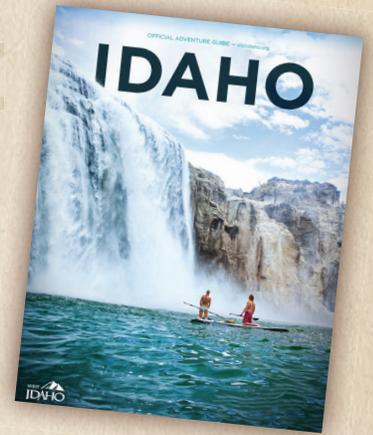


# ADVERTISING IN THE 2017 IDAHO TRAVEL GUIDE

The Official Idaho State Travel Guide is the definitive vacation planning resource for travelers to and throughout the state and is supported by \$1.4 million in advertising by the Idaho Division of Tourism Development. It provides statewide and regional information, full-color photography, detailed maps and other trip-planning resources.

As an advertiser in the 2017 Travel Guide, your ad will exist in the **printed guide** (110,000 print copies) as well as the **digital flipbook** ([visitidaho.org/travel-guide](http://visitidaho.org/travel-guide)). Due to production limitations, 2-pg spreads are not available and ads cannot be segmented into separate editions.



## RATES:

Premium Ads	Size	Bleed	Rate
Inside Front Cover	7.75" x 10.5"	8.25" x 11"	\$5,950
Inside First Page	8" x 10.5"	8.5" x 11"	\$5,950
Inside Back/Map Cover	7.5" x 10.5"	8" x 11"	\$5,950
Back Cover	7.875" x 6.25"	8.375" x 6.75"	\$5,950
Display Ads	Size	Bleed	Rate
Full page	8" x 10.5"	8.5" x 11"	\$4,225
1/2 page (horizontal)	6.75" x 4.67"	—	\$2,400
1/6 page (vertical)	2.14" x 4.67"	—	\$900



## DEADLINES & SPECIFICATIONS:

**Space Deadline:** September 30, 2016

**Materials Deadline:** October 31, 2016

**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: Josh Mercaldo  
416 S. 8th Street, Suite 300  
Boise, ID 83702  
[jmercaldodrakecooper](mailto:jmercaldodrakecooper)

All advertising material is subject to the approval of the publisher.