2024 Official Idaho Travel Guide

Advertising Rates & Information
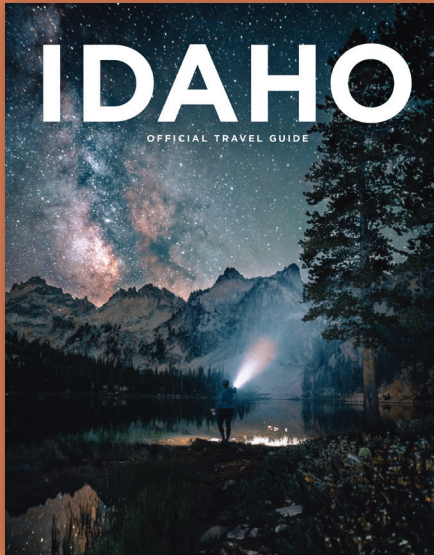
Inspire Travelers to Visit IDAHO

The *Official Idaho Travel Guide* is the definitive vacation planning resource for travelers to and throughout the state, and is supported by a multimillion 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 2024 Travel Guide, you'll have the opportunity to engage with travelers in the following ways:

1 110,000 Printed Copies

2 Unlimited online presence through the Digital Edition

Important Dates

SPACE RESERVATION
August 11, 2023

MATERIALS DUE
August 18, 2023

PUBLICATION DATE
January 2024

Ad Rates*

Standard Position	Display	Formatted Ads
FULL PAGE	$ 5,400	$ 5,400
1/2 PAGE	$ 3,150	$ 3,150

Premium Positions	Display
UP-FRONT LEFT ** / UP FRONT RIGHT**	$ 7,400
MAP COVER	$ 7,400
BACK COVER	$ 7,400

*All rates are net

**Six premium up-front pages available as part of spreads.

Let Us Create Your Ads So You Don't Have To!

Available in full- and half-page sizes, at no additional cost, formatted ads combine your imagery with inspirational copy about your destination, attraction or lodgings. Formatted ads differ from the traditional ad layout and are more likely to catch a reader's eye.

How does it work?

1) Send us your images and copy.

2) Using your materials, our team will edit and create an ad that shares your destination's story and captivates travelers.

FULL

1/2 (H)

Size Availability

Both display and formatted ads are available in full and half sizes only.

Please note that if your materials do not meet the required specifications outlined in the specs sheet, we have the right of refusal. All materials are due **August 18, 2023.** **No late materials will be accepted.**

Idaho Tourism

SPECIFICATIONS FOR PRINTED ADS – DISPLAY & FORMATTED

VISIT IDAHO

Please note if your materials do not meet the required specifications outlined in this document, we have the right of refusal. **All materials will be due August 18, 2023. No late materials will be accepted.**

FILE FORMATS ACCEPTED

Supporting files with images and fonts used should be provided as well as your finalized ad file. **We cannot accept Freehand, Corel Draw, Microsoft Publisher or PageMaker files.**

ADOBE ACROBAT (PREFERRED FILE TYPE)

• PDFs should be PDF/X-1a compliant.

ADOBE INDESIGN

• Use version CS6 or higher

• Package/include all links and fonts used.
  (Update all graphic links in the packaged folder)

ADOBE PHOTOSHOP

• Use version CS6 or higher

• Set Anti-aliasing to CRISP or better

• 300 dpi (See: Image Submission Specs)

• Flatten layers

• Save or Export as a TIFF or EPS

ADOBE ILLUSTRATOR

• Use version CS6 or higher

• Set Document Raster Effects to 300 dpi

• Embed all images

• Convert fonts to outlines

• Flatten transparencies

• Adobe Postscript: Language Level 3

• Save or Export as an EPS

FINAL UPLOAD/SUBMISSION

• Submit your ad via Hightail Dropbox:
  http://dropbox.hightail.com/MaddenMedia

• Please CC your Account Specialist, Tori Arriazola,
  tarriazola@maddenmedia.com

COLOR SPACE

The Idaho Travel Guide is constructed and printed in CMYK (Cyan/Magenta/Yellow/Black) color space. Spot, Pantone and RGB colors will be converted to CMYK prior to insertion into the publication.

• **Visit Idaho/Madden Media will bear no responsibility for any resultant color shift in the conversion process.**

• **Visit Idaho/Madden Media is not responsible for accurate color reproduction for any advertisement supplied without a color proof in conformance with SWOP (Standards for Web Offset Printing).**

FONTS

• Open type and/or True Type fonts are supported

  » See **Font & Color Recommendations** for more details.

DESIGN SERVICES

If you choose design services for your display ad, contact Madden Media as soon as possible to arrange for production.

