

IDAHO magazine

DECEMBER 2017 | VOL. 17, NO. 1



"The Rope"
2017 Cover Photo Contest Winner



Burgdorf
Spotlight City

The Bell and the Bear
On the Centennial Trail

Mars on Earth
Craters Research

US \$3.95

www.idahomagazine.com

2019 ADVERTISING SPECS



MAGAZINE SPECS

TRIM SIZE: 8" X 10"

BINDING: Saddle Stitch

PRINTING: 4-color

DELIVERY DEADLINES

ISSUES	CLOSING DATE	DEADLINE
January	November 25	December 10
February	December 25	January 10
March	January 25	February 10
April	February 25	March 10
May	March 25	April 10
June	April 25	May 10
July	May 25	June 10
August	June 25	July 10
September	July 25	August 10
October	August 25	September 10
November	September 25	October 10
December	October 25	November 10

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"

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"



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.

INFO & EMAIL YOUR AD

Ann Hottinger, Art Director

ahottinger@idahomagazine.com

(208) 336.0653 or (800) 655.0653

P. O. Box 586

Boise, ID 83701-0586

IDAHOmagazine.com

ONLINE UNITS

Single:	218 x 256 pixels
Double:	218 x 512 pixels
Triple:	218 x 768 pixels



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