

CdA

Coeur d'Alene Magazine

Coeur d'Alene Magazine is making some changes!

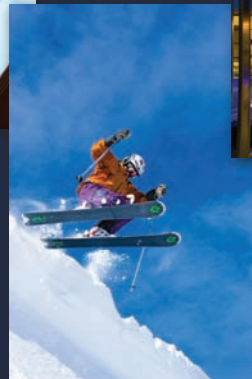
We will be combining our 2012 Summer/Fall edition with our 2013 Winter/Spring issue for next year to create one larger book. Why would we do that?

There were a few key ingredients that factored into the decision to combine the two editions of CdA Magazine into one edition.

1. Advertisers can reach more readers while reducing the cost per thousand to do so. A full page ad in two CdA Magazines would be cost per thousand \$127.60. With the new combined edition a full page ad will be cost per thousand \$98.20. We'll be printing the same quantity of publications, however we will have less repeat at the local level. I'll explain. If you advertised in the summer/fall edition and then again in the winter/spring you would reach a current subscriber twice (still possible, explained below). This will allow us to target more readers for the print edition and continue to grow faithful followers!

2. Our internet audience has increased substantially. Over 40,000 page views were logged on the CdA Magazine website in 2011 and the Facebook page traffic increased by 75%! We will continue to increase our online package to target our current and future readers as we grow this market. This will include the creation of a CdA Magazine online newsletter, banner advertising, electronic in-story ads, online give aways, and more!

What hasn't changed is our commitment to providing our readers with a high quality publication that is both engaging and beautiful, while proudly representing our advertisers!





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Advertising in CdA Magazine

Advertising that works! Plain and simple. With so many places to invest your advertising dollars you can be confident that CdA Magazine is going to drive results. Why? PEOPLE READ IT. One reason is we effectively distribute every copy. CdA Magazine has been around for over a decade. Experience why this beautiful four-color publication, unparalleled in quality, is one of the most cost effective vehicles available of quality advertising.

Targeted Distribution

CdA Magazine is truly the most recognized local lifestyle magazine in the Coeur d'Alene area. Delivered to over 100 rack stands throughout North Idaho & Washington, 100 local waiting rooms, several Real Estate firms for relocation packages, and mailed to almost 500 paid subscribers.

In cooperation with the Cd'A CVB, CdA Magazine is also distributed complimentary to area lodging properties for in-room use. In fact - you can find CdA Magazine in-room at the famous CdA Resort exclusively!

CdA Magazine is provided to selected libraries, and professional and business offices across the region. Chambers are allowed to distribute in their relocation packets to attract business and leisure travelers to North Idaho. Advertisers are allowed to distribute to their prospects, a very useful tool to show your presence in the community.



Every issue of CdA Magazine delivers professionally written stories and stunning photography!

<p>Full Page w/Bleed</p> <p>Trim Size: 8-1/8" x 10-7/8" Bleed: 8-3/8" x 11-1/8"</p>	<p>Full Page No Bleed</p> <p>7-1/8" x 10"</p>	<p>2/3 Page</p> <p>4-11/16" x 10"</p>	<p>1/2 Horizontal</p> <p>7-1/8" x 4-7/8"</p>
<p>4-11/16"</p> <p>7-7/16"</p> <p>1/2 Vertical</p>	<p>10"</p> <p>1/3 Vertical</p> <p>2-1/4"</p>	<p>4-11/16"</p> <p>4-7/8"</p> <p>1/3 Horizontal</p>	<p>1/6 4-7/8" Vertical</p> <p>2-1/4"</p> <p>4-11/16"</p> <p>1/6 4-7/8" Horizontal</p> <p>2-5/16"</p>

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New Annual June 2012/13!

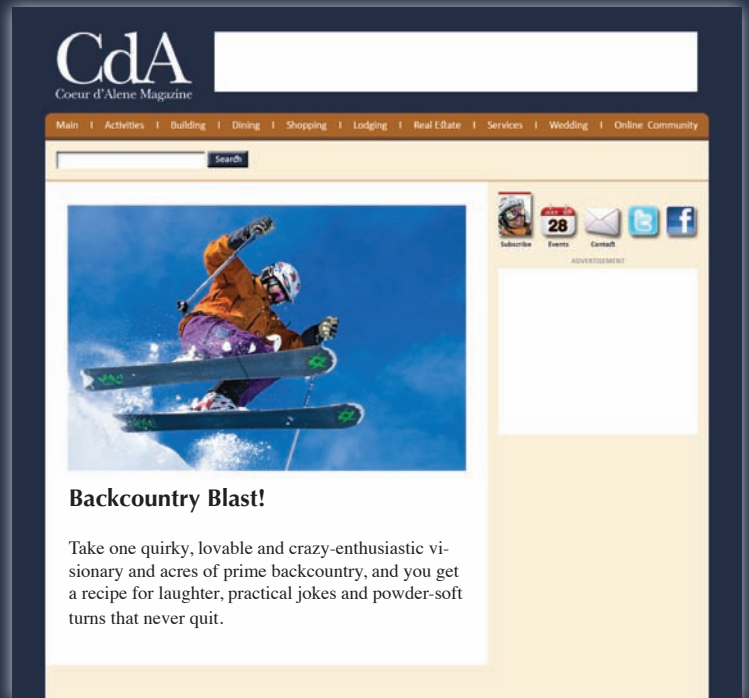
2012 Ad Rates

Ad Size	Net Rates
2-Page Spread	\$5,481
Full Page	\$2,946
2/3 Page	\$2,519
1/2 Page	\$1,943
1/3 Page	\$1,268
1/6 Page	\$743
Dining Listing	\$309

Ad Space	April 13, 2012
Ad Materials	April 18, 2012
Ads Completed	April 25, 2012



Coming Soon! CdA Magazine website advertising will only be available to CdA Magazine print advertisers.



Ad design fees will be waived if ads are completed by the ads completed deadline!

Need help designing your ad? We can help. Let us design your ad for you. Design fees are based on ad sizes as follows:

Full Page	\$200	1/2	\$150	1/6	\$100
2/3 Page	\$175	1/3	\$125	FREE If completed April 13th!	

*Ad design will begin upon receipt of all required ad materials. Once the ad is created a proof will be sent to client for revisions. After revisions client will receive one final proof to verify that corrections have been made. Any additional corrections may incur an additional charge.

