

2010 Advertising Rates

Contact Information

Standard Placement

Ad Size	1x	3x	6x	9x
Spread	3,500	3,150	2,835	2,551
Full Page	1,890	1,701	1,530	1,377
Half Page	1,100	990	891	799
Quarter Page	580	522	469	422
Eighth Page	330	297	267	240
Twenty-Fourth	180	162	146	131
Coupon	300	270	243	219

Premium Placement

Ad Size	1x	3x	6x	9x
Back Cover	2,900	2,610	2,349	2,115
Inside Back Cover	1,910	1,719	1,547	1,392
Two-Thirds Vertical	1,300	1,170	1,053	949
Third Page Vertical	720	648	584	525
Third Page Square	690	621	560	505
Sixth Page Vertical	420	378	340	306

Idaho Falls City Map	1 Spot	2 Spots	3 Spots	4 Spots
Front Side (Map)	400	750	1,050	1,275
Back Side	375	700	975	1,175
Listing	175			

Parks & Recreation Guide	1x	2x
Spread	2,141	1,927
Back Page	1,475	1,328
Full Page	1,021	919
Half Page	567	510
Quarter Page	340	306
Eighth Page	203	182

Issue	Closing	Mail
January/February	Nov. 16	Dec. 30
March/April	Jan. 18	Feb. 26
May/June	Mar. 15	Apr. 28
July/August	May 17	June 28
September/October	July 19	Aug. 27
November/December	Sept. 20	Oct. 29
Real Estate Planner	Feb. 15	*
Summer Fun Guide	Apr. 19	May 28
State Fair Guide	July 6	Aug. 17
City Map	May 10	*
Parks & Rec Spring/Summer	Feb. 22	*
Parks & Rec Fall/Winter	July 26	*

MATERIALS DUE ONE WEEK AFTER CLOSING DATE.

ISSUES MARKED WITH AN * ARE NOT MAILED

Ad Dimensions

Spread	16" x 10.75" + bleed
Full Page	8" x 10.75" + bleed
Two-Thirds Page Vertical	4.667" x 10"
Half Page Horizontal	7.083" x 4.833"
Half Page Tall	3.458" x 10"
Third Page Square	4.667" x 4.833"
Third Page Vertical	2.25" x 10"
Quarter Page Vertical	3.458" x 4.833"
Sixth Page Vertical	2.25" x 4.833"
Eighth Page Horizontal	3.458" x 2.333"

Digest Size (Parks & Recreation Guide)

Spread (Add 1/8" bleed)	11" x 8.5"
Full Page (Add 1/8" bleed)	5.5" x 8.5"
Full Page (no bleed)	4.833" x 7.78"
Half Page Horizontal	4.833" x 3.833"
Quarter Page Vertical	2.35" x 3.833"
Eighth Page Horizontal	2.35" x 1.85"

For complete ad specs, visit
www.idahofallsmagazine.com/media

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Editorial Planner 2010

January/February The I.F. 50—Meet 50 unsung heroes whose selfless acts have quietly made our community a better place to live.

March/April At Home in I.F.—a special home-and-garden section featuring new homes, décor and landscaping tips, insights from Master Gardeners and the latest trends in exterior and interior design. **Picture This**—Results and commentary from our inaugural photo contest.

May/June To Your Health—important and current topics relating to health care in eastern Idaho, including ground-breaking procedures, new specialty services, general wellness information and more. **Class Acts**—Local high school seniors make their mark.

July/August Dining Companion—the best eats and treats from around the area, plus results from the magazine's exclusive cook-off series. **Scoop Jam**—I.F.'s favorite new youth-benefit fiesta returns to Civitan Plaza.

September/October A Fest to Remember—All about Harvest Fest: past, present and future. **See Ya There**—Our annual preview of the Eastern Idaho State Fair. **Back in the Day**—I.F. old-timers share their thoughts and feelings of years gone by.

November/December Idaho Falls Business Outlook—What's shakin' in the River City's business circles, including development updates, special awards, new businesses and much more.

Idaho Falls Real Estate An in-depth look at the local real estate market and housing communities in the greater Idaho Falls area.

East Idaho Summer Fun Guide An all-inclusive guide to summer fun. Mailed to subscribers of Idaho Falls magazine and distributed FREE throughout eastern Idaho.

Eastern Idaho State Fair Guide The official program for the Eastern Idaho State Fair held each September. Mailed to subscribers of Idaho Falls magazine and distributed at all fair gates. This guide will include maps, history, listings and daily schedules.

Idaho Falls Area Map This full-color map includes city parks, schools, golf courses and shopping areas. Updates to subdivisions and streets are current keeping up with constant growth in Bonneville County.

Idaho Falls Parks & Recreation Guides Twice a year the Idaho Falls magazine teams up with the Idaho Falls Parks & Recreation Department to publish their semi-annual guide. The guide is distributed to all children (K-6) in Bonneville County.