IDAHO magazine

SEPTEMBER 2019 | VOL. 18, NO. 12

A Bite of the Backcountry
Flying with a Protection Dog

DO NOT PET

Cowboy Ron Goes to White Bird
A Hitchhiker's Guide to Idaho

Clearwater
Spotlight City

Standing Up to Hate
A Boise Memorial Revived

US $3.95

www.IDAHOmagazine.com

2024
ADVERTISING SPECS

MAGAZINE SPECS
TRIM SIZE: 8" X 10"
BINDING: Saddle Stitch
PRINTING: 4-color

PRINT AD DELIVERY DEADLINES

ISSUES	CLOSING DATE	DEADLINE
January	November 25	December 5
February	December 25	January 5
March	January 25	February 5
April	February 25	March 5
May	March 25	April 5
June	April 25	May 5
July	May 25	June 5
August	June 25	July 5
September	July 25	August 5
October	August 25	September 5
November	September 25	October 5
December	October 25	November 5

WEB AND FACEBOOK AD DELIVERY DEADLINE
Last Friday of the previous month
E.g. Deliver artwork the last Friday of May for ad to be posted June 1.

CALENDAR SUBMISSIONS
Due the 15th of each month two months prior.
E.g. Submit an event for September 15 by July 15th.
Send to calendar@idahomagazine.com

FOR INFORMATION
Gerry Fleischman, Advertising
gfleisch@idahomagazine.com

EMAIL YOUR AD TO
GaBrielle Newberry, Art Director
gabrielle@idahomagazine.com

FULL PAGE AD UNITS

FULL PAGE
bleed	8.5" x 10.5"
trim	8" x 10"
no bleed	7.25" x 9.25"

BACK PAGE
bleed	8.5" x 8.435"
trim	8" x 10"
no bleed	7.25" x 7.8"

ISSUE SPONSORS TWO (2) SINGLE FULL PAGE
bleed	8.5" x 10.5"
trim	8" x 10"
no bleed	7.25" x 9.25"

FRACTIONAL UNITS

2/3 Vertical	no bleed	4.65" x 9.25"
1/2 Vertical	no bleed	3.5" x 9.25"
1/2 Horizontal	no bleed	7.25" x 4.5"
1/3 Vertical	no bleed	2.25" x 9.25"
1/3 Horizontal	no bleed	7.25" x 2.84"
1/4 Vertical	no bleed	3.5" x 4.5"
1/6 Vertical	no bleed	2.25" x 4.5"
1/6 Horizontal	no bleed	3.5" x 2.84"
1/12 Horizontal	no bleed	3.5" x 1.42"
1/12 Vertical	no bleed	1.75" x 2.84"
Bookshelf	no bleed	3.6" x 1.75"

C M Y K Send print ads as PDF files OPTIMIZED FOR PRINT (CMYK), EPS files (with fonts outlined), or Tiff. All ads must be built in CMYK, 300dpi. Include fonts and image files.

ONLINE UNITS

ONE COLUMN WIDE
Single:	218 x 256 pixels
Double:	218 x 512 pixels
Triple:	218 x 768 pixels

TWO COLUMN WIDE
Single:	460 x 540 pixels

FACEBOOK POST
Single:	1200 x 630 pixels

Submit online ads electronically, 72 dpi, as a jpg, png or gif file.

(208) 941.3715 | P.O. Box 140222 Garden City, ID 83714 | IDAHOmagazine.com