

# 2016 Big Blue Adventure Guide



**BIG BLUE  
ADVENTURE**

*Your home for  
human powered sports!*

The 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**

<b>Full page</b>	\$1000
<b>Half page</b>	\$600
<b>Quarter page</b>	\$350
<b>Sixth page</b>	\$200

All ads are full color and include production.



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**JUST imagine**  
MARKETING and DESIGN

kathy@justimaginemktg.com  
775-846-5656

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



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**PLEASE FAX TO:**

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☐ No, I'm not interested this year, but please contact me next year.

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MARKETING and DESIGN

**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**  
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\$350  
3.475" wide  
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