



Advertising Information

Welcome

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 actually read it. One reason is we effectively distribute every copy. Another is the huge ads we run in the newspaper to promote each and every edition that publishes. 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 150 rack stands throughout North Idaho, Washington, Montana, 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!

In short - your message will get read!

<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 Vertical</p> <p>4-7/8"</p> <p>2-1/4"</p> <p>4-11/16"</p> <p>1/6 Horizontal</p> <p>2-5/16"</p>

Winter/Spring Early Specials*		2011 Rates	
Ad Size	Net Rates	Ad Size	Net Rates
2-Page Spread	\$3,654	2-Page Spread	\$3,878
Full Page	\$1,964	Full Page	\$2,060
2/3 Page	\$1,679	2/3 Page	\$1,760
1/2 Page	\$1,345	1/2 Page	\$1,445
1/3 Page	\$895	1/3 Page	\$995
1/6 Page	\$595	1/6 Page	\$645
Dining Listing	N/A	Dining Listing	N/A

Ad Space* July 30, 2010 Ad Space Sep 03, 2010
 Ad Materials Sep 10, 2010 Ad Materials Sep 10, 2010
 Ads Completed Sep 22, 2010 Ads Completed Sep 22, 2010

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

Winter/Spring 2011 - Publishing November 2010

Save even more by advertising in both editions!

2-Page Spread	\$3,604
Full Page	\$1,914
2/3 Page	\$1,629
1/2 Page	\$1,295
1/3 Page	\$845
1/6 Page	\$545
Dining Listing	\$206

Multi issue rate is for ads placed in both the winter/spring and summer/fall edition

All rates are for full color advertising, and are valid for agreements in the 2011 Winter/Spring edition

The Advertiser understands and acknowledges insertion orders may not be canceled after September 3, 2010 and that the Advertiser is obligated to pay the total due per their agreement. If agreement is for multiple issues then client will be billed accordingly per issue. In the event of a cancellation prior to the noted deadline a notice must be presented and received in writing.

It is the advertisers responsibility to provide an ad according to the specifications provided by CdA Magazine. If no ad is provided by the ad materials deadline then CdA Magazine may choose to design and place an ad of their choice for the advertiser. Advertiser will still be responsible to pay the full amount of the ad space agreement, plus any additional design charges that may have been previously discounted.



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 September 22nd!	

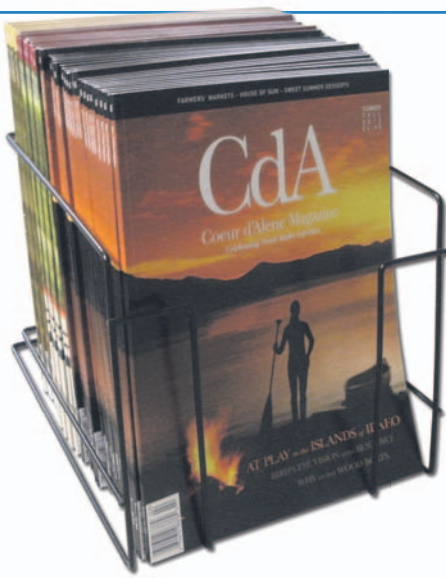
*Ad design will begin upon receipt of all required ad materials. Once the ad is created a proof will be sent to client for revisions. After revisions client will receive one final proof to verify that corrections have been made. Any additional corrections may incur an additional charge.

Ad materials for ads requiring design

- Digital copy of logo in eps format.
- All images to be used in ad must be provided in digital format at 300 dpi. If unsure of image quality or size you may send for verification.
- All text to be placed in ad. Can be sent in word doc, or as email text.
- Design direction. If advertiser would like the ad to look a certain way then they must provide a sample of design direction. Otherwise CdA Magazine will design ad based on provided materials.

All ads must be provided and created in digital format. Ads must be produced in Adobe InDesign, Freehand, Illustrator or Photoshop. All photos, logos, or artwork used within the ad must be high resolution (at least 300 dpi) and converted to CMYK format for best results.

