

Retail Display Advertising Rates

The Idaho World

The Voice of Boise County -- Idaho's Oldest Newspaper - Est. 1863

Only The Idaho World reaches Boise County best!

The Idaho World offers advertisers a unique opportunity to reach Boise County consumers, the Idaho tourists, history buffs and recreationists -- all of whom are increasingly including The Idaho World in their world. A survey by the Idaho Newspaper Association showed that Boise County residents are more likely to remember what is in The Idaho World than any other publication serving the area. The Idaho World's display advertising rates are uniquely affordable and are designed so that both large and small businesses can get the most impact from their advertising dollars. To help you promote that special event or sale, rates for ads over 1/8 page have been discounted 10% and those over 1/4 page have been discounted 20%.

Artwork for ads must be