

Moonshine Ink

Independent Media for Truckee/North Tahoe

Media FOR and BY the community

Moonshine Ink was born from a simple dream – to create a genuine community-based newspaper in Truckee/North Tahoe. This means keeping people informed on the issues and assets of the community, while reflecting its passion and spunk. It means employing locals, buying local, and staying local. It means an excellent resource for locals and visitors alike. And it means a place where people can advertise, confident that they are spending their money wisely.

In 2009, Moonshine Ink is celebrating 7 years of existence. In this time, we have grown to be an award-winning publication that retains its local flavor to the core – it truly is 'Media FOR and BY the community.'

As a service to the community, Moonshine Ink highlights the triple bottom line – our economic, natural, and social capital.

We join many others in believing we can invigorate our local economy and keep our community sustainable. That's why we work hard to promote our advertisers. We create good-looking ads and maintain an editorial to ad percentage that is always more than 50% so your ad is seen. In fact, our reader survey has shown that the efforts we make have 78% of our readers visiting businesses that advertise in Moonshine Ink.

Come be part of something that you can be proud of and support the independent newspaper. Advertising in Moonshine is effective and affordable, promotes independent media and strengthens the core of our community.

~ Mayumi Elegado, Publisher
READ. DISCUSS. CONTRIBUTE.



What People SAY:

"Moonshine Ink has grown to be a valued asset as our community's independent voice. It's in-depth journalistic coverage of local issues and events is unrivaled. **Advertising in Moonshine Ink reaches just the right demographic group, and best of all, it works!**"

~ Ed Miller, Wild West Communications Group

"When I need to penetrate the intellectual Truckee/North Tahoe market, while being careful with my client's advertising investments, I look to Moonshine Ink as a solid marketing partner. **No other publication in the region offers a better advertising value or venue.**"

~ Lee Weber-Koch, Weber & Associates

"**We experienced positive feedback almost immediately** from the photo of a hand-crafted table that was published on the Creative Brew page. This feedback was our incentive to start an advertising campaign with Moonshine Ink. This publication is much appreciated, with its fresh perspective, environmental slant, and support of the local art community."

~ Tom and Carla Beebe

Advertising in Moonshine is Effective & Affordable!



A Solid Marketing Partner



Key Stats:

- 15,000 readers monthly
- 78% of our readers visit businesses that advertise in Moonshine Ink
- Circulation: Available for free at 170+ locations in Truckee, Donner Summit, and North/East/West Lake Tahoe; low 3 to 5% rate of return
- FREE: hits streets 2nd Thursday each month
- Target audience includes both English and Spanish-readers
- The ratio of ads to editorial will always be less than half so your ad will be visible
- FREE Classifieds
- 50% of our print subscribers live outside the area and visit frequently

Demographics & Distribution

Effective March 15, 2009

An estimated 15,000 sets of eyes hit Moonshine pages each month for 30 days. Our readers are educated, passionate about our community, and conscious supporters of local businesses. Not just an integral source for North Tahoe/Truckee locals, Moonshine Ink is enjoyed by visitors and second homeowners as well. You can be sure when advertising with Moonshine Ink that both the tourist and local markets will have access to and pick up this award-winning publication. The stats below show advertising in Moonshine Ink offers the best value for your advertising dollar:

Reader Behavior**:

