

Who's READY for a great winter??

schweitzer magazine

Schweitzer Magazine is an annual publication distributed to Schweitzer Mountain visitors both on and off the mountain. It is an engaging and entertaining magazine providing a unique look at the area's best shops, restaurants, and attractions – all within an easy-to-read, sophisticated magazine that appeals to avid outdoor enthusiasts.

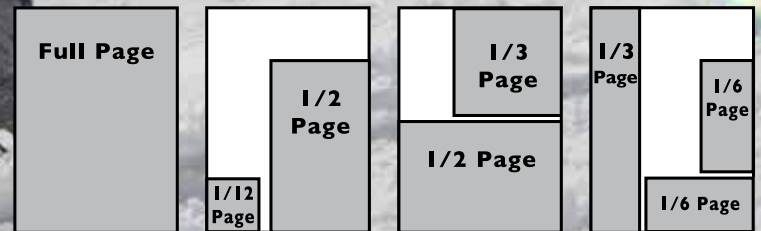
Its portable magazine format makes it a superb travel piece that guests can refer to during and even before their visit, whether they are taking a break from skiing and heading out for some shopping or planning their vacation from their living room chair. With an upscale aesthetic – entertaining editorial, sleek design, and valuable, reader-friendly advertisements – Schweitzer Magazine encourages guests to do, buy, taste and see the very best that Schweitzer Mountain and the surrounding area have to offer.

magazine DETAILS

- Page count – 40+
- Total circulation – 20,000
- Annual guest exposures – 80,000
- Distribution points:
 - Mailed to approximately 2,000 season pass holders
 - In resort target market areas
 - In resort lodging guest rooms
 - Mailed to resort's past lodging guests
 - Mailed to potential real estate clients
 - In all on-mountain retail shops, lobbies and common areas
 - Local advertisers' restaurants, retail shops and other establishments

RATES and deadlines

1/12 page square	2.25" x 2.25"	\$304
1/6 page vertical	2.25" x 4.6875"	\$510
1/6 page horizontal	4.6875" x 2.25"	\$510
1/3 page square	4.6875" x 4.6875"	\$922
1/3 page vertical	2.25" x 9.5625"	\$922
1/2 page vertical	4.6875" x 7.125"	\$1,230
1/2 page horizontal	7.125" x 4.6875"	\$1,230
Full page (no bleed)	7.125" x 9.5625"	\$1,850
(1/8" bleeds)	8.5" x 11.125"	
Dining Guide		\$395



Premium Positions

Advertisers will retain first right of refusal on these positions.

Inside front/back cover	\$2,570
Page 3 (right of inside cover, if available)	\$2,260
Back cover	\$3,300

Deadlines

Ads due	2 weeks from contract date
Publication date	October 2017

*All rates are net.



eMAGAZINE version broadcast to thousands

In addition to the full color, glossy print, Schweitzer Magazine is also converted to an online eMagazine at SchweitzerMagazine.com with pages that flip, hyperlinks direct to advertisers' websites and the ability for readers to download pages featuring ads – providing increased ad impressions. SchweitzerMagazine.com is featured prominently on the resort's website as well as used in their marketing e-mails.

Schweitzer Magazine is published for Schweitzer by Keokee Co. Publishing, Inc. in Sandpoint, Idaho.



advertising AGREEMENT

This agreement must be submitted in order to reserve your ad space. Once submitted, the contact you provide here will receive artwork specifications for your advertisement. Ads are due 2 weeks after agreement is submitted in order to maintain your priority in ad placement location.

Contact: _____ E-mail: _____

Title: _____ Phone: _____

Company Information Please provide the contact information that should be in our permanent record:

Company name: _____ Agency: YES NO

Phone: _____ Fax: _____

Address: _____ City, State, Zip: _____

Advertiser (if different than above): _____ Advertiser Web Site: _____

Category Please choose the applicable advertiser category: Recreation & Entertainment Real Estate Shopping Transportation
 Dining Lodging Consumer Products Education Professional Services

Advertisement Rates

<input type="checkbox"/> 1/6 page	\$510
<input type="checkbox"/> 1/3 page box	\$922
<input type="checkbox"/> 1/3 page skinny	\$922
<input type="checkbox"/> 1/2 page	\$1,230
<input type="checkbox"/> Full page	\$1,850
<input type="checkbox"/> Full spread	\$3,000

