

ADVERTISING IN THE 2017 IDAHO ROADSIDER

New for 2017, the **Idaho Roadsider** will replace ITD's Scenic Byways brochure. While it will continue to feature the State's scenic byway system, the Roadsider's content will have a more regional narrative/editorial style and will include itineraries and destination spotlights.

As an advertiser, your ad will exist in the **print version** (20,000 copies), as well as a **digital flipbook** companion piece on VisitIdaho.org. The publication will also be distributed at trade shows/events and information centers/rest areas as quantities allow.



RATES:

Display Ads	Size	Bleed	Rate
Full page	8" x 10.5"	8.5" x 11"	\$2,000
1/2 page (horizontal)	6.75" x 4.67"	—	\$1,000
1/4 page	3.31" x 4.67"	—	\$500



DEADLINES & SPECIFICATIONS:

Space Deadline: *March 31, 2017*

Materials Deadline: *April 30, 2017*

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

Send ad materials to:

Idaho Division of Tourism Development
 Attn: Sarah Flick
 700 West State St.
 P.O. Box 83720
 Boise, ID 83720-0093
 sarah.flick@tourism.idaho.gov

Send payment to:

Drake Cooper
 Attn: Josh Mercaldo
 416 S 8th Street, Suite 300
 Boise, ID 83702
 jmercald@drakecooper.com

Please make check payable to Drake Cooper.

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

