



The Advocate Media Kit 2027

DISPLAY ADVERTISING RATES AND SPECIFICATIONS

7,300+
issues circulated

9 issues published
every year

Publication Specs

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

2027 Ad Deadlines

Issue	Ad Space & Copy
Jan.	Dec. 1, 2026
Feb.	Jan. 2, 2027
Mar./Apr.	Feb. 2, 2027
May	April 1, 2027
June/July	May 1, 2027
Aug.	June 1, 2027
Sept.	Aug. 3, 2027
Oct.	Sept. 2, 2027
Nov./Dec.	Oct. 1, 2026

Visit the [The Advocate](#)
for past issues and more information

The Advocate Positions Available

Cover Rates*	1 Issue	3 Issues	6 Issues	9 Issues
Back Cover	\$1,250	\$1,185	\$1,125	\$1,055
Inside Front Cover	\$1,000	\$935	\$870	\$810
Inside Back Cover	\$1,000	\$935	\$870	\$810
Display Rates	1 Issue	3 Issues	6 Issues	9 Issues
Full Page	\$935	\$870	\$810	\$740
1/2 Page	\$675	\$645	\$565	\$500
1/4 Page	\$470	\$390	\$315	\$235
1/8 Page	\$385	\$315	\$235	\$160

* Cover slot reservations open up when a current advertiser releases their space.
Email: sboyland@isb.idaho.gov to join the waiting list.

Ad Specs

Covers
Full Page Ads

8.5" x 11"

All full page and cover ads
must include a 1/4" bleed
indicated by crop marks

1/2 Page
Horizontal

7.5" x 4.75"

1/4 Page
Vertical

3.5" x 4.75"

1/8 Page
Horizontal
3.5" x 2.25"

These are the only available orientations



To advertise contact:
Sally Boylan
525 West Jefferson
Boise, ID 83701
Office: (208) 334-4500
Email: sboyland@isb.idaho.gov
www.isb.idaho.gov

Sending in your ad:

Email ad to: cbelodoff@isb.idaho.gov
Only the following file formats are accepted: Encapsulated PostScript (EPS) and PDF
All graphics within a file must have a resolution of 600 dpi at 100% with fonts
fully embedded and must adhere to the measurements of the ad
All advertisers will be required to have a signed contract on file



The Advocate 2027 Advertising Space Contract

Advertiser/Company Name: _____

Accounting Contact: _____ Accounting Email: _____

Design Contact: _____ Design Email: _____

Address: _____

City/State/Zip: _____ Telephone: _____

Ad Copy Deadlines: *Refer to schedule on page 1.*

Payment Terms:

- The publisher requires all new advertisers to prepay for their first display advertisement. Each subsequent ad placement will be billed after publication. For all returning advertisers, payment is due within 60 days from the invoice date.
- If an advertiser's payment is 30 days overdue from the date of invoice, an initial notice will be sent. If an advertiser's payment is 60 days overdue, the advertiser will be sent a final notice, after which the advertiser's ad will be pulled from all future issues until all outstanding payments are made.

Terms and Conditions:

- The Idaho State Bar (publisher) reserves the right at any time to decline any advertising it feels to be inappropriate.
- Advertising is accepted in accordance with the rates, terms, and conditions set forth in the current rate card.
- The advertiser is responsible for notifying the publisher of any changes regarding the advertising copy or space contract no later than each ad copy deadline.
- Advertiser agrees to indemnify and hold the publisher harmless from any suits for libel, violation of right of privacy, plagiarism, copyright infringement, and all other claims arising from the advertising referred to in this contract. The publisher makes no independent evaluation of the content of the offers made in the advertising or of any product warranties made therein. Therefore, the advertiser agrees to indemnify and hold the publisher harmless from any suits arising from any representations made in the advertising. Because of the page flow, *The Advocate* cannot guarantee, or be held responsible for location of any ads on any given page.
- Publisher makes every attempt to print and mail *The Advocate* by the end of the first week each month; however, publisher does not guarantee date of printing, date of mailing, or date of receipt of any issue. Therefore, advertisers retain full responsibility for the placement of time-sensitive ad copy.
- *Design Fee:* Advertisers can pay a one time fee of \$50 to have the Idaho State Bar help design an ad. Note in contract below.

Method of Payment:

Pay by Credit Card: Upload the completed Advertising Space Contract and pay online at: <https://laserfiche.isb.idaho.gov/Forms/OnlinePayment>. Please use "Advocate Advertising Contract" as the payment description on the online form.

Pay by Check: Mail the completed Advertising Space Contract with a check made payable to the Idaho State Bar to Advertising, The Advocate, P.O. Box 895, Boise, ID 83701

2027 Advocate Rate Contract (please fill out the table below):

Month	Ad Size	Cost
January		
February		
March/April		
May		
June/July		
August		
September		
October		
November/December		
Design Fee (\$50)	N/A	
Signature:	Date:	Total: