

2025 Ad Deadlines Issue Ad Space & Copy Jan. Dec. 2, 2024 Feb. Jan. 2, 2025 Mar./Apr. Feb. 3, 2025 May April 1, 2025 June/July May 1, 2025 Aug. *June 6, 2025 Sept. Aug. 1, 2025 Oct. Sept. 2, 2025 Nov./Dec. Oct. 1, 2025 *pending approval of editorial calendar

Display Advertising Rates and Specifications

PUBLICATION SPECS

Trim Size: 8.5" x 11" Circulation: 7,200

Binding: Saddle Stitch Published: 9 issues per year

The Advocate Positions Available

Cost per insertion

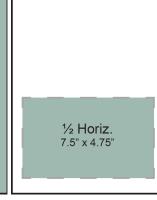
Premium Advocate Pages	1 Issue	3 Issues	6 Issues	9 Issues
Back Cover	\$1,100	\$1,045	\$990	\$935
Inside Front Cover	\$880	\$825	\$770	\$715
Inside Back Cover	\$880	\$825	\$770	\$715
Interior Advocate Pages	1 Issue	3 Issues	6 Issues	9 Issues
Full Page	\$825	\$770	\$715	\$660
1/2-Page	\$550	\$495	\$440	\$385
1/4-Page	\$330	\$275	\$220	\$165
1/8-Page	\$275	\$220	\$165	\$110

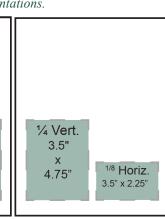
AD SPECS

These are the only available orientations.

Covers
Full Page
8.5" x 11"

Covers and full
page ads must
bleed.
Bleed: 1/4"
Indicate bleed
with crop marks.





SENDING IN YOUR AD:

Email ad as an EPS or PDF file to ccarns@isb.idaho.gov.

- Only the following graphic design formats are acceptable: Encapsulated PostScript (EPS) and PDF.
- All graphics within a file must have a resolution of 600 dpi at 100% with the fonts fully embedded and must adhere to the measurements of the ad.
- All full page and cover ads must include a 1/4 " bleed indicated by crop marks.
- All advertisers will be required to have a signed contract on file.

Please contact: TO ADVERTISE:

Carissa Carns

525 West Jefferson Boise, ID 83701 Office: (208) 334-4500



Email: ccarns@isb.idaho.gov