



# Display Advertising Rates and Specifications

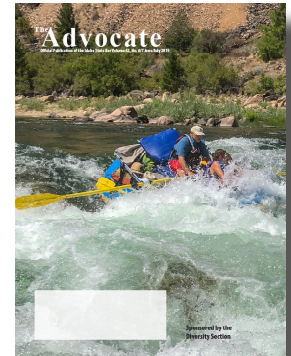
## PUBLICATION SPECS

Trim Size: 8.5" x 11"      Circulation: 6,800  
 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	\$715	\$660	\$550
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  
 7.5" x 9.5"

Covers and full page ads may bleed.

Bleed: 1/8"  
 If a bleed is intended, indicate with crop marks.

1/2 Horiz.  
 7.5" x 4.75"

Bleed: 1/8"  
 If a bleed is intended, indicate with crop marks.

1/4 Vert.  
 3.75" x 4.75"

1/8 Horiz.  
 3.75" x 2.30"

### 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

### 2020 Ad Deadlines

Issue	Ad space & Copy
Jan. ....	Dec. 2, 2019
Feb. ....	Jan. 2, 2020
Mar./Apr. ....	Feb. 3, 2020
DeskBook .....	Jan. 2, 2020
May .....	April 1, 2020
June/July .....	May 1, 2020
Aug. ....	July 1, 2020
Sep. ....	Aug. 3, 2020
Oct. ....	Sep. 1, 2020
Nov./Dec. ....	Oct. 1, 2020

## HOW DO I SEND MY AD?

Email ad as a tiff or pdf file to [rstrouser@isb.idaho.gov](mailto:rstrouser@isb.idaho.gov) or send on a CD.

- 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 1/8" bleed on all full and 1/2 page ads.
- Allow enough room for text away from all edges of the page. A 1/2" border from the page edges is recommended to prevent text from being accidentally cut during printing process.
- Color 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](mailto:rstrouser@isb.idaho.gov)

***The Advocate and  
The Advocate Desk Book Directory***  
**2020 Advertising Space Contract**

Advertiser/Company Name: \_\_\_\_\_

Representative: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Deadlines for *The Advocate* and *The Advocate Desk Book Directory***

Ad Copy deadline for <i>The Advocate</i>	First working day preceding the month of publication.
Space Reservation deadline for <i>The Advocate Desk Book Directory</i>	January 2, 2020
Ad Copy deadline for <i>The Advocate Desk Book Directory</i>	January 2, 2020

**Return form to: Advertising, *The Advocate*, and P. O. Box 895, Boise ID 83701**

**Payment Terms:**

- The publisher requires all new advertisers to prepay for their first display advertisement. For all other display advertisers payment is due and payable within 30 days from the invoice date.

**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 the first of the month preceding the month of publication.
- There are no frequency discounts available on classified advertising.
- Advertiser agrees to indemnify and hold the publisher harmless from any suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any 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 and *The Advocate Desk Book Directory* by late April. However, publisher does not guarantee date of printing, date of mailing, or date of receipt of any issue.

**METHOD OF PAYMENT-ADVERTISERS PLEASE COMPLETE**

**If you are paying with credit card return form by mail do not fax:**

Idaho State Bar  
P.O. Box 895  
Boise, ID 83701-0895

Make checks payable to: Idaho State Bar

For credit card payments, please complete:  
( ) Visa ( ) MasterCard Amount: \_\_\_\_\_

Cardholder's Name as imprinted on the card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Credit card billing address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Signature: \_\_\_\_\_

**For office use only:**

Authorization No: \_\_\_\_\_

Taken by: \_\_\_\_\_ Date: \_\_\_\_\_

( ) Cash

( ) Check Number: \_\_\_\_\_ ( \_\_\_ Personal \_\_\_ Firm)

Firm Name: \_\_\_\_\_

Date: \_\_\_\_\_ Amount: \_\_\_\_\_

**2020 Advocate Rate Contract (Please fill out form below.)**

Month	Display Ad	Ad Size	Color	Black & White	Classified Ad	Cost
January						
February						
March/April						
<b><i>Desk Book Directory</i></b>						
May						
June/July						
August						
September						
October						
November/December						