

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

SANDPOINT 2020 MAGAZINE

Sandpoint Magazine is our town's **original** full color magazine, reflecting the beauty and vitality of our amazing community **since 1990 - that's 30 years!** In that time we've produced **57 editions**, more than **610 TONS of magazines in print**, and more than **1.1 million copies** distributed!

RATE CARD

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!**



Call **CLINT NICHOLSON**
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WWW.SANDPOINTMAGAZINE.COM

2020 Space Reservation and Publication Dates

| ISSUE | SPACE RESERVED | CAMERA READY ADS DUE | PUBLISHED |
|--------|----------------|----------------------|-----------|
| SUMMER | APRIL 3 | APRIL 17 | MAY 15 |
| WINTER | SEPT. 18 | OCT. 2 | NOV. 6 |

Sandpoint Magazine Display 2020 Advertising Rates

| AD SIZE | One Issue | Two Issues | *PRICE IS PER ISSUE* |
|---------------|-----------|------------|----------------------|
| 2-Page Spread | \$4,554 | \$4,014 | |
| 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 | |

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 (3 1/2" x 2")

- Building & Professional Services
 - Artfully & Healthfully Sandpoint
- One Issue \$425
Two Issues \$400

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.

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. 5,000 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. 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 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 320 locations.

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

MAGAZINE PROFILE

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

Circulation: 30,000 Summer, 25,000 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.

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 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.

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.

Display Ad Sizes | Width x Height all units in inches

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

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