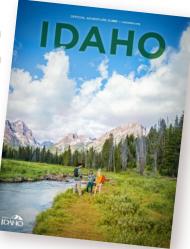
ADVERTISING IN THE 2018 IDAHO TRAVEL GUIDE

The Official Idaho State Travel Guide is the definitive vacation planning resource for travelers to and throughout the state and is supported by a multi-million dollar advertising campaign 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 2018 Travel Guide, your ad will exist in the **printed guide** (110,000 print copies) as well as the **digital flipbook** (http://bit.ly/2jqDzWz). 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 Inside First Page Inside Back/Map Cover Back Cover	7.75" x 10.5" 8" x 10.5" 7.5" x 10.5" 7.875" x 6.25"	8.25" x 11" 8.5" x 11" 8" x 11" 8.375" x 6.75"	\$5,950 \$5,950 \$5,950 \$5,950
Display Ads	Size	Bleed	Rate
Full page 1/2 page (horizontal) 1/6 page (vertical)	8" x 10.5" 6.75" x 4.67" 2.14" x 4.67"	8.5" x 11" — —	\$4,225 \$2,400 \$900
Full page 1/2 page	1/6 page		

DEADLINES & SPECIFICATIONS:

Space Deadline: October 6, 2017

Materials Deadline: November 3, 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 jmercaldo@drakecooper.com

Please make check payable to "Official Idaho State Travel Guide" and not Drake Cooper.



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