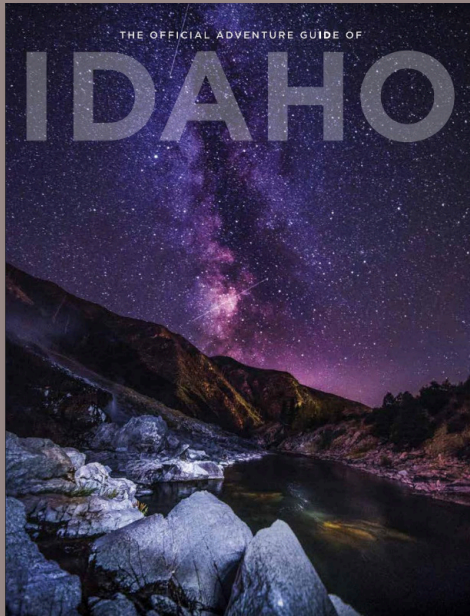


2020 OFFICIAL IDAHO TRAVEL GUIDE ADVERTISING RATES & INFORMATION



FOR ADVERTISING INFORMATION,
PLEASE CONTACT:



Jeff Polley
Director, Business Development
520-904-4844
jpolley@maddenmedia.com

FOR BILLING AND MATERIALS
SPECIFICATIONS, PLEASE
CONTACT:

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



04/2/2019

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 2020 Travel Guide, your ad will exist in the printed guide (115,000 print copies) as well as the digital flipbook (bit.ly/idahoguide).

Two Ways to Engage

- 1 115,000 Printed Copies*
- 2 Unlimited online presence through the Digital Edition

*Final distribution number determined by ICORT

Important Dates



SPACE RESERVATION
September 6, 2019



MATERIALS DUE
September 20, 2019



PUBLICATION DATE
January 2020

Ad Rates*

Standard Position	Display	Advertorial
FULL PAGE	\$4,350	\$4,350
1/2 PAGE	\$2,475	\$2,475
1/4 PAGE	\$1,240	–

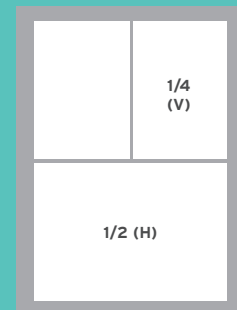
Premium Position	Display
UP FRONT LEFT **/ UP FRONT RIGHT**	\$6,130
INSIDE FIRST PAGE	\$6,130
MAP COVER	\$6,130
BACK COVER	\$6,130

*All rates are net

**Three positions available as part of spread

New for 2020: 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.