IMAGE SUBMISSION SPECS

Resolution: Color or black and white images should have a resolution no less than **266 dpi (300 dpi is preferred)** at 100% image size. TIFF bitmap files should be 600, 800 or 1200 dpi (preferred). Images should not be scaled to less than 80% or more than 112%.

Color Space: Make sure all color images are set to CMYK (Cyan/Magenta/Yellow/Black).

Acceptable file formats: TIFF, JPEG

• **DO NOT** submit images embedded in another document
  (i.e. Microsoft Word, Google Docs)

PHOTO CAPTIONS/CREDITS

All images should be accompanied by documentation with image captions that include the following:

• Accurate locations and descriptions

• Correct grammar, spelling and punctuation

• Any appropriate photographer credit/attribution

USAGE-RIGHTS/IMAGE LICENSES

Please make sure all appropriate usage-rights/image licenses have been secured prior to image usage/submission. If you are unsure of the usage-rights or their parameters, consult the original source and/or contract of the image.

• **Visit Idaho/Madden Media will bear no responsibility for any usage-rights infringements from submitted images.**

IMAGE QUALITY RECOMMENDATIONS

• When possible, make sure that your image is no more than three years in age.

• Be aware of fashion, gear, devices and technology trends seen in photographs. These will date an image quickly.

• Landmarks, structures and landscapes should reflect what will be seen currently.

• Be aware of potential obstructions/distractions to the focal point of the image (i.e. power lines, etc.).

• All photographs should be color-corrected to some degree and reflect realistic colors.

• Avoid images that are hazy and/or washed-out (appear flat, low-contrast)

• Avoid images that are unrealistically over-saturated/manipulated (dramatic HDR, social-media style filters).

LOGO SUBMISSION SPECS

Logos should be constructed and submitted from a vector-based graphics application (i.e. Adobe Illustrator; AI, EPS, SVG).

Color Space: Make sure all color images are set to CMYK (Cyan/Magenta/Yellow/Black).

Acceptable file formats: AI, EPS, SVG

• **DO NOT** submit logos/graphics embedded in another document (i.e. Microsoft Word, Google Docs)

Idaho Tourism
SPECIFICATIONS FOR PRINTED ADS – DISPLAY & FORMATTED

VISIT
IDAHO

FONT & COLOR RECOMMENDATIONS

It is highly recommended to use fonts, font combinations and color palettes that reflect contemporary sensibilities for design, readability, legibility and accessibility.

- Be sure to use appropriate and legible font combinations, that establish distinct levels of importance and enhance readability.
- Be aware of the appropriate and legible case usage for fonts (i.e. upper-case, lower-case, all-caps, sentence case, title case).
- Be sure to use color combinations that offer enough contrast to enable easy readability.
- **DO NOT** use colors, font combinations and/or sizes that create an unnecessarily difficult reading experience.
- **DO NOT** use overly trendy or basic/primary color palettes.
- **DO NOT** use overly trendy, stylized or distressed fonts as they can appear dated and sometimes illegible.
- **DO NOT** arbitrarily stretch or distort fonts from their original specifications.

COPY & TEXT RECOMMENDATIONS

- Please ensure that your ad includes a call to action. (Example: Start planning your getaway at lavahotsprings.org).
- Check that your phone numbers, websites, addresses, social media handles, etc. are accurate and up to date.
- Do not include "www" or "http://" at the beginning of a website address. Removing this makes the urls cleaner and more succinct.
- Check that all titles, descriptions, captions and sentences are complete and use correct spelling, punctuation, grammar and capitalization.
- Be aware of the differences between hyphens, en dashes and em dashes, and use them appropriately. Do not substitute en dashes for em dashes, hyphens for en dashes, etc.
  - » **Hyphen:** A hyphen indicates connection. (Ex: world-class).
  - » **En dash:** An en dash indicates a comparison or, more commonly elapsed time (Ex: 9a.m.–5p.m.).
  - » **Em dash:** "An em dash can function as a comma, a colon or parenthesis. Like commas and parentheses, em dashes set off extra information, such as examples, explanatory or descriptive phrases, or supplemental facts." ~ Merriam Webster (Ex: A visit to northern Idaho isn't complete without spending time in Wallace—the self-proclaimed "Center of the Universe.")
  - » For consistency, use closed spaces around em dashes.
- Double check that your copy does not contain extra spaces, duplicate letters, words or punctuation.
- Within reason, avoid using the same word twice in the same sentence/paragraph. (Example: Get ready to discover adventure! Discover hiking trails, spectacular waterfalls and more.)
- Please be mindful of how often you use exclamation marks.
- Please refer to the Visit Idaho Style Guide for more detailed information regarding spellings, grammar and punctuation.

OTHER CONSIDERATIONS

Registration marks (crop/bleed): If you use crop marks to indicate bleed and trim, offset your crop marks enough to keep them out of the bleed by at least .125 inches.

