

# 2019 OFFICIAL IDAHO TRAVEL GUIDE ADVERTISING RATES & INFORMATION



FOR ADVERTISING INFORMATION,  
PLEASE CONTACT:



**Jeff Polley**  
Director, Business Development  
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FOR BILLING AND MATERIALS  
SPECIFICATIONS, PLEASE  
CONTACT:

800-444-8768 / 520-322-0895  
materials@maddenmedia.com



09/26/2018

## Inspire Travelers to Visit IDAHO

The *Official Idaho 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 Idaho Tourism. It provides travelers with inspiration in addition to statewide and regional information, full-color photography, detailed maps and other trip planning resources.

As an advertiser in the 2019 Travel Guide, your ad will exist in the printed guide (90,000 print copies) as well as the digital flipbook (<http://bit.ly/2FNA4BG>).

### Two Ways to Engage

- 1 90,000 Printed Copies\*
- 2 Unlimited online presence through the Digital Edition

\*Information is subject to change.

### Important Dates



SPACE RESERVATION  
**October 17, 2018**



MATERIALS DUE  
**October 22, 2018**



PUBLICATION DATE  
**January 2019**

### Ad Rates\*

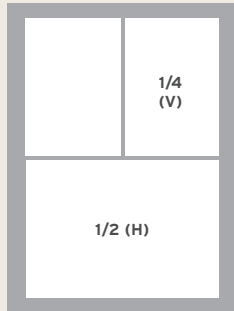
Standard Position	Display	Advertorial
FULL PAGE	\$4,225	\$4,225
1/2 PAGE	\$2,400	\$2,400
1/4 PAGE	\$1,200	-

Premium Position	Display
INSIDE FRONT COVER	\$5,950
INSIDE FIRST PAGE	\$5,950
INSIDE BACK/MAP COVER	\$5,950
BACK COVER	\$5,950

\*All rates are net

## New for 2019: Advertorials

Available in full-page and half-page ads, advertorials combine your imagery with inspirational copy about your destination, attraction, or lodgings. Advertorials don't look like ads, so readers are more likely to interact with the ad.



Display Ads are available in full, half, and fourth sizes. Advertorials are available in full and half sizes.



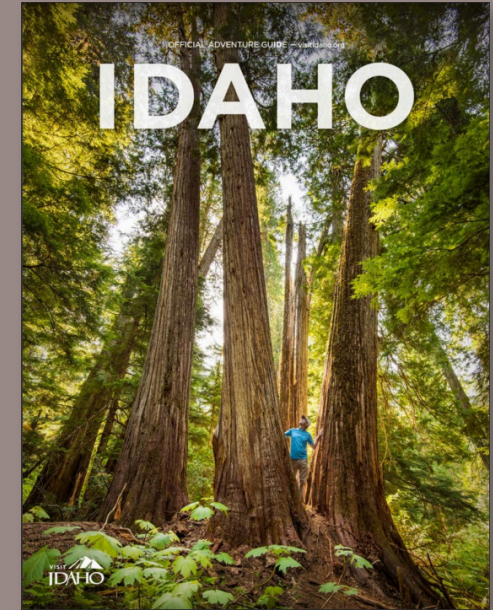
## Increase your online presence with Amplified Storytelling

Tell the story of your destination on VisitIdaho.org with our Amplified Storytelling Co-op. [Click here to learn more.](#)

### Partner Net Rates

	Bronze	Silver	Gold
Partner Rate	\$2,500	\$5,000	\$10,000
State Match	\$2,500	\$5,000	\$10,000
Campaign Length	2 months	3 months	4 months
Stories with Presentation Layers	1	1	2
Clicks	1,800+	6,900+	14,100+

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# 2019 OFFICIAL IDAHO TRAVEL GUIDE SPECS INFORMATION



## Display Specs

### Digital Ready Ad Sizes

Ads	Size	Bleed
INSIDE FRONT COVER	7.75" X 10.5"	8.25" x 11"
INSIDE FIRST PAGE	8" x 10.5"	8.5" x 11"
INSIDE BACK/MAP COVER	7.5" x 10.5"	8" x 11"
BACK COVER	7.875" x 6.25"	8.375" x 6.75"
FULL PAGE	8" x 10.5"	8.5" x 11"
HALF PAGE	6.75" x 4.67"	–
FOURTH PAGE	3.375" x 4.67"	–

If you do not want to submit a digital ready ad, Madden's creative team can create an ad for you. Please provide:

- Images no smaller than 3" x 3"
- Logo
- Content
- Contact information

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## Advertorial Specs

### Full Page

- Business Name
- Subheader (15 words or less)
- Up to 230 words
- 2 photos
- 1 logo
- Contact information

### Half Page

- Business Name
- Subheader (15 words or less)
- Up to 125 words
- 2 photos
- 1 logo
- Contact information

SEND AD  
MATERIALS TO:

**Priscilla Fernandez**  
520-232-2672  
pfernandez@maddenmedia.com



**MADDEN**  
CONNECT PEOPLE TO PLACES