

# GET STOKED

2018  
rate card



~ FOR ~  
the next issue of  
Sandpoint Magazine!



# SANDPOINT MAGAZINE

~ The One and ONLY ~

Sandpoint Magazine is our town's original color glossy magazine, reflecting the beauty and vitality of our amazing community since 1990 - that's 28 years! In that time we've produced 55 editions ... more than 610 TONS of magazines in print ... and more than 1.1 MILLION copies distributed. And we're STOKED for 2018!

**DON'T MISS BEING IN THIS ISSUE!!**  
We've got SO many great things happening and coming up in our next issue - you can't afford to be left out!

# 2018

Call **CLINT NICHOLSON**  
208-263-3573 ext 123 or 208-946-1682  
clint@keokee.com

The \*original\* culture, recreation & lifestyle magazine for Sandpoint // North Idaho's #1 Marketing Tool

405 Church St. Sandpoint, ID 83864 // 208.263.3573 // www.keokee.com // adsales@keokee.com

[www.SandpointMagazine.com](http://www.SandpointMagazine.com)

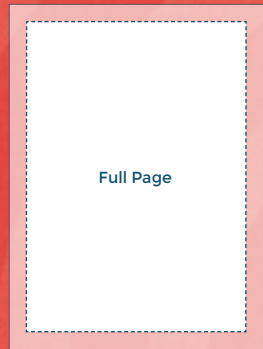
# 2018 Space Reservation and Publication Dates

ISSUE	SPACE RESERVED	CAMERA READY ADS DUE	PUBLISHED
SUMMER	APRIL 6	APRIL 20	MAY 18
WINTER	SEPT. 21	OCT. 5	NOV. 2

## Sandpoint Magazine Display Advertising Rates

AD SIZE	One Issue	Two Issues	*PRICE IS PER ISSUE*
2-Page Spread	\$4,554	\$4,014	<b>MarketPlace +/-or Lodging Directory</b> Write-up, link to website ..... \$150
Back Cover	3,115	2,775	
Inside Cover	2,850	2,515	<b>Special Section (3 1/2" x 2")</b> • Building & Professional Services • Artfully & Healthfully Sandpoint One Issue ..... \$425 Two Issues ..... \$400
Full Page	2,594	2,285	
2/3 Page	2,029	1,791	<b>Dining Section</b> Restaurant Display Advertisers receive a Dining Review and photo FREE!
1/2 Page	1,715	1,518	
1/3 Page	1,380	1,230	
1/6 Page	795	700	
1/12 Page	465	395	

## Display Ad Sizes | Width x Height

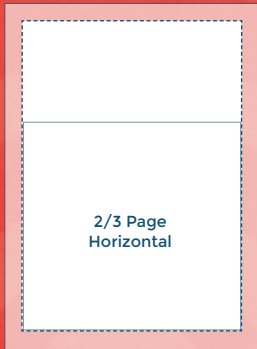


Full Page

W" x H"

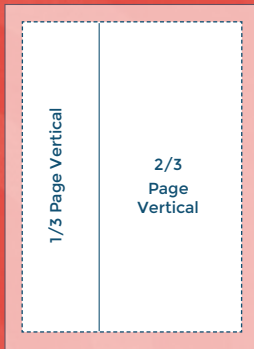
all units in inches

Live area: 7.125 x 9.875  
Page size: 8.375 x 10.875  
Full bleed: 8.625 x 11.125  
NOTE: No text in .625 margins



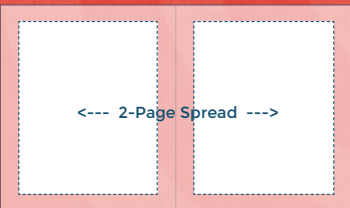
2/3 Page Horizontal

2/3H: 7.125 x 6.25



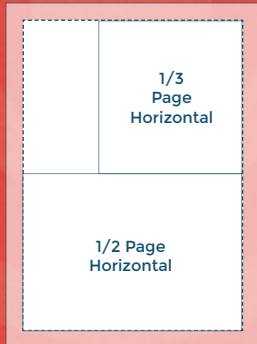
1/3 Page Vertical

1/3V: 2.25 x 9.5  
2/3V: 4.687 x 9.5



<--- 2-Page Spread --->

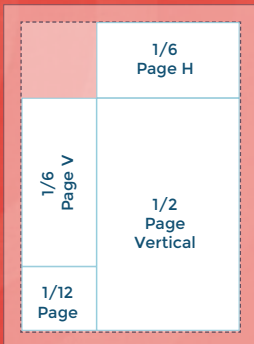
Live area: 16 x 9.875  
Page size: 16.75 x 10.875  
Full bleed: 17.25 x 11.125  
NOTE: No text in .625 margins or gutter



