Advertising *in the Official* 2013 IDAHO Travel Guide

The Official Idaho State Travel Guide is the definitive vacation planning resource for travelers to and throughout the state and is supported by $1.3 million in advertising by the Idaho Division of Tourism Development. It provides statewide and regional information, full-color photography, detailed maps, Microsoft Tags and other trip-planning resources.

Your **single ad** buy, in the 2013 Travel Guide, will exist in five different formats:

- **PRINTED GUIDE** (140,000 print copies)
- **IPAD FRIENDLY VERSION**
- **DIGITAL FLIPBOOK** (visitidaho.org) **AS WELL AS THE MOBILE VERSION** (visitidaho.org/m)
- **OFFICIAL IDAHO STATE TRAVEL GUIDE APPS FOR APPLE** (iOS) **AND ANDROID**

As an advertiser, your **single ad** will be featured in all five editions for maximum visibility and interaction, so you will be reaching dedicated travelers – leisure, business, international and of course, residents of Idaho. Your **single ad** will also be connecting with multiple markets – boomers, RVers, families with kids, power couples, event and meeting planners and even the elusive millennials with their cell phones and mobile technology. Yes, we now have an app! Taken together, your **single ad** will extend throughout Idaho's entire travel marketplace with targeted touchpoints.

Print

The 2013 print Guide will be reformatted to function as a multi-use inspiration resource rather than a simple travel planning tool. The revised Guide will continue to offer regional sections, complete with lodging and attraction listings. Other than the Premium ads, paid advertising will be placed in the back of the Guide in a new section called the Idaho Travel Marketplace. Ads will be placed regionally for quick & easy access by travelers.

Digital Flipbook

A digital flipbook will be created as a companion version of the print Guide and it will be hosted on VIsitidaho.org for 24/7 access. It's an exact replica of the print piece and will serve on-the-go travelers who want digital information, but without downloading a mobile app.

Official Idaho State Travel Guide App

Like the 2012 edition, the 2013 Guide will be offered as a free app download on the Apple iTunes Store and Android Marketplace, in addition to being produced as an iPad-friendly option. Upon downloading the free mobile app, users will be allowed to view feature-rich content including virtual tours, online videos, photo galleries and more. As an app advertiser, you have the option to purchase an **additional online Grid Space**, which allows you to create robust interactive content within the Travel Guide app. Contact Drake Cooper for package pricing and discounts.

For more information please contact:
Kathryn Barker *at* 208.472.5667
kbarker@drakecooper.com

Idaho *Travel Guide* Advertising Rates & Specs

The following ad rates apply to placing advertising in all five editions of the 2013 Guide. Due to production limitations, ads cannot be segmented into separate editions.

Rates:

Premium Ads	Size	Rate
Inside Front Cover	8.375" x 10.875" (Bleed: 8.875" x 11.375")	$7,500
Inside First Page	8.375" x 10.875" (Bleed: 8.875" x 11.375")	$7,500
Inside Back/Map Cover	7.875" x 10.875" (Bleed: 8.625" x 11.625")	$7,500
Back Cover Ad	8.125" x 6.625" (Bleed: 8.625" x 7.125")	$7,500

Display Ads	Size	Rate
Full page bleed	8.375" x 10.875" (Bleed: 8.875" x 11.375")	$5,000
Full page	7.125" x 9.875"	$5,000
1/2 page	7.125" x 4.75"	$3,000
1/6 page	2.26" x 4.6"	$1,000
1/12 page	2.26" x 2.22"	$700

Note: For 1/6 page and 1/12 page ads you may choose to design and submit your own artwork, or you can supply ad materials to Drake Cooper for placement into a pre-existing ad template.

Deadlines & Specifications:

Space Deadline: September 15, 2012

Materials Deadline: October 5, 2012

- **Accepted Data Format**: PDF/X-1a (preferred), Flattened High Res TIFF, JPEG or EPS
  All files must be Process/CMYK (no spot colors or RGB)
- **Supported Media**: E-mail, CD/DVD, FTP upload, online file sharing
- **Media Labeling/Information**: Ad Name, Client Name, Agency Contact and List of Contents
- **Proofs**: Please provide a hard copy proof for color matching
- **Send ad materials to:**

Drake Cooper
attn: Kathryn Barker
416 S. 8th Street, Suite 300
Boise, ID 83702
kbarker@drakecooper.com

All advertising material is subject to the approval of the publisher. Please see back of space order/contract for all terms and conditions.