Ink Density: Ink density should not be greater than 280%.

PUBLICATION PAGE SIZE (width x height in inches)

- **Final Size:** 8.0" x 10.5"
- **Margins:** .375 inches top and bottom; .5 inches left and right.

DISPLAY AD DIMENSIONS (width x height in inches)

Keep all essential text and design elements within specified live area.

FULL PAGE
- **Ad Size:** 8.0" x 10.5"
- **Live Area:** 7.0" x 9.75" (Ad size for non-bleed option)
- **Bleed Area:** Add .125" around all trim sides

MAP COVER (GATEFOLD)
- **Ad Size:** 7.4" x 10.5"
- **Live Area:** 7.0" x 9.75" (Ad size for non-bleed option)
- **Bleed Area:** Add .125" around all trim sides

HALF-PAGE
Half-page ads are typically placed at bottom of editorial pages. Bleeds left, bottom, and right only.

- **Ad Size:** 8.0" x 5.175"
- **Live Area:** 7.0" x 4.80" (Ad size for non-bleed option)
- **Bleed Area:** Add .125" around all trim sides

BACK COVER
- **Ad Size:** 7.625" x 5.125"
- **Live Area:** 7.125" x 4.875"
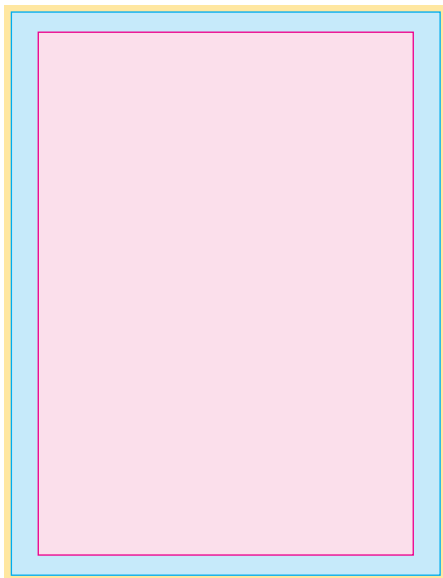- **Bleed Area:** Not available for this ad

FORMATTED ADS

FULL PAGE
- **Text:** 200–300 words of copy
  - » Includes phone number, website URL and social media handles
- **Images:** 1–3 Images (Size should be no smaller than 8" x 8")
  - » See **Image Submission Specs** for more details
- **Logo:** 1, 1 color (black & white) logo. White is preferable.
  - » See **Logo Submission Specs** for more details

HALF PAGE
- **Text:** 100–150 words of copy
  - » Includes phone number, website URL and social media handles
- **Images:** 1–2 images (Size should be no smaller than 5" x 5")
  - » See **Image Submission Specs** for more details
- **Logo:** 1, 1 color (black & white) logo. White is preferable.
  - » See **Logo Submission Specs** for more details

GRANT SUPPORTED ADS

Any ads using grant funds for reimbursement will also need to be grant compliant with the exception of grant logo use. **DO NOT** include the grant logo in ads for the Idaho Travel Guide. This is an exception to normal grant approvals and applies only to this use case. If the logo is included in a submitted ad, you will be asked to remove it for placement approval. If client identifies the ad as one for grant funds reimbursement, Madden Media will submit the formatted ad to the Grants team for reimbursement approval.

Idaho Tourism

SPECIFICATIONS FOR PRINTED ADS – DISPLAY & FORMATTED

VISIT **IDAHO**

DISPLAY AD DIMENSIONS (width x height in inches)

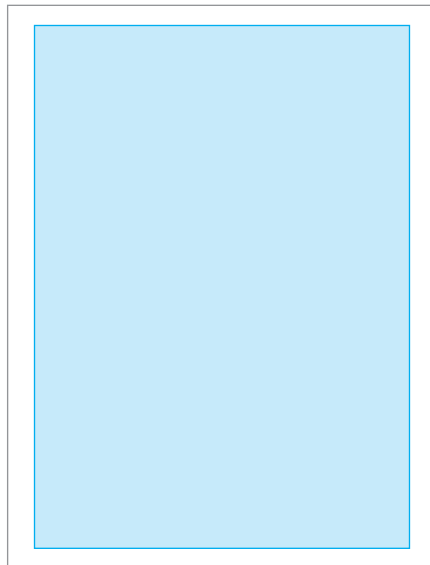Keep all essential text and design elements within specified live area.

