

GET EXCITED

for winter.

- and -

the next issue of Sandpoint Magazine!

SM 2016/17
rate card



~ The One and ONLY ~

SANDPOINT MAGAZINE

**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!

Winter 2016/17

For over 25 years we've provided our community with the one and only, the original-Sandpoint Magazine. That's **50 editions** ... more than **600 TONS** of magazines in print... and over **1 million copies distributed!** There's not a better advertising presence in the Sandpoint area for your business, than being in Sandpoint Magazine!

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

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

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

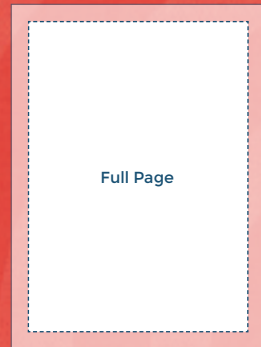
Winter 2016 Publication and Closing Dates

ISSUE	SPACE RESERVED	CAMERA READY ADS DUE	PUBLISHED
WINTER	SEPT. 23, 2016	OCT. 7, 2016	NOV. 7, 2016

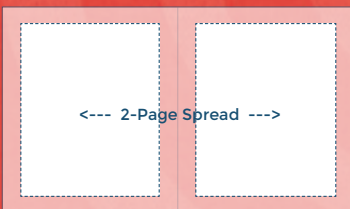
Sandpoint Magazine Display Winter 2016 Advertising Rates

AD SIZE	One Issue	Two Issues	*PRICE IS PER ISSUE*
2-Page Spread	\$4,554	\$4,014	Market Place +/-or Lodging Directory Write - up, link to website \$150 Dining Section Restaurant Display Advertisers receive a Dining Review and photo FREE! Special Section (3½" x 2") • Building & Professional Services • Artfully & Healthfully Sandpoint One Issue \$425 Two Issues \$400
Back Cover	3,115	2,775	
Inside Covers	2,850	2,515	
Full Pages	2,594	2,285	
2/3 Page	2,029	1,791	
1/2 Page	1,715	1,518	
1/3 Page	1,380	1,230	
1/6 Page	795	700	
1/12 Page	465	395	

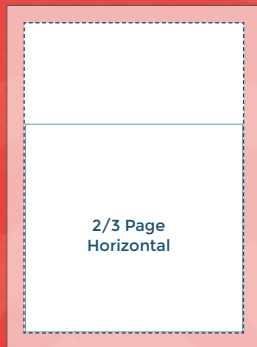
Display Ad Sizes | Width x Height



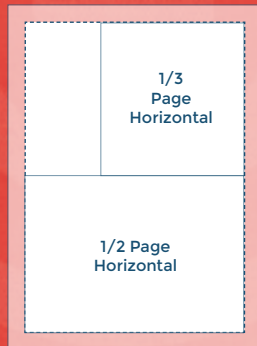
Live area: 7.125 x 9.875
 Page size: 8.375 x 10.875
 Full bleed: 8.625 x 11.125
 NOTE: No text in .625 margins



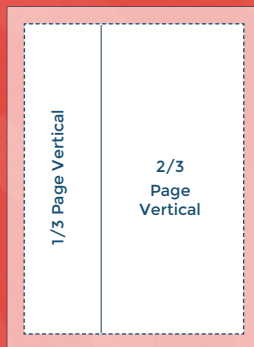
Live area: 16 x 9.875
 Page size: 16.75 x 10.875
 Full bleed: 17.25 x 11.125
 NOTE: No text in .625 margins or gutter



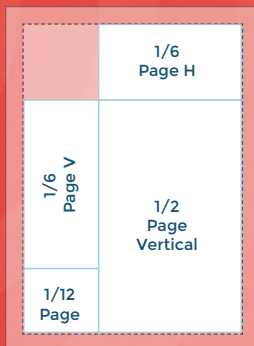
2/3H: 7.125 x 6.25



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



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



1/6V: 2.25 x 4.75 / H: 4.687 x 2.312
 1/12: 2.25 x 2.3125 / 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: 25k Winter, 30k Summer

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.

25,000 COPIES in circulation for 6 months!

Every issue of *Sandpoint Magazine* offers the largest circulation of any other local publication – as much as FOUR TIMES more. Plus it has a targeted distribution to place it in front of a premium demographic for advertisers.

Schweitzer Mountain. 3,000 copies.

The magazine is in Schweitzer's on-mountain lodging and day lodge as well as retail locations.

Chamber of Commerce. 4,000 copies.

Sandpoint Magazine is used as the Chamber's response piece within the visitor center and at regional travel shows. Available at all North Idaho chambers.

Visitor Centers. 6,000 copies.

Copies are distributed at visitor centers in Spokane, Coeur d'Alene, Wallace, Liberty Lake, Newport, Farragut State Park, Bonners Ferry, Priest River and more.

Hotel Rooms. 4,000 copies.

Every *Sandpoint* hotel, motel and other lodging provides *Sandpoint Magazine*.

Controlled Distribution.

8,000 copies.
 The magazine is sold by subscription and is used by more than 320 locations & businesses in Idaho and Washington.

Sandpoint Magazine Online!
 Every ad is hotlinked from our digital publication at 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, Photoshop, 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 ½ 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		