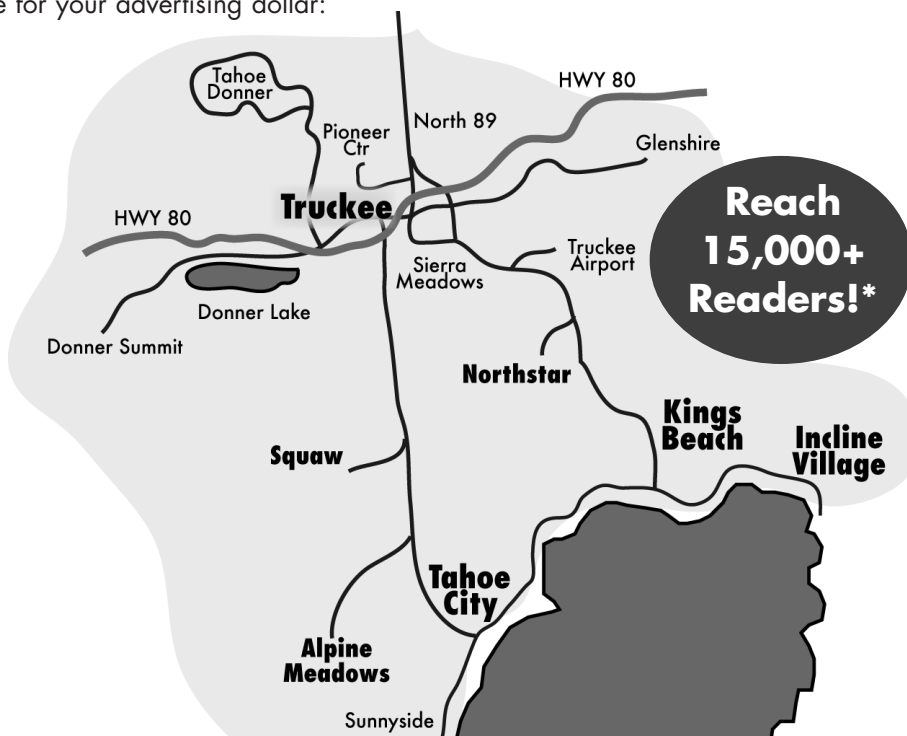
- 63% pick up and read Moonshine Ink (MI) 1-3 times an issue; 14% read it 4+ times an issue
- 52% have at least one other person reading their copy of MI; 25% have at least 2 other people reading their copy
- 59% read most stories; 33% read from cover to cover

Readers Demographics**:

- 78% visit businesses that advertise with Moonshine Ink
- 54% of our readers own a first home, 17% own a first and second home, 29% rent or stay with a friend
- 30% of our readers are 21-35 years old, 45% are 36-55, and 26% are 56-75
- 70% of our readers have a 4-year college degree; 20% have a Master's or a PhD
- 82% of our readers are local, 14% live here part of the year or visit

What our readers do for fun**:

- | | |
|--|-----|
| • Snow sports | 78% |
| • Dine out | 78% |
| • Go to live music shows and theatre | 78% |
| • Go to festivals and events | 70% |
| • Read/ write/ historian/ art | 71% |
| • Mountain bike | 47% |
| • Enjoy outdoors w/o motorized equipment | 84% |
| • Volunteer | 52% |
| • Go to and rent movies | 66% |
| • Kid-friendly/ family activities | 29% |
| • Dog-friendly activities | 42% |
| • Climbing and backpacking | 49% |
| • Yoga, pilates, dance and go to gym | 43% |
| • Golf and/or tennis | 15% |



Print Circulation:

- Print readership is approximately 15,000***
- 170+ drop zones in highlighted area above
- Available free
- Drop zones replenished consistently throughout month
- A low 3 to 5% rate of return****
- Print subscriptions available for \$30

Distribution (print):

- Truckee, Tahoe City, Kings Beach, Carnelian Bay, Dollar Point, Tahoe Vista, West Shore, Crystal Bay, Incline Village, Donner Summit
- Major hotels and ski resorts
- Second homeowners and visitors
- Through library system to the Sierra foothills
- 50% of our subscribers live outside the area and visit frequently

Distribution (online):

- Online at www.moonshineink.com
- Approx. 3,000 unique hits/month
- Free online subscriptions available, emailed twice a month

**All numbers are based on Moonshine Ink's Jan-Feb 2007 Reader Survey administered by Moonshine Ink.
 Readership is based on calculation from Reader Survey responses. *Rate of return is based on Moonshine Ink's in-house market research in 2006.
 *Combined print and online readership.

Print Advertising Rates

Effective March 15, 2009

It's EASY: To choose an ad size, look at the diagrams on the next page and pick an ad shape. Then look at the chart below to see the price for that size ad. Discounts are given for multiple insertions. Deadline for ad reservation is the 1st Tuesday of the month.

Print Ads

We work for your business!

We work with businesses to develop effective and timely ads and do what's right for them. When you sign up for multiple insertions, you don't have to run the same ad or run it consecutively.

Note: the multiple run discounts are for signed contracts only. The 3x or 6x insertions must be used within a year. The 12x run must be used within 18 months.

