

SANDPOINT MAGAZINE

RATE CARD SUMMER 2012

For more than 21 years, Sandpoint Magazine has covered our town as no other publication can. As always, the SUMMER 2012 issue will 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 enjoyment out of living in or visiting Sandpoint, Idaho. And it does so with creative writing and photography in an attractively designed, full-color, glossy format.

DISTRIBUTION

30,000 COPIES! 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.

Chamber of Commerce. 5,000 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. 9,000 copies. When travelers stop at regional visitor centers, they'll find *Sandpoint Magazine* to lead the way here. 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. 6,000 copies. Every Sandpoint hotel, motel and other lodging provides *Sandpoint Magazine* to their guests.

Controlled Distribution. 10,000 copies.

The magazine is sold by subscription and is used by Realtors, Bonner General Hospital, Coldwater Creek, 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 in Idaho and Washington.



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

GET EVEN MORE OUT OF YOUR ONLINE MARKETING

SandpointOnline.com

PUT SANDPOINT ONLINE TO WORK FOR YOUR BUSINESS!

All Sandpoint Magazine display advertisers receive FREE listings and links to their web pages from the Sandpoint Super Directory.

- Tile and banner ads available.

NEED A WEBSITE THAT PRODUCES RESULTS?

We're the region's largest provider of website design and hosting services... from simple, inexpensive profile page sites to leading-edge e-commerce and custom websites. Plus, we leverage the traffic that visits Sandpoint Online with multiple links and promotion for your business.

- Website design and hosting, scaled to your needs and goals.
- Search Engine Optimization to help improve your website rankings in Google, Bing and Yahoo.
- Social Media Marketing services to promote your position on Facebook, Twitter, Google Places and more.

Smart web solutions for Sandpoint business

208.263.3573

www.sandpointwebsites.com

To reserve your space call 208-263-3573 x123

PRODUCED BY:



a marketing communications firm

405 Church St | Sandpoint, ID

83864

208.263.3573

www.keokee.com

www.SandpointMagazine.com

2012 Publication and Closing Dates

ISSUE	SPACE RESERVED	CAMERA READY ADS DUE	PUBLISHED
SUMMER	MARCH 30, 2012	APRIL 13, 2012	MAY 18, 2012
WINTER	SEPT 14, 2012	SEPT 28, 2012	OCT. 25, 2012

Sandpoint Magazine Display Summer 2012 Advertising Rates

AD SIZE	One Issue	Two Issues	*PRICE IS PER ISSUE*
2-Page Spread	\$4,554	\$4,014	Services Listing 25-30 words \$95 With link to your website \$125 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 \$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	770	676	
1/12 Page	451	385	

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

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

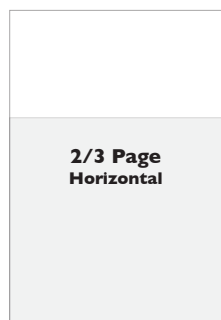


Live area: 7.125 x 9.875
 Page size: 8.375 x 10.875
 Full bleed: 8.625 x 11.125
 NOTE: No text in .625 margins

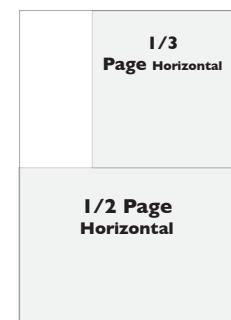


Live area: 16 x 9.875
 Page size: 16.75 x 10.875
 Full bleed: 17.25 x 11.125
 NOTE: No text in .625 margins or gutter

all units in inches

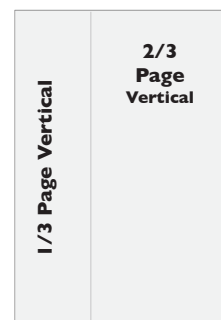


7.125 x 6.25

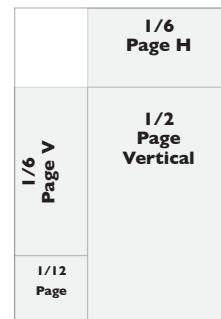


4.687 x 4.75
 7.125 x 4.75

W" x H"



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. 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 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

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.