



**TAHOETOPIA**  
.com

*Reno-Tahoe*  
visitor channel

SQUAW VALLEY  
**SVTV**  
VISITOR CHANNEL

tahoetime

GET OUT!  
**TAHOE!**

LAKE  
**TAHOE**  
VISITOR  
NETWORK

**TAHOE**  
TV   
Tune in...  
then Get Out!

media information  
2009



PHOTO BY PETER BRANDT

## The Power of Tahoe TV

Tahoe TV captures both the romance and excitement of the Lake Tahoe Region and couples it with up-to-the-moment, local information about what to do and where to do it. This combination is delivered 24/7 directly to visitors and residents in over 153,000 cable households, approximately 3,000 hotel/motel rooms & condos, and key visitor sites in Truckee, Northstar, Squaw Valley, around the North, West, and South Shores of Lake Tahoe, and in Reno and Northern Nevada, including the Reno-Tahoe Airport.

Content is king at Tahoe TV. People "Tune in... then Get Out!" because the material on Tahoe TV is timely, lively, engaging, and informative. The network's unique, "multi-zone" screen format carries constantly updated information about weather, resort conditions, and events. Simultaneously, on the screen, there are custom video segments about local and regional businesses designed to appeal to eager-to-explore and ready-to-buy customers who are already at Tahoe, or very near by. This one-of-a-kind regional programming provides savvy advertisers with the opportunity to raise awareness and reach thousands of potential customers each day.

Tahoe TV has it all. Resort conditions, local weather, live scenic and road webcams, information about dining, shopping, activities, real estate, events, businesses, attractions, places to visit, and the history and heritage of the area.

## tahoe tv's reach



## what advertisers say

"Tahoe TV produced a sales video that went beyond my expectations. Not only was the staff at Tahoe TV a gem to work with, the product that they produced was top-notch. I am now looking for other ways to utilize the talents of this amazing company."

— *Patty Baird, Owner/Director, Cedar House Sport Hotel*

"A print ad just doesn't tell the fun, candle-making story. Our video captures the viewer and gives them a feel for the experience. At least one customer per day mentions the Squaw Valley Visitor Channel."

— *Lauren Hickey, Manager, Waxen Moon Squaw Valley*

"SVTV is progressive, professional, and really works."

— *Frank Solomon, Owner, Inn Shop Squaw Valley*

"The channel has become one of the top amenities we offer our guests. By tuning in to this channel in the privacy of their rooms, they can find out about the current weather conditions and forecast, and discover the wonderful dining and activity options available to them during their stay."

— *Melody Rebbeck, Director of Sales, Best Western Truckee-Tahoe Inn*

"The visitor channel delivers a powerful video message to all the local visitor rooms with one media buy."

— *Erin Videgain, Marketing Manager, Old Greenwood*

"Tahoe TV is borderline addictive! I tune in every morning."

— *John Monson, Director of Marketing/Sales, Sugar Bowl*

"Our guests and homeowners specifically ask for it (SVTV)."

— *Brian Doyle, Chief Engineer, Squaw Valley Lodge*

"Thanks again for everything with the video. My client absolutely loved it."

— *Kristin Mettler, Principal, Malen and Mettler PR*

# TAHOE TV PROGRAMMING

## why tahoe tv works

### Targeted Marketing

Tahoe TV is aimed at people already in, or prone to visit, the Tahoe Region, namely those people presently in the region (locals and visitors) or those within a convenient drive.

### Original Programming, About Tahoe

Tahoe TV is a locally owned and managed company, focused entirely on producing content that reflects the appealing Tahoe community and lifestyle. Tahoe TV is all Tahoe, all the time. And it's handy – on local and regional channels and on the internet. The content is engaging and relevant. Viewers get everything from weather to events to things to do and business and community insights – in one place, any time of day.

### One-Stop Shopping

Tahoe TV provides a multi-media buy that is both efficient and effective. This is true for both advertisers and for viewers. Tahoe TV clients get the power of video and the web in a coordinated, consistent message that is fun to watch.

### Quality That's Cost Effective

From custom segments and spots to sponsorships, graphic ads, and special packages, Tahoe TV delivers big bang for every buck.

### Multi-Zone Screen

Tahoe TV's exclusive, multi-zone screen format delivers timely, current content and high-frequency advertiser messages continuously. Clients receive ongoing exposure during all programming hours.



## local/regional television



Get Out! Tahoe is a multi-hour, daily, cable TV program reaching over 153,000 subscriber households, lodging properties and businesses, every day, 7 days a week, in Truckee (ch 66), North Lake Tahoe (ch 14), South Lake Tahoe (ch 15), Reno/Sparks (ch 3), and Carson City, Gardnerville, Fallon/Fernly, and Northern Nevada (ch 18).

Positioned as "The Daily Dashboard for Tahoe Living," *Get Out! Tahoe's* lively, dynamic program mix features appealing and timely content that drives regular and repeat viewership, including regional weather, live webcams, recreation conditions, event listings, and engaging video segments about what's happening in and around the Lake Tahoe Region.



## visitor network

The Lake Tahoe Visitor Network, the Squaw Valley Visitor Channel, and the Reno-Tahoe Visitor Channel are available to visitors and guests at lodging properties in North Lake Tahoe, Truckee, and Reno, as well as at the Reno-Tahoe Airport. Collectively, these programs reach over 3,000 guest rooms and condos, providing Tahoe TV's dynamic content, 24 hours a day, 7 days a week in numerous properties, ranging from the Resort at Squaw Creek and Village at Squaw Valley, to the Hyatt Lake Tahoe and Hyatt Northstar Lodge, and more. Reno properties (summer '09) include John Ascuaga's Nugget, Siena, and Atlantis Casino Resort and Spa.

