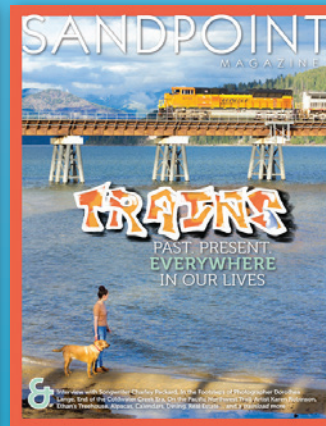


# SANDPOINT

## SUMMER 2016 RATE SHEET MAGAZINE



## HIGHEST QUALITY

**F**or more than 25 years, Sandpoint Magazine has covered our town as no other publication can. Our SUMMER 2016 issue will again be chock-full of lively features, with coverage of the arts, local people, history, events and happenings, real estate, eats and drinks, and much more. Sandpoint Magazine is geared to help readers get the most out of living in or visiting Sandpoint, Idaho. And it does so with the best local creative writing and photography in a premium quality format.

## BIGGEST DISTRIBUTION

**30,000 COPIES!** As in, we print 30,000 and distribute them for 6 months, constantly refilling and making distribution rounds. Every issue of Sandpoint Magazine offers the largest circulation of any 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.

**Chamber of Commerce. 5,000 copies.** Sandpoint Magazine is the Chamber's response piece within the visitor center and at regional travel shows. Available at all North Idaho chambers.

**Visitor Centers. 9,000 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. 6,000 copies.** Every Sandpoint hotel, motel and other lodging provides Sandpoint Magazine to their guests.

**Controlled Distribution. 10,000 copies.** Stores, cafés, waiting rooms, public places.

Also sold by subscription and is used by Realtors, Bonner General Hospital, Festival at Sandpoint, Schweitzer, Panida Theater, Lake Pend Oreille School District, major employers, advertisers, and is available at key businesses – all told, more than 300 locations.

**Make sure you're here. Advertising Deadline April 1, 2016**

**CALL CLINT 208-263-3573 ext 123 or 208-946-1682**  
clint@keokee.com • www.sandpointmagazine.com

## DIGITAL

✓ **Our flip-page digital magazine** serves thousands more reads online with each issue. Your ad is hot linked to your website ... and the digital magazine, with your ad, remains in publication INDEFINITELY. It never goes out of print.

✓ All advertisers in Sandpoint Magazine receive a **FREE listing** in the business directories in our community web portal SandpointOnline - the most trafficked website about our town, with 100,000-plus unique visitors and 1 million-plus page views in 2015.

**SandpointOnline.com**

## 2016 Publication and Closing Dates

ISSUE	SPACE RESERVED	CAMERA READY ADS DUE	PUBLISHED
SUMMER	APRIL 1, 2016	APRIL 20, 2016	MAY 20, 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	<b>Market Place/ Lodging Directory- Services Listing</b> 65 words + a link to your website .....\$150  <b>Dining Section</b> Restaurant Display Advertisers receive a Dining Review and photo FREE!  <b>Special Sections (3½" x 2")</b> • 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	

All Display Advertisers receive a **FREE** Services Listing and **FREE** link to their website from SandpointOnline.com.

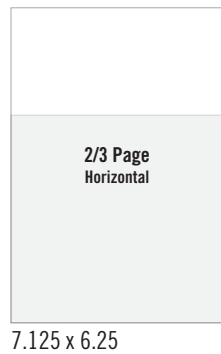
### Available Display Ad Sizes Width x Height all units in inches, W" x H"



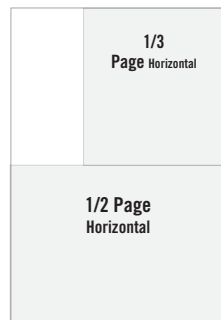
Live area: 7.125 x 9.875  
**NOTE: No text in .625 margins**

Page size: 8.375 x 10.875  
**Make your page this size**

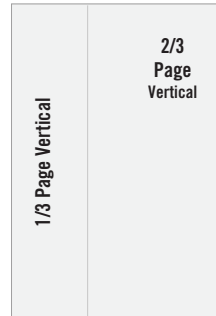
Full bleed: 8.625 x 11.125  
**Add .125 to all sides of your page outside of the crop marks if you want color to extend to edges. Or make your page size include bleeds at 8.625 x 11.125.**



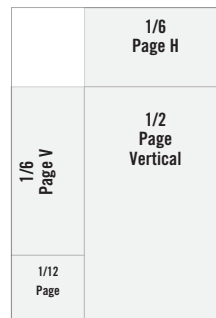
7.125 x 6.25



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

#### Submitting Your Ad

We prefer final approved ads in .pdf format saved to industry standard specs, 300 dpi & CMYK, compatibility "Acrobat 4". We accept ads in InDesign, Illustrator, Photoshop up to CC 2015, but must have fonts and all images to make a pdf for print. We work on Mac OSX. All images should be CMYK minimal 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

## MAGAZINE PROFILE

### Specifications

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

Winter Circulation: 25,000  
 Summer 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.

## 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.

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