

The Advocate Media Kit 2027

ADVERTISING RATES AND SPECIFICATIONS

7,300+ issues circulated

9 issues published every year

The Advocate Advertisement Rates

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
New 1/3 Page	$525	$485	$450	$410
New 2-Page Center Spread**	$1,950			

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

***Two-page center spread can only be reserved for one issue at a time and subject to availability. Reservation on a first-come, first-served basis.*

2027 Ad Submission 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

To advertise contact:
Sally Boylan
Email: sboylan@isb.idaho.gov
Phone: (208) 334-4500
www.isb.idaho.gov

IDAHO STATE BAR

The Advocate Media Kit 2027

ADVERTISING SIZES AND REQUIREMENTS

Covers
Full Page Ads

8.5" x 10.875"

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

1/4 Page Vertical
3.5" x 4.75"

1/8 Page
3.5" x 2.25"

1/2 Page Horizontal
7.5" x 4.75"

New

1/3 Page Vertical
2.5" x 10"

1/2 Page Vertical
3.5" x 10"

New

2-Page Center Spread

10.875" x 17"

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

Publication Specs
Trim Size: 8.5" x 10.875" • Binding: Saddle Stitch

SUBMITTING ARTWORK

All ads must be submitted electronically to: sboylan@isb.idaho.gov
The following file formats are accepted: PDF, EPS, and TIFF

All files must be in high resolution at 300 dpi or above at 100% with fonts fully embedded and must adhere to the measurements of the ad. All ads must be CMYK.

All advertisers will be required to have a signed contract on file.

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ISB
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