

# Look what's NEW!

1. **CdAOnline.com** integration with FREE enhanced listings, tile ads and smart-phone enabled directory for all map advertisers
2. **FULL color** at no extra charge for all map ads
3. Map ads organized into **business categories**, i.e., Restaurants, Real Estate, Professional, Retail and Entertainment, etc.
4. Ad sections are **color coordinated** to aid map users



# NEW! CdAOnline.com

## Now, you'll leverage your ad online

We've extended our "towns online" portal websites to the Greater Coeur d'Alene area. Under the umbrella NorthIdahoOnline.com community, **CdAOnline.com** provides annotated business directories, free classified ads, community calendars and more.

And we're providing our CdA-Post Falls Map advertisers with exclusive extras in **CdAOnline.com** — as a **FREE**, value-added benefit.



- **FREE enhanced listings** with preferred placement and links to your website
- **FREE 60-day tile ads**
- **Smart-phone integration** with QR, or "Quick Response," barcodes for map users with enabled devices to find map advertisers

# Brought to you by Keokee

Founded in 1990, Keokee is one of northern Idaho's largest and oldest media and marketing firms. We publish magazines, books and websites with regional and national distribution, plus we provide a full range of marketing services for more than 200 clients, with exceptional expertise in print and Web design and marketing.

- **Logo and identity design** and branding
- **Web design** and hosting
- **Online marketing**, SEO and search marketing, social media integration
- **Graphic design** for print collateral
- **Custom publishing** of books, magazines and digital media

See more at [www.keokee.com](http://www.keokee.com)



Keokee :: a marketing communications firm  
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[www.Keokee.com](http://www.Keokee.com)



**CdAOnline.com**

**schweitzer**

**SandpointOnline.com**

**SANDPOINT**  
MAGAZINE



KOOTENAI COUNTY  
MAP

**COEUR D'ALENE  
& POST FALLS**

including  
**Hayden Lake  
Rathdrum • Spirit Lake**

**31 Years**  
Mapping Kootenai County

# 2012 Rates



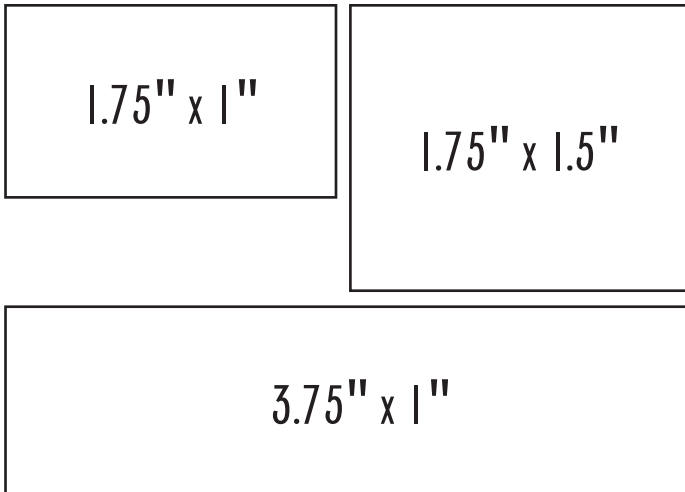
**"The Used Map"**  
Since 1979 over 1 Million in Circulation!

# Quality You Can Rely On

Marking its **31st year of publication**, the Kootenai County Map covers Coeur d'Alene, Post Falls, Hayden, Rathdrum and Spirit Lake with the same great features you have come to know and love.

- ✓ No other map comes close to its **accuracy and quality**.
- ✓ Revised, **up-to-date** showing new roads, subdivisions and newly incorporated city annexes.
- ✓ Advertisers may **freely distribute** these maps to clients and potential customers. (**Advertisers receive 2 maps for every dollar spent** in advertising.)
- ✓ Circulation is **35,000** maps.
- ✓ Printed in **full color**.
- ✓ More than **90% will be given away free** to the public by the Chambers, Ports of Entry, businesses, Idaho parks, Visitors Bureau and North Idaho Travel and Educational Services. This map is provided as a basic community service.
- ✓ Advertisers receive **one laminated** map for display and folded maps for distribution.
- ✓ Advertisers **may sell** the map and more than recover advertising costs. (An ad costing \$255 has the potential to return nearly \$2,500.)

## Sample sizes



# 2012 MAP AD RATES

By far the most up-to-date, widely circulated and accurate map for this area!

**35,000 Full Color Maps – Including:** Kootenai County, Coeur d'Alene, Hayden Lake, Post Falls, Hayden, Spirit Lake, Rathdrum.

Ad Size (inches)	Ad Rates
1.75 x 1	\$255
1.75 x 1.5	375
1.75 x 1.75	425
3.75 x 1	530
3.75 x 1.5	780
3.75 x 2	1,000
3.75 x 2.5	1,230
3.75 x 3	1,450
3.75 x 3.5	1,670
3.75 x 4	1,895
3.75 x 5	2,320
3.75 x 6	2,730
3.75 x 7	3,120
3.75 x 8.5	3,560
4 x 8.75	3,825

## SALES DEADLINE INFO

**Sales close:** February 1, 2012  
**Materials due:** February 15, 2012  
**Publication date:** March 20, 2012



Contact **Scott Johnson**,  
 Regional Sales Manager  
 208-263-3573 ext 117  
 scott@keokee.com

# Advertising Agreement

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Web \_\_\_\_\_  
 Map Year \_\_\_\_\_  
 Ad Size \_\_\_\_\_

CDA  PF  Section \_\_\_\_\_

Ad Camera Ready     Ad we design

Ad Price \_\_\_\_\_

Subtotal \_\_\_\_\_

**TOTAL** \_\_\_\_\_

Deposit \_\_\_\_\_

Balance \_\_\_\_\_

Balance is DUE UPON PUBLICATION. Past due accounts are levied a finance charge of 1.5 % per month. Publisher liability errors is limited to the portion of space occupied by error.

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

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**www.Keokee.com**