## northern california television



Tahoe Time is a featured segment in the popular and well-established *Travels With Romney* program, airing 40 times/month in the Monterey-Santa Cruz market every Monday, Wednesday, and Friday at 9AM on ABC TV 7 following *Good Morning America*. It also airs weekdays at noon and Sundays at 8:30AM and 6PM on KOTR TV "My 11," reaching 65,000 households in Monterey and Santa Cruz. And it goes to the Bay Area, Mendocino to San Jose, on KFTY, Clear Channel/Comcast/Dish Network and Direct TV, digital cable, reaching a total of over 1.3 million households.

## online



Tahoetopia.com provides Tahoe information to people around the globe, accessible anytime from anywhere, generating over 500,000 visits and 2 million page views annually. The dynamic content includes webcams, video, current weather data and forecasts, local resort conditions, and information on events, history, and sight-seeing.

Tahoe TV.com showcases client videos on the web, reaching the world 24/7. A decade ago, every business came to realize that it needed a website. Today, online video is fueling the next revolution in business communications. Tahoe TV pushes all of its content online via its popular websites, TahoeTV.com and Tahoetopia.com, as well as on YouTube and other growing web-video portals. Tahoe TV also provides a host of online video services. All clients receive robust online video hosting and players for their segments, that can be implemented with just one line of code. Other services include podcasting, live webcasts, and custom-produced online video.

# Tahoe TV Packages & Rates

Tahoe TV's standard, multi-media packages provide high-frequency, consistent exposure on local/regional television, the visitor network, Northern California television, and online.

**featured business** annual contract \$4,800

This is a 90-second to 2-minute-long video segment, in-depth look at a business. Includes short interviews and soundbites, and extensive visual development. Engaging, enticing, informative, and entertaining.

**business highlighter** annual contract \$3,900

This is a 60-second video segment characterizing a business. Includes colorful detail about services and products.

**call to action** annual contract \$3,300

This is a persuasive, 30-second video spot that is straight to the point, quick and concise. Usually includes a call to action for a featured product or special sales offer. Great for event advertising.

Seasonal rates may be available for qualifying businesses, as space is available.

## ALL ABOVE PACKAGES INCLUDE:

### Professional Production

The highly experienced Tahoe TV staff works with clients to create original scripting, graphics, and music, and to conduct on-location filming and post production. See Production Guidelines for details.

### High-Frequency Graphic Banner

The impact of client messages is multiplied on the Tahoe TV network through the use of banners for viewers to see even when the client video is not running. Banners are excellent for a call to action or event announcement.

### Online Video

Tahoe TV places client videos on TahoeTV.com, TahoeTopia.com, and Tahoe TV channels located on other web-video portals including YouTube, Brightcove, and Magnifyeye.

### Web Advertising

Tahoe TV places a client's graphic web ad in run-of-site rotation on the Tahoe portal, TahoeTopia.com. This includes a directory listing and the tracking and reporting of exposures and clicks.

### Web Video Hosting and Player

Tahoe TV hosts clients' videos and provides clients with the HTML code (only one line of code required) so clients can easily run their videos on their own sites.

Special combination packages are available for sponsorships and custom productions.



phone 530.583.4206 | fax 530.583.4674  
P.O. Box 7468, Tahoe City, CA 96145  
Watch Tahoe TV online at TahoeTV.com  
For advertising information, visit TahoeTV.tv



## Tahoe Time Packages

Expose your business to the Bay Area and Northern California. Tahoe Time airs 40 times per month to over 1.3 million subscriber households.

**seasonal presenting sponsor** \$6,000/6 months

Sponsor mention and logo in opening and closing, plus call to action and on-location production, when appropriate.

**feature segment** \$900 per episode

An in-depth 60- to 90-second segment highlighting a business or event as a featured attraction at Lake Tahoe.

**highlight** \$500 per episode

A 30-second segment highlighting a business or event as a featured attraction at Lake Tahoe.

All Tahoe Time packages include all elements of standard Tahoe TV packages for term/episodes. Space is limited each month. Call for availability.

## Sponsorships & Custom Production

In addition to standard spots and engaging feature segments, Tahoe TV offers a variety of opportunities for increased exposure via sponsorships and custom production. Sponsors support content mix and development of new programming and receive category-specific, targeted exposure for their businesses. Custom productions go one step further, creating the opportunity for Tahoe TV to develop new programs around client-specific products and services.

**sponsorship opportunities** Call for availability & rates

Content/Category Sponsorships include Weather, Webcams, Lake Tahoe Snow Report, Summer Recreation Report.

Program Sponsorships/Custom Program Development include Tahoe Time, Truckee Tracks, West Shore Adventures, Gear Up!, Check 1-2, A Taste of Tahoe, Lake Tahoe Real Estate, On the Water, and more, including new custom-developed programs specific to a client's business.

## Reno-Tahoe International Airport

Tahoe TV's launch of the Reno-Tahoe Visitor Network includes opportunities for spot inclusion in the Reno-Tahoe International Airport's "arrival channel" in the baggage claim area. Please call for rates and availability.

All pricing on this page is subject to change.