



Display Advertising Rates and Specifications

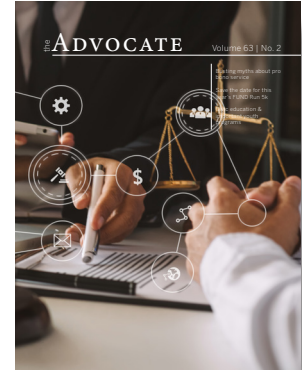
PUBLICATION SPECS

Trim Size: 8.5" x 11" Circulation: 6,900
 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 (Color)	\$825	\$770	\$715	\$660
1/2-Page (Color)	\$550	\$495	\$440	\$385
1/4-Page (Color)	\$330	\$275	\$220	\$165
1/8-Page (Color)	\$275	\$220	\$165	\$110



Covers Full Page
8.5" x 11"

Covers and full page ads may bleed.

Bleed: 1/4"
If a bleed is intended, indicate with crop marks.

1/2 Horiz.
8.5" x 5.5"

Bleed: 1/4"
If a bleed is intended, indicate with crop marks.

1/4 Vert.
4.25 x 5.5"

1/8 Horiz.
4.25" x 2.75"

DeskBook Directory Positions Available

Cost per insertion

Premium DeskBook Directory Pages	
Outside Back Cover (Color)	\$2,200
Inside Front Cover (Color)	\$1,100
Inside Back Cover (Color)	\$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

2021 Ad Deadlines

Issue	Ad space & Copy
Jan.	Dec. 1, 2020
Feb.	Jan. 4, 2021
Mar./Apr.	Feb. 1, 2021
DeskBook	Jan. 4, 2021
May	April 1, 2021
June/July	May 3, 2021
Aug.	July 1, 2021
Sep.	Aug. 2, 2021
Oct.	Sep. 1, 2021
Nov./Dec.	Oct. 1, 2021

HOW DO I SEND MY AD?

Email ad as a TIFF or PDF file to rstrouser@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:

Bob Strauser
 525 West Jefferson
 Boise, ID 83701
 Office: (208) 955-8865
 Fax: (208) 334-4515
 Email: rstrouser@isb.idaho.gov