



Display Advertising Rates and Specifications

PUBLICATION SPECS

Trim Size: 8.5" x 11"
 Binding: Saddle Stitch

Circulation: 7,200
 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

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*

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.

1/2 Horiz.
7.5" x 4.75"

1/4 Vert.
3.5"
x
4.75"

1/8 Horiz.
3.5" x 2.25"

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.

TO ADVERTISE:

Please contact:

Carissa Carns
 525 West Jefferson
 Boise, ID 83701
 Office: (208) 334-4500
 Email: ccarns@isb.idaho.gov