1/3 Page Horizontal

1/2 Page Horizontal

1/3H: 4.687 x 4.75  
1/2H: 7.125 x 4.75



1/6 Page H

1/2 Page Vertical

1/6V: 2.25 x 4.75 / H: 4.687 x 2.312  
1/12: 2.25 x 2.3125 / 1/2 V: 4.687 x 7.125

## MAGAZINE PROFILE

**Specifications:** 8.375 x 10.875 size on glossy full-color stock. Published bi-annually in the summer & winter.

**Circulation:** 30k Summer, 25k Winter

**Distribution:** Subscriptions, free through Greater Sandpoint Chamber, Schweitzer, lodging, regional visitor centers and chambers of commerce, trade shows, major employers, select grocery stores and banks.

**Editorial Content:** Attractions, people, recreation, activities, dining, arts, entertainment and real estate.

**Readership:** Active residents, visitors, tourists, people looking to relocate and/or invest in the Sandpoint area.

## TERMS AND CONDITIONS

✓ Payment terms: 50 percent deposit due with order, balance due upon proof of publication.

✓ A finance charge of 1.5 percent per month will be assessed past-due balances, minimum charge \$10. Returned check fee, \$25.

✓ Except covers, specific position of ads cannot be guaranteed.

✓ Cancellation of advertising after the space reservation closing date will result in forfeiture of your deposit.

✓ Publisher's liability of errors are limited to portion of space occupied by said error. Claims for adjustment must be made within two weeks of publication. If a mistake in advertising occurs (including but not limited to omission, copy error or size error) and is the fault of the publisher, advertiser remedies will be limited to whichever of the following is appropriate: Cancellation or reduction of production charges; insertion of a "make-good" advertisement in next available issue; cancellation of charges for the portion of the advertisement rendered valueless by the error. Publisher will assume no other responsibility for mistakes.

✓ It is agreed the advertiser/agency will indemnify and save the publisher harmless from any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

## Largest area circulation

With printings of 30,000 copies in Summer and 25,000 copies in Winter, Sandpoint Magazine offers the largest circulation of any local publication - as much as FOUR TIMES more. For advertisers, its targeted distribution places it before a premium demographic of visitors and active locals ... your BEST customers.

**Schweitzer Mountain. 6,000 copies.**  
The magazine is in Schweitzer's on-mountain lodging and day lodge as well as retail locations.

**Chamber of Commerce. 8,000 copies.**  
Sandpoint Magazine is used as the Chamber's response piece, at the visitor center and at travel shows. Available at all North Idaho chambers.

**Visitor Centers. 8,000 copies.**  
Sandpoint Magazine is distributed at visitor centers in Spokane, Coeur d'Alene, Wallace, Liberty Lake, Newport, Farragut State Park, Bonners Ferry, Priest River.

**Hotel Rooms. 12,000 copies.**  
Every Sandpoint hotel, motel and other lodging provides Sandpoint Magazine to their guests.

**Controlled Distribution. 21,000 copies.**  
Stores, cafés, waiting rooms, public places. Also sold by subscription and is used by Realtors, Bonner General Health, Festival at Sandpoint, Schweitzer, Panida Theater, Lake Pend Oreille School District, major employers, advertisers, and is available at key businesses - all told, more than 250 locations.

### Sandpoint Magazine Online!

Every ad is hotlinked from our digital publication at [SandpointMagazine.com](http://SandpointMagazine.com) with thousands of additional readers each edition!

### SUBMITTING YOUR AD

We prefer final approved ads in .pdf format saved to industry standard specs, 300 dpi & CMYK. We accept ads in InDesign, Illustrator, Photo-shop, but must have fonts and all images to make a pdf for print. We work on Mac OSX. Scans should be CMYK TIFFs at 300dpi. All fonts must be included unless outlined in Illustrator or InDesign. For full-page ads, please include bleeds.

Camera-ready ads are to be proofed and approved by clients before being sent to Keokee.

\*Changes to a previous ad or submitted ad will be charged 1/2 design fee.\*

### AD DESIGN SERVICES

Keokee would love to create an exceptional ad for you in Sandpoint Magazine for a flat rate based on ad size, with client providing text and images. Extra charges are levied for ads with special design requests or need of locating images for use in ad.

1/12 Page or Co-op	\$50	2/3 Page	\$150
1/6 Page	\$75	Full Page	\$200
1/3 Page	\$100	2-Page - Spread	\$400
1/2 Page	\$125		