### 2016 Big Blue Adventure Guide



# Your home for human powered sports!

he Big Blue Adventure Guide includes a description of each event. The guide is created to stay with athletes all summer long reminding them where to get the good gear, where to dine and where to stay each time they participate in any of the great events here in Lake Tahoe.



#### New this year too is the Truckee Marathon.

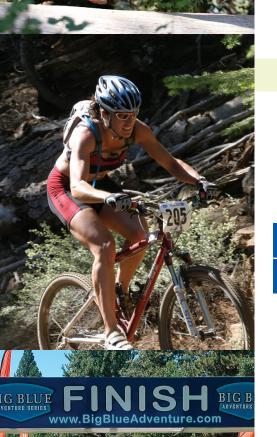
Distribution includes an online digital version and distribution at each event. Copies will be distributed throughout the northern California at visitor centers, specialty shops including REI from San Jose to Marin and all along the I-80 corridor. Nevada distribution along 395 corridor. Over 300 locations.

Space Reservation	March 31, 2016
Publication Date	May 1, 2016
Full page Half page Quarter page Sixth page	\$1000 \$600 \$350 \$200

All ads are full color and include production.



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### Advertise in the 2016 Big Blue Adventure Guide!

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PLEASE FAX TO: Kathy Hess, Just Imagine Marketing & Design 775.846.5656 T   775.746.9604 F   kathy@justimaginemktg.com
☐ No, I'm not interested this year, but please contact me next year.
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#### Full Page \$1,000

Bleed: 8" wide x 10.5" tall (Add an additional .125" on all sides)

Non-Bleed: 7.2" wide x 9.7" tall

1/2 Page Horizontal \$600 7.2" wide x 4.725" tall

1/4 Page \$350 3.475" wide x 4.725" tall 1/8 Page \$200 3.475" x 2.2375"

1/2 Page Vertical \$600 3.475" wide x 9.7" tall