Please email your ad to ajohn@cdamagazine.com or ads may be uploaded to the upload web site. You must log on and register to upload ads. www.hnnuploads.com.



Circulation and Distribution

Paid Circulation Newsstand

NOW IN OVER 150+ LOCATIONS!

Idaho Cities

Athol
Blanchard
Bonners Ferry
Cataldo
Challis
Coeur d'Alene
Cottonwood
Craigmont
Deary

Grangeville
Hayden Lake
Kamiah
Kellogg
Kendrick
Kooskia
Lapwai
Lewiston
Mackay

Moscow
Nezperce
Old Town
Orofino
Osburn
Pierce
Pinehurst
Plummer
Ponderay

Post Falls
Potlatch
Priest Lake
Priest River
Rathdrum
Riggins
Sandpoint
Smelterville
Spirit Lake

St. Maries
Wallace
Worley

WASHINGTON CITIES

Colville
Liberty Lake
Pullman
Spokane
Spokane Valley
Veradale

Controlled Circulation

Waiting Room Distribution

After Hours Urgent Care Clinic
Alpha Medical Laboratory
Altons Tires
Audiology Research Association
Canfield Family Medicine
CdA Pediatrics
Copper Basin Construction
Dr. Michael Boehm, Denistry
Ear, Nose & Throat of CdA
Family Dentistry
Family Health Association
Family Practice, Henry C. Downs MD
Fresenius Medical Care
Gary H. Bills DDS
Great Clips
Hayden Family Dental Care
Hayden Lake Chiropractic
Hayden Lake Family Physicians
Hayden Vision Source
Health Care for Women
Heart Clinic NW
Heart Clinics Northwest
Henry D. Covelli MD
Immediate Medical Care Center
Inland Cardiology Association
Inland NW Spine & Neurosurgery
Internal Medicine/Infectious Diseases
Jiffy Lube
KMC Health Park
Kootenai Heart & Vascular Health
Kootenai Surgical Association

L. Craig Stevens MD
Lakeside Pediatric & Adolescent Medicine
Laser Denistry of CdA
Les Schwab Tires
Marston T. Westbrook DDS
Michael J. Bilin & Associates CPA, PA
Michael J. Drager DPM
North Idaho Cancer Center
North Idaho Family Physicians
North Idaho Health Network
North Idaho Imaging Center
North Idaho Immediate Care
North Idaho Neurosurgery
North Idaho Plastic Surgery
North Idaho Urology
North River Development
NW Molecular
NW Specialty MRI
Orthopedic Surgery & Sports Medicine
Parkwood Business Properties
Peach Orthodontics
PF Family Medicine
Physical Therapy & Sports Med Clinic
Prairie Animal Hospital
Prairie Family Medicine
Robert J. Fasnacht PC
Rockwood Clinic/CdA Kidney Disease
Stuart Denny MD
Surgical Bariatrics NW
Timothy LaBrosse Family Denistry
Womens Clinic of NI

Hotel Distribution

Coeur d'Alene

Best Western CdA Inn - *exclusive*
CdA Resort - *exclusive*
Budget Host
Days Inn
Fairfield Inn
Flamingo Motel
Japan House Suites
La Quinta Inn - Sherman
La Quinta Inn - Appleway
Motel 6
Resort City Inn
Shilo Inn
Silver Lake Motel
State Motel
Super 8 Motel

Blanchard

Stoneridge

Hayden

Holiday Inn
Silver Lake Motel

Liberty Lake

Best Western Peppertree

Post Falls

Holiday Inn Express
Riverbend Inn
Howard Johnsons
Sleep Inn
Templins

Sandpoint

Schweitzer Mountain Ski Resort

Real Estate & Relocation Packets

Coeur d'Alene

Black Rock
CdA Chamber of Commerce Relocation
Century 21/John Beutler
Coldwell Banker/Schneidmiller Realty
Re/Max by the Lake
Windermere/CdA Realty

Post Falls

Post Falls Chamber of Commerce

Sandpoint

Dover Bay
Sandpoint Chamber of Commerce