Display Ad Size	1x (base price)	3x (10% off)	6x (15% off)	12x (20% off)	Color
Back page	\$900	\$810	\$765	\$720	na
Full page	\$660	\$594	\$561	\$528	\$165
3/5 page	\$475	\$427^{.50}	\$403^{.75}	\$380	\$118^{.75}
1/2 page	\$385	\$346^{.50}	\$327^{.25}	\$308	\$96^{.25}
2/5 page	\$310	\$279	\$263^{.50}	\$248	\$77^{.50}
1/4 page	\$220	\$198	\$187	\$176	\$55
1/5 page	\$175	\$157^{.50}	\$148^{.75}	\$140	\$43^{.75}
1/8 page	\$120	\$108	\$102	\$96	\$30
1/10 page	\$100	\$90	\$85	\$80	\$25
1/16 page	\$65	\$58^{.50}	\$55^{.25}	\$52	\$16^{.25}
1/20 page	\$55	\$49^{.50}	\$46^{.75}	\$44	\$13^{.75}
Coupon Ad	\$90	\$45 w/ another display ad, 1/8 page or larger			na

Details

Design: There is no extra charge for basic design of your advertisement up to an hour. Professional design work is available at \$50/hr.

Color: Color ads are 25% above the base price.

Placement: We make every effort to meet placement requests at no charge — just ask. Placement requests are subject to availability and are not guaranteed.

Buy a Print Ad and Get a Great Deal Online

Buy at least a 1/8 page ad and get an online
Banner Ad for just \$50 or
Side Tile for just \$30!

Discounts

Non-Profit Discounts: We offer a 15% discount off the base price for non-profit organizations.

Payment Options: We accept checks, cash, VISA and Mastercard.

Pre-Pay Discounts: Take 3% off the base ad price if you pre-pay by check or cash and 2% off if you pre-pay by VISA or Mastercard.

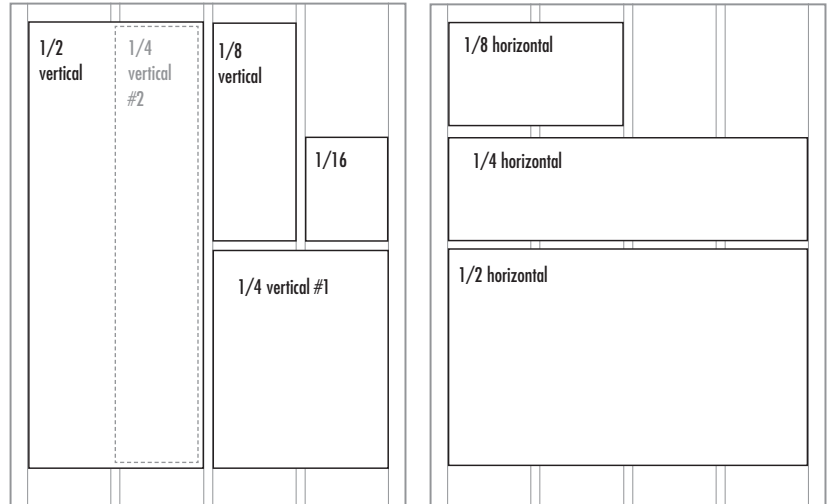
Commissions: The above rates are non-commissionable.

The Fine Print: Advertising does not affect editorial content. Moonshine Ink's editorial and advertising departments are separate. If an advertiser wants to express an opinion they can do so in an ad or in a letter to the editor. Moonshine Ink reserves the right to change advertising rates, with a 30-days notice. We also reserve the right to reject or cancel any advertising. Moonshine Ink assumes no financial liability for errors or omission of copy. Advertisers assume full responsibility for the truthful content of their advertising message. We ensure that your ad will print legibly, though offer no refunds or credits if more than 75% of the copy is legible. Gradients and fades can possibly fluctuate due to the nature of newsprint. Advertisers can pre-pay for a discount or be billed with Net 15 terms with signed contract only. A 18% annual finance charge will be added to unpaid balances of 30+ days (we have to pay for our chocolate habit somehow).

Camera-ready ad sizes for print:

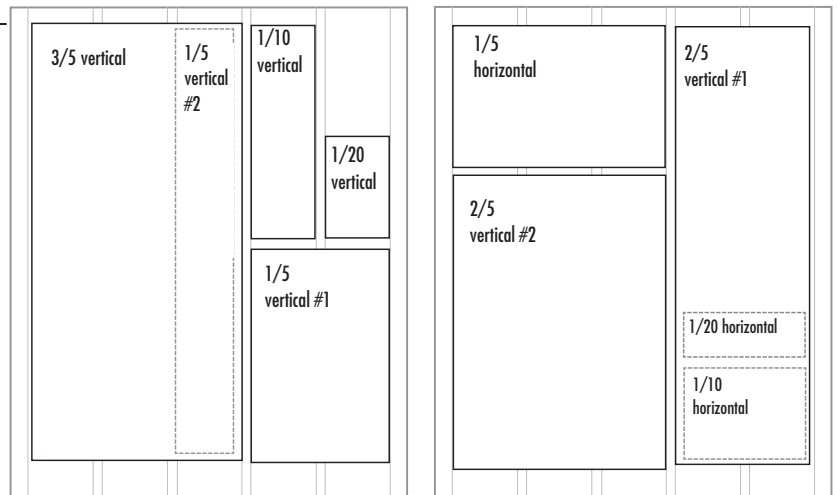
4-Column Format

Ad Size	Width	Height
Back Page	9.75"	12.15"
Full page	9.75"	11.888"
1/2 page (v)	4.75"	11.888"
1/2 page (h)	9.75"	5.819"
1/4 page (v#1)	4.75"	5.819"
1/4 page (v#2)	2.25"	11.888"
1/4 page (h)	9.75"	2.785"
1/8 page (v)	2.25"	5.819"
1/8 page (h)	4.75"	2.785"
1/16 page	2.25"	2.785"
Coupon	4.75"	2.785"



5-Column Format

Ad Size	Width	Height
Back Page	9.75"	12.15"
Full page	9.75"	11.888"
3/5 page (v)	5.75"	11.888"
2/5 page (v #1)	3.75"	11.888"
2/5 page (v #2)	5.75"	7.85"
1/5 page (v #1)	3.75"	5.819"
1/5 page (v #2)	1.75"	11.888"
1/5 page (h)	5.75"	3.8"
1/10 page (v)	1.75"	5.819"
1/10 page (h)	3.75"	2.785"
1/20 page (v)	1.75"	2.785"
1/20 page (h)	3.75"	1.267"

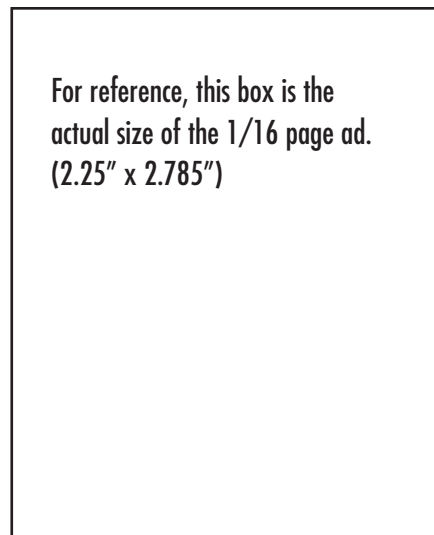


Deadline for ad reservation is the 1st Tuesday of the month.

Digital files may be submitted as a Quark Xpress, Adobe Photoshop, Adobe Illustrator or Acrobat pdf document via email or CD-ROM. We prefer MAC-format files.

Any images or artwork need to be 200 dpi at actual size. Be sure to scan artwork at 200 dpi, rather than upsampling in an image program.

If you have any questions, feel free to give us a call, 530-587-3607 or email sales@moonshineink.com.



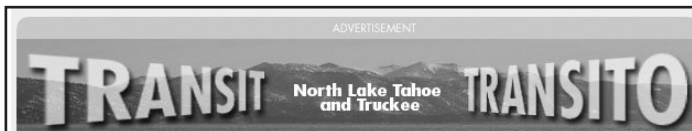
Online Ads

We're Also Online: Want to reach more people? MoonshineInk.com is an interactive version of the print edition of Moonshine Ink with additional features including reader comments, community contributions, more information on stories, and a daily update of our community classifieds section. Also, MoonshineInk.com maintains an online subscriber list, which receives emails twice a month and brings a rush of readers to the website each time it is sent out.

Put your message across the top of every MoonshineInk.com page with a Main Banner ad or along the side with a spacious Side Tile. Main Banner ads rotate (6 max) while side tiles rotate positions (6 max).

Ads are offered on a month to month basis with a discount for a multiple month commitment. Provide a link to your website.

Online ads should be saved as a gif, png, or jpeg at 72 dpi. Word files are not camera-ready. No flash is allowed.



Banner ad



Side Tile ad

Online Ads Pricing

	Open	3x	6x	1 year
Main Banner	\$120/mo	\$100/mo	\$85/mo	\$65/mo
Side Tile	\$80/mo	\$67/mo	\$57/mo	\$43/mo

Online Ads Dimensions

	Width	Height
Main Banner	620 pixels	90 pixels
Side Tile	150 pixels	150 pixels

Buy a Print Ad and Get a Great Deal Online

Banner Ad for just \$50 or
Side Tile for just \$30!

