

IDAHO magazine

SEPTEMBER 2019 | VOL. 46 NO. 12

A Bite of the Backcountry

Flying with a Protection Dog



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

Clearwater
Spotlight City

Standing Up to Hate
A Boise Memorial Revisited

US \$3.95

www.idahomagazine.com

ADVERTISING SPECS

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"



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
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FACEBOOK POST

Single:	1200 x 630 pixels
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Submit online ads electronically, 72 dpi, as a jpg, png or gif file.



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.

INFO & EMAIL YOUR AD

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