Premium Positions Rates

<input type="checkbox"/> Inside front/back cover	\$2,570
<input type="checkbox"/> Inside front cover spread (if available)	\$4,200
<input type="checkbox"/> Page 3 (if available)	\$2,260
<input type="checkbox"/> Center spread	\$3,600
<input type="checkbox"/> Back cover	\$3,300

Ad Design/Submission

- Keokee will design your ad for a fee as follows: \$75 for 1/6 page · \$100 for 1/3 or 1/2 page · \$200 for full page. Please check here if you would like us to design your ad. Includes 2 proofs.
- Submitted camera-ready (no proof necessary)
- Submitted camera-ready proof requested (\$15 fee)

Advertisement Materials

All images and advertisements must be 300 dpi. Images taken from the Web are not acceptable. If you would like Keokee to design your ad for a fee, please submit copy and photos. Ad materials are due 2 weeks from contract submission.

Payment Information

Deposit Amount (at least one-half total cost or full payment on credit card): \$ _____

Initial Payment Method: Check Credit Card (MC, VISA) A \$25 fee will be charged for any contract submitted without a credit card number.

Credit Card # _____ Exp. Date _____ Cardholder's Name _____

Billing Address _____

Ad Agreement Submission / Ad Materials Submission

Please mail or fax this form. Contact: Clint Nicholson
 208.263.3573 ext. 123 | fax: 208.263.4045 | clint@keokee.com

Keokee Co. Publishing, Inc.

P.O. Box 722 or 405 Church Street
 Sandpoint, ID 83864



Contract: This contract is between the publisher, Keokee Co. Publishing, Inc., and the advertiser above. The publisher reserves the right to reject any advertising, which he/she feels is not in keeping with publication standards. No portion of the publication may be reproduced in any form without written consent.

A. Publisher Liability: Publisher will use caution to protect printing materials but will not be liable for loss or damaged film, and materials will only be returned upon written request prior to press. Advertisers and advertising agencies assume liability for all content of advertisements printed, and for any subsequent claims against the publisher and further agree to indemnify publisher for any damages incurred resulting from such claims. It is agreed that no other liability shall arise between the advertiser and the publisher by reason of this advertising contract.

B. Ad Submission: If advertiser does not approve advertisement within 14 days from submission of proof, or prior to press (whichever comes first), Keokee will print advertisement as is, and advertiser releases Keokee from any liability for omissions or errors. Any outstanding balance will be automatically applied to the credit card on file. If advertiser fails to submit any artwork prior to press, Keokee reserves the right to design and print an advertisement to publisher specifications. Any associated design fees will be charged to advertiser and applied to credit card on file.

C. Payment: All invoices are due and payable in two segments: One half of total advertising cost (including design), is due as a deposit payment upon submission of this agreement. Second half of cost is due upon publication. Installment plans may be prearranged with the first installment due upon submission of contract and all other installments due by the 10th of each consecutive month. If any advertisement is not camera-ready, client will be charged according to the rate schedule above for any and all graphic design assistance. If an advertiser requests to pull the advertisement prior to press, deposit payments are due and nonrefundable.

D. Color Accuracy and Camera-Ready Ad Content Verification: Keokee cannot guarantee exact color accuracy on press. To provide best color simulation, please provide a color proof. Camera-ready ads will not receive a proof prior to press. To verify advertisement content, a color proof or tear sheet must be provided. If a proof or tear sheet is not submitted, Keokee is not responsible for any errors, omissions or font conversions.

E. Service Fees: A contract fee of \$25 will be applied for clients that choose not to submit a credit card. A service charge of \$25 will be applied for all returned checks. A service charge of \$10 will be applied for all declined credit cards. Interest will be charged at a rate of 1.5% per month on past due balances (annual percentage rate 18%). Should it be necessary to have an attorney or agency make demand for payment, or if suit is instituted to collect on this contract, or any part thereof, the advertiser agrees to pay these fees and all other costs incurred. Jurisdiction lies in the state of Idaho.

I HAVE READ THE ABOVE INFORMATION AND AGREE TO THE TERMS AND CONDITIONS SET FORTH BY KEOKEE CO. PUBLISHING, INC.:

Signature _____ Date _____

Print Name _____ Title _____