(See Print Advertising Rates page for details.)

Other Dandy Options

Insertions

We accept limited insertions (printed advertisement material inserted into the print edition). Costs outlined below cover insertion into paper. Buyer is responsible for design, production, and delivery to our press at least a week prior to print publication date. We can offer these services at an additional cost:

Single Sheet	\$300/mo
2 – 4 pages	\$375/mo
6 – 10 pages	\$450/mo
12+ pages	Contact us for quote

Drop Box Sponsorship

The demand for Moonshine Ink is spreading, but we need more racks to help the cause. Metal boxes (at right) are the best option, but they are expensive. Help us purchase a new rack so more readers can enjoy some Moonshine. For \$450 we will place a sponsorship sign with your name/business/organization on the rack you help purchase. This is great way to relay your message, whether it be "in memory of," as advertising, or just recognition of your support for the independent press.



FREE Classifieds

Moonshine Ink offers FREE classifieds for the community. Sell a car, those old skis, or your wedding presents. Advertise your business or service. Find the perfect employee.

Limit ads to 100 words or less. All ads will be online. If room allows, then ad will be in print edition, too. Payment for ad will ensure that ad gets placed in print.

Log on to moonshineink.com to place your own free ad online. Or email classifieds@moonshineink.com to reserve your space in our print edition by the first Thursday of the month. Confirm re-runs each month. If you do not get confirmation that we have received your ad, please contact us again.

We offer sponsorship for the classifieds page – a great location to be seen – at \$200/month. You get a 10 x 1 inch bar on the print page plus an online banner ad. Call us for details.



Moonshine Ink accepts submissions for editorial content and advertising up to the Drop-Dead Deadline day. However, those who get us their items by the First Round Deadline (and in a nice format*) have a better chance of getting their information printed.

**Press releases: Please send Word docs, and be sure to include event title, location, time, and contact info. Send photos as jpgs, tifs, or pdfs at 200 dpi at 3x5 inches.*

Edition	Dates	Special features, events during issue	First Round Deadline	Drop-Dead Deadline
January	Jan. 14 – Feb. 10	MLK Jr. Day, Valentine’s ideas	Dec. 29	Jan. 5
February	Feb. 11 – March 10	Valentines Day, Presidents Day, Leap Year!	Jan. 26	Feb. 2
March	March 11 – April 7 (Winter Photo Annual)	Easter, Spring Break; St Patrick’s Day, Taxes, Daylight Savings begins	Feb. 23	March 2
April	April 8 – May 12	Taxes, Spring	Mar. 23	March 30
May	May 13 – June 16 (Creative Brew)	Memorial Day, Mother’s Day, Graduation	April 27	May 4
June	June 17 – July 14	Graduation, Father’s Day, Summer begins, 4 th of July	May 25	June 8
July	July 15 – Aug. 11	Summer, Total Eclipse of the Sun (Aug. 1)	June 29	July 6
August	Aug. 12 – Sept. 15 (Summer Photo Annual)	Summer, Labor Day	July 27	Aug. 3
September	Sept. 16 – Oct. 13	School starts, Autumn	Aug. 31	Sept. 7
October	Oct. 14 – Nov. 10	Halloween, Columbus Day, Day of the Dead, Nat’l Boss Day, Election heats up	Sept. 28	Oct. 5
November	Nov. 11 – Dec. 8	Veteran’s Day Election, Thanksgiving	Oct. 26	Nov. 2
December	Dec. 9 – Jan. 12, 2011	Winter begins, Christmas, New Year’s, Kwanzaa	Nov. 23	Nov. 31

Editorial: Send information to the section that fits your release and get it to the right editor!

- On the Spot (News, Reports): editor@moonshineink.com
- The Spout (Opinions, Editorials, Meandering Thoughts): editor@moonshineink.com
- Mountain Life (Community, Living in Mountains): mountainlife@moonshineink.com
- Wellness & Learning (Health, Outdoor, Kids and Pets): wellness@moonshineink.com
- Soul Kitchen (Food, from Field to Fork): soulkitchen@moonshineink.com
- Rocking Stone (Music, Art, Monthly Calendar, Culture): rockingstone@moonshineink.com
- Creative Brew (Art, Poetry, Photos, the Community Page): creativebrew@moonshineink.com

Advertising: If you definitely want your information in Moonshine Ink, please buy an ad.

- Advertising (Print & Online): sales@moonshineink.com
- Classifieds: submit your own for free, online: <http://www.moonshineink.com/classifieds.php>