

The *original* culture, recreation & lifestyle magazine for Sandpoint

SANDPOINT MAGAZINE

2024

Can it REALLY GET ANY BETTER, you ask? Well, here's one way! Our upcoming Winter 2024 issue will include a removable insert of our first-ever **WINTER GUIDE** featuring a special section on Schweitzer with all the info skiers and snowboarders need to get the most out of the mountain – plus an entire array of see-and-do stories about ALL our winter activities, from snowshoeing and nordic skiing to backcountry adventures.



Sandpoint Magazine + Winter Guide = THE PERFECT COMBINATION



You really can't afford to be left out of this one!

Call **CLINT NICHOLSON**
208.263.3573 ext 123 or 208.946.1682 clint@keokee.com
405 Church St. Sandpoint, ID 83864 // www.keokee.com // adsales@keokee.com

Sandpoint Magazine is our town's **original** full color magazine, reflecting the beauty and vitality of our amazing community **since 1990 – that's 34 years!** In that time we've produced **62 editions**, more than **630 TONS of magazines in print**, and more than **1.2 million copies** distributed!

www.SandpointMagazine.com

2024 Space Reservation and Publication Dates

ISSUE SPACE RESERVED CAMERA READY ADS DUE PUBLISHED

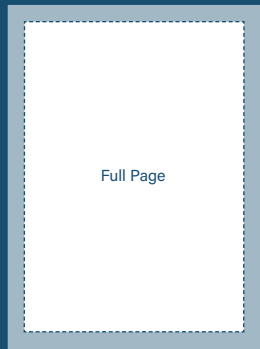
WINTER SEPT 29 OCT 13 NOV 3

Sandpoint Magazine Display 2023/24 Advertising Rates

AD SIZE	One Issue	Two Issues	*PRICE IS PER ISSUE*
Back Cover	3,115	2,775	Market Place +/-or Lodging Directory Write - up, link to website \$150
Inside Covers	2,975	2,640	
Full Pages	2,853	2,513	Dining Section Restaurant Display Advertisers receive a Dining Review and photo FREE!
2/3 Page	2,231	1,970	
1/2 Page	1,886	1,670	Special Section (3½" x 2") • Building & Professional Services • Artfully & Healthfully Sandpoint One Issue \$450 Two Issues\$425
1/3 Page	1,518	1,353	
1/6 Page	875	770	
1/12 Page	511	435	

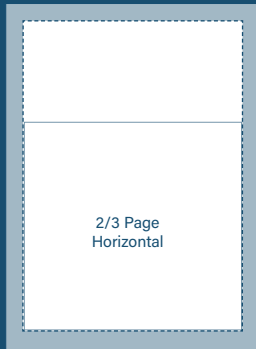
* Additional discounts for longer commitments

Display Ad Sizes | Width x Height all units in inches



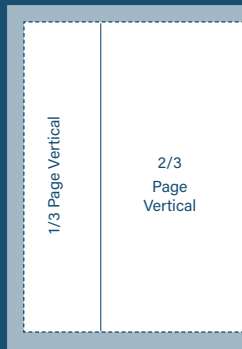
Full Page

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



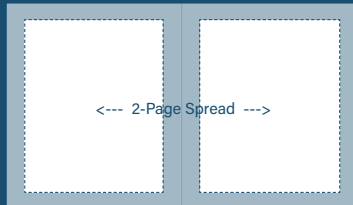
2/3 Page Horizontal

2/3H: 7.125 x 6.25



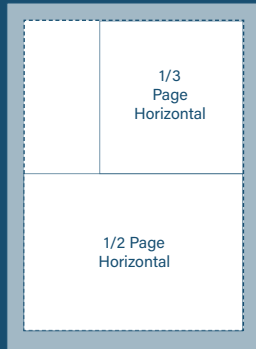
1/3 Page Vertical

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



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

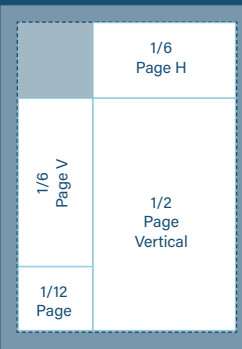
Live area: 16 x 9.875
Page size: 16.75 x 10.875
Full bleed: 17.25 x 11.125
NOTE: No text in .625 margins or gutter



1/3 Page Horizontal

1/2 Page Horizontal

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



1/6 Page H

1/6 Page V

1/2 Page Vertical

1/12 Page

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

4x bigger distribution!

As in, the number of copies of Sandpoint Magazine printed and distributed each edition are as much as FOUR TIMES MORE than any other local publication. We print 25,000 copies in Summer and 20,000 in Winter, constantly refilling and making distribution rounds to ensure a premium demographic for advertisers.

Schweitzer Mountain. 3,500 copies.

Schweitzer provides exclusive distribution on the mountain for Sandpoint Magazine! And, new for Winter 2024 is a Winter Guide removable insert with a multi-page special section of detailed information for skiers and snowboarders to plan their visits to Schweitzer.

Greater Sandpoint Chamber of Commerce. 1,000 copies.

Sandpoint Magazine is used as the Chamber's response piece, at the visitor center and at travel shows.

Visitor Centers. 3,000 copies.

Sandpoint Magazine is distributed at visitor centers in Spokane, Coeur d'Alene, Liberty Lake, Newport, Farragut State Park, Bonners Ferry, Priest River.

Hotel Rooms. 2,500 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 200 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: 25,000 Summer, 20,000 copies Winter printed and distributed regionally

Distribution: By subscription and free via strategic, controlled distribution to ensure a premium demographic for advertisers. See details above.

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 In-Design, 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.

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.