

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	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: *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
jmercaldodrakecooper.com

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

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

