this address for electronic submissions of ads and correspondence. All ads must be proofed before submission and ready for print. Tahoe Donner Association places the ad exactly as it is submitted.

Ads submitted must meet the following requirements:

- Digital artwork for ads must be sent in PDF format with all the imagery, including fonts, embedded within the file.
- All artwork must be 300 dpi.
- All colors must be converted to CMYK.

Quick tips for making perfect PDF files:

- Ensure image files used in your native application are set-up in a CMYK color space (GRAYSCALE if your ad is black and white) and image files are at least 300 dpi at final print size.
- Don't use Truetype fonts. Use Type 1 fonts only, and don't use Type Styles in your native application.
- Ensure the layout in your native application is correctly sized.
- Don't use image compression.
- Embed all fonts.
- Leave color management unchanged.

For questions about advertising design and formats: Please call Phil at (530) 448-3065, Nancy at (530) 448-9261 or leave a message at (530) 550-2978.

E-mail: tdads@tahoeguide.com.