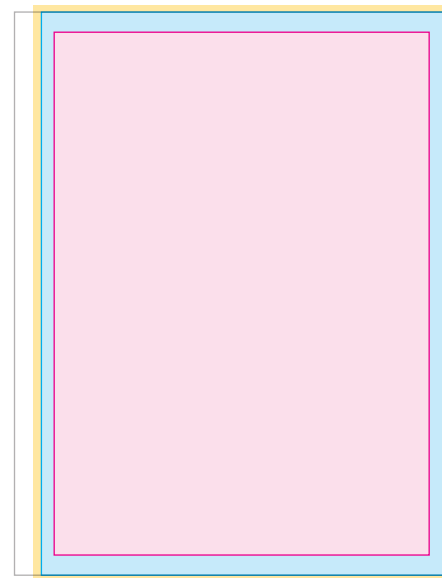### FULL PAGE AD (with bleed)

AD SIZE: 8.0″ x 10.5″ (cyan)
LIVE AREA: 7.0″ x 9.75″ (pink)
BLEED SIZE: .125″ (all sides; yellow)

FULL PAGE AD (without bleed)
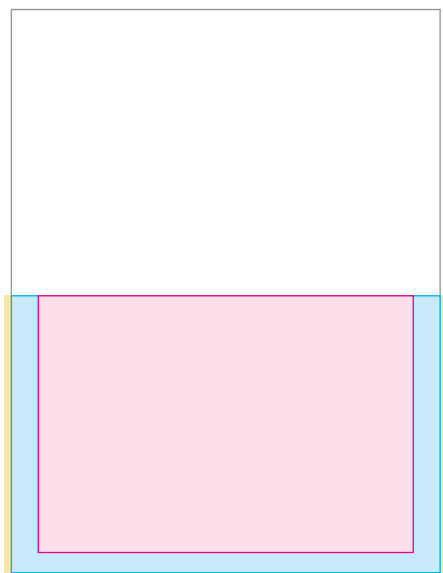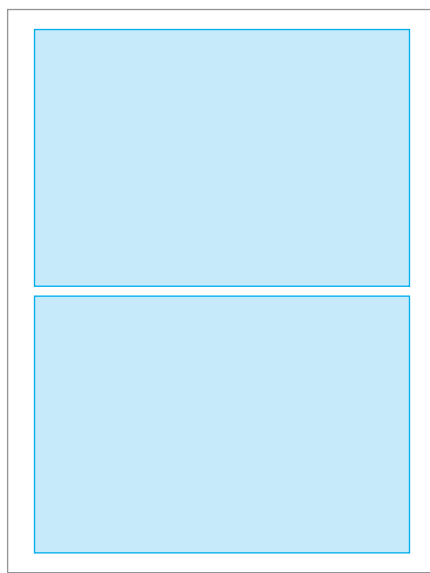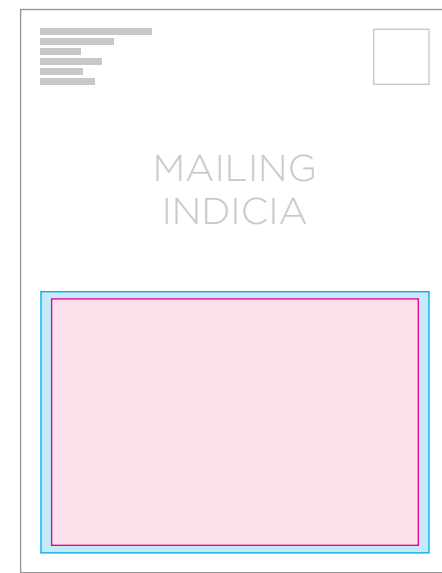
AD SIZE: 7.0″ x 9.75″ (cyan)

MAP COVER (GATEFOLD) AD

AD SIZE: 7.4″ x 10.5″ (cyan)
LIVE AREA: 7.0″ x 9.75″ (pink)
BLEED SIZE: .125″ (all sides; yellow)

HALF PAGE AD (with bleed)

AD SIZE: 8.0″ x 5.175″ (cyan)
LIVE AREA: 7.0″ x 4.80″ (pink)
BLEED SIZE: .125″ (all sides; yellow)

HALF PAGE AD (without bleed)

AD SIZE: 7.0″ x 4.80″ (cyan)

BACK COVER AD

AD SIZE: 7.625″ x 5.125″ (cyan)
LIVE AREA: 7.125″ x 4.875″ (pink)

MAILING INDICIA

Idaho Tourism

SPECIFICATIONS FOR PRINTED ADS – DISPLAY & FORMATTED

SAMPLE FORMATTED ADS

This page contains prototypes of potential formatted ads for the 2024 Idaho Official Travel Guide. Please note that we have the right to adjust the layout and styling in order to best fit the assets provided, as well as the final design of the guide. Note: You will be sent a proof to review prior to finalizing your ad.

FULL PAGE AD | SINGLE IMAGE

HALF PAGE AD | SINGLE IMAGE

FULL PAGE AD | MULTI-IMAGE

HALF PAGE AD | MULTI-IMAGE