

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

# SANDPOINT MAGAZINE

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

## A MAGAZINE WORTH READING

Sandpoint Magazine is our town's **original** full color magazine, reflecting the beauty and vitality of our amazing community **since 1990 - that's 35 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!



Call Clint Nicholson or Email: [Clint@Keokee.com](mailto:Clint@Keokee.com) 208.263.3573 ext. 123 or 208.946.1682



# 25,000 COPIES!

As in, we print 25,000 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.

Every ad is hotlinked from the digital publication at [SandpointMagazine.com](http://SandpointMagazine.com) with thousands of additional readers each edition!

### **Schweitzer Mountain.** 6,500 copies.

Sandpoint Magazine is distributed year round in Schweitzer's on-mountain lodging, day lodge and retail locations as the exclusive on-mountain magazine. Find it in one of many racks around the ski resort.

### **Visitor Centers.** 5,000 copies.

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

### **Chamber of Commerce.** 2,000 copies.

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

### **Hotel Rooms.** 2,500 copies.

Every Sandpoint hotel, motel and other lodging provides Sandpoint Magazine to their guests.

### **Controlled Distribution.** 9,000 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.

## 2024/25 Space Reservation and Publication Dates

ISSUE	SPACE RESERVED	CAMERA READY ADS DUE	PUBLISHED
Winter	September 23rd	October 19	November 8

## Sandpoint Magazine Display 2024/25 Advertising Rates

AD SIZE	One Issue	Two Issues	*PRICE IS PER ISSUE*
2-Page Spread	\$4,554	\$4,014	<b>Market Place +/- Lodging Directory</b> Write - up, link to website ..... \$150  <b>Dining Section</b> Restaurant Display Advertisers receive a Dining Review and photo FREE!  <b>Special Section (3 1/2" x 2")</b> • Building & Professional Services • Artfully & Healthfully Sandpoint One Issue ..... \$450 Two Issues ..... \$425
Back Cover	3,115	2,775	
Inside Covers	2,975	2,615	
Full Pages	2,853	2,513	
2/3 Page	2,231	1,970	
1/2 Page	1,886	1,670	
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

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

2/3H: 7.125 x 6.25

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

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

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

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

## 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 copies printed and distributed regionally

**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.

## 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.