

SANDPOINT

MAGAZINE

RATE CARD • WINTER 2016



Sandpoint Magazine is celebrating
25 YEARS

That's **50** editions ...

more than **600 TONS** of
magazines in print...

and over **1 million** copies
distributed!

Get in on our **25th** Anniversary Edition!

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

Sandpoint

Magazine online!

Every ad is also hotlinked from our digital publication at SandpointMagazine.com... with thousands of additional readers each edition!

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.

PRODUCED BY:



a marketing communications firm

405 Church St | Sandpoint, ID 83864

208.263.3573

www.keokee.com

adsales@keokee.com

www.SandpointMagazine.com

Smart web solutions for Sandpoint business

208.263.3573

www.sandpointwebsites.com

Winter 2016 Publication and Closing Dates

ISSUE	SPACE RESERVED	CAMERA READY ADS DUE	PUBLISHED
WINTER	SEPT. 19, 2015	OCT. 3, 2015	NOV. 1, 2015

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? Lodging Directory Write - up, link to website \$140 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 \$400 Two Issues \$375
Back Cover	3,042	2,707	
Inside Covers	2,784	2,455	
Full Pages	2,530	2,230	
2/3 Page	1,980	1,748	
1/2 Page	1,674	1,481	
1/3 Page	1,348	1,200	
1/6 Page	778	683	
1/12 Page	451	385	

MAGAZINE PROFILE

Specifications

8.375 x 10.875 size on glossy full-color stock. Published in summer and winter.

Circulation: 30,000

Distribution:

Subscriptions, free through Greater Sandpoint Chamber; Schweitzer; lodging, regional visitor centers and chambers of commerce, trade shows, major employers and selected 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.

Available Display Ad Sizes Width x Height

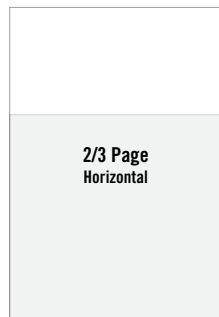


Live area: 7.125 x 9.875
 Page size: 8.375 x 10.875
 Full bleed: 8.625 x 11.125
 NOTE: No text in .625 margins

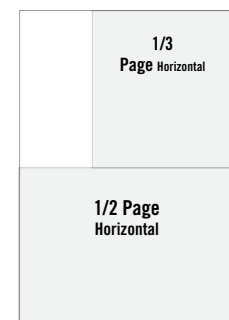


Live area: 16 x 9.875
 Page size: 16.75 x 10.875
 Full bleed: 17.25 x 11.125
 NOTE: No text in .625 margins or gutter

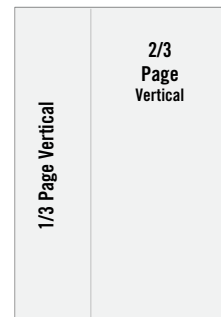
all units in inches



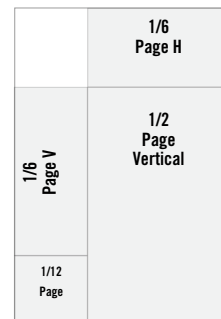
7.125 x 6.25



4.687 x 4.75
 7.125 x 4.75



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



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

W" x H"

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.

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 will design your ad for *Sandpoint Magazine* for a flat-rate based on ad size, with client providing text and images. Extra charges are levied for ads with special effects or design requests.

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