

Over-The-Bottom series expands!

The Over-The-Bottom series expands to include a new feature, "Over-The-Bottom," which will focus on the activities and adventures of the club's members. This new feature will be published in the July, October, and January issues of the magazine.

WINE AND LIBATIONS TO IMPROVE THE SPIRITS

The Tahoe Yacht Club has a special feature for members to discover the best wine and libations to enjoy while on the water. This feature will be published in the July, October, and January issues of the magazine.

WISMAKERS' DINNER

The Tahoe Yacht Club will host a special dinner for its members on July 15th. The dinner will be held at the club's restaurant and will feature a special menu and entertainment.

2010 SUMMER CALENDAR

| Month | Event | Date |
|-----------|--------------------|----------------|
| June | Summer Kick-off | June 1st |
| June | Wine and Libations | June 15th |
| June | WismaKers' Dinner | June 15th |
| June | Over-The-Bottom | June 20th |
| June | Summer Regatta | June 25th |
| July | Summer Regatta | July 1st |
| July | Over-The-Bottom | July 15th |
| July | Wine and Libations | July 20th |
| July | WismaKers' Dinner | July 25th |
| July | Summer Regatta | July 30th |
| August | Summer Regatta | August 5th |
| August | Over-The-Bottom | August 15th |
| August | Wine and Libations | August 20th |
| August | WismaKers' Dinner | August 25th |
| August | Summer Regatta | August 30th |
| September | Summer Regatta | September 5th |
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2010 JUNE MEMORIAL REGATTA

The Tahoe Yacht Club will host a special regatta in honor of the late Commodore Henry J. Kaiser. The regatta will be held on June 15th and will feature a special menu and entertainment.

JULY

| Month | Event | Date |
|-----------|--------------------|----------------|
| June | Summer Kick-off | June 1st |
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Penguin Days ...wrapping up another season

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2010 SUMMER CALENDAR

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under SAIL

Best of Luck

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Commodore Henry J. Kaiser

A true naval history, *Against the most famous of Lake Tahoe Club's staff commanders and the member many know best.*

Henry Kaiser and only he, as he is known, is the most famous of Lake Tahoe Club's staff commanders and the member many know best. He served the club for over 20 years and was instrumental in the club's growth and success. His leadership and dedication to the club are remembered by all who served under him.

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TAHOE YACHT CLUB

BLOCK & TACKLE

MEMBERS 85TH ANNIVERSARY MAGAZINE

2010 SUMMER CALENDAR

BLOCK & TACKLE

An award-winning publication of
TAHOE YACHT CLUB
 Tahoe City, California

BLOCK & TACKLE is a full size, full color publication, read and referred to year 'round by Tahoe Yacht Club's member families, their guests and reciprocal yacht club visitors to Lake Tahoe from throughout the United States. That's a readership of more than 1,500 per quarterly issue (based on 500 copies per issue) and even more for the annual Members' Magazine edition, last year with 58 pages including a May thru September club events calendar!

Every issue of BLOCK & TACKLE is available, too, for reading and downloading online at www.tahoeyc.com

Most importantly, our members — primary and 65% second homeowners — are a lucrative target market for your products and services!

To capture the business of Tahoe Yacht Club families and for more information, contact
Hillary Talbot, Business Manager
manager@tahoeyc.com
 (530) 581-4700, ext. 100

Submit contract, payment and advertisement to
Tahoe Yacht Club
 P.O. Box 7620, Tahoe City, CA 96145-7620
 (700 North Lake Blvd., Tahoe City, CA 96145)

2011/2012 ADVERTISING RATES

BLOCK & TACKLE magazine edition published May 1, 2011; quarterly issues published July 2011, October 2011, and January 2012.

| | Magazine Edition ONLY | Magazine Edition PLUS Three Quarterly Issues |
|-------------------------------|-----------------------|--|
| FULL COLOR | | |
| Full Page | \$475 | \$1,495 |
| 1/2 Page | \$345 | \$1,085 |
| 1/4 Page | \$200 | \$625 |
| Business Directory (1/8 Page) | \$100 | \$325 |
| Back Cover | \$715 | N/A |
| Inside Front/Back Covers | \$545 | N/A |

POSITION REQUESTS: Back cover, inside front and back cover positions are available on a first-come basis, per dated insertion order accompanied by payment. Positioning of all other advertisements will be at the publisher's discretion.

PAYMENT IS DUE WITH SPACE RESERVATION CONTRACT: Visa, MasterCard and American Express accepted. **Additional charges** may be incurred by advertisers submitting files/artwork not meeting mechanical requirements (below).

MECHANICAL SPECS

PUBLICATION: Full Color, Offset, 70lb. Gloss, Saddle-stitched
FINAL TRIM SIZE: 8.5" x 11"

| AD SIZES | Width | Depth |
|--|--------|--------|
| Full Page Bleed* | 8.75" | 11.25" |
| *Live matter must be minimum of .375" from bleed edges to allow for trim | | |
| Full Page | 7.5" | 10" |
| 1/2 Page Horizontal | 7.5" | 4.875" |
| 1/2 Page Vertical | 3.625" | 10" |
| 1/4 Page | 3.625" | 4.875" |
| Business Directory (1/8 Page) | 3.625" | 2.375" |

DIGITAL FILES, Macintosh or Windows platform, may be submitted on CD, DVD, by e-mail (5 MG max.) or via FTP site. *Publisher assumes no responsibility for reproduction of advertising submitted without proof.*

FILE FORMAT — High resolution press-ready PDF or Illustrator EPS with all images at 300 dpi and all colors converted to process CMYK. Embed all graphics and fonts or "Outline/Convert to Paths" prior to creating file. (Native files accepted in InDesign, Illustrator, Photoshop or Microsoft Word with all graphics/links and fonts used included with file.)

DEADLINES

SPACE RESERVATION and PAYMENT due Friday, March 25, 2011
COMPOSED AD for MAGAZINE EDITION due Friday, April 1, 2011