



Display Advertising Rates and Specifications

PUBLICATION SPECS

Trim Size: 8.75" x 11.25" Circulation: 7,100
 Binding: Saddle Stitch Published: 9 Issues per year.

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



Covers Full Page
 8.75" x 11.25"
 Covers and full page ads may bleed.
 Bleed: 1/4"
 If a bleed is intended, indicate with crop marks.

1/2 Horiz.
 7.25" x 4.5"
 Bleed: 1/4"
 If a bleed is intended, indicate with crop marks.

1/4 Vert.
 3.5" x 4.5"
1/8 Horiz.
 3.5" x 2.25"

DeskBook Directory Positions Available

Cost per insertion

Premium DeskBook Directory Pages	
Outside Back Cover	\$2,200
Inside Front Cover	\$1,100
Inside Back Cover	\$1,100
Interior DeskBook Directory Pages	
Full Page (B&W)	\$880
1/2-Page (B&W)	\$660
1/4-Page (B&W)	\$330
1/8-Page (B&W)	\$220

2023 Ad Deadlines

Issue	Ad space & Copy
Jan.	Dec. 1, 2022
Feb.	Jan. 2, 2023
Mar./Apr.	Feb. 1, 2023
Desk Book	Jan. 2, 2023
May	April 3, 2023
June/July	May 1, 2023
Aug.	June 1, 2023
Sept.	Aug. 1, 2023
Oct.	Sept. 1, 2023
Nov./Dec.	Oct. 2, 2023

HOW DO I SEND MY AD?

- Email ad as a TIFF or PDF file to lwelfley@isb.idaho.gov.
- Only the following graphic design formats are acceptable: Encapsulated PostScript (EPS) and Tagged Image File Format (TIFF).
 - All graphics within a file must have a resolution of 300 dpi at 100% with the fonts fully embedded and must adhere to the measurements of the ad.
 - When submitting an ad that includes graphics include the graphics as separate files in addition to your ad file.
 - Allow for 1/4 " bleed on all full and 1/2 page ads.
 - Allow enough room for text away from all edges of the ad. A one inch border from the page edges is recommended to prevent text from being accidentally cut during printing process.
 - Ads must be CMYK.

TO ADVERTISE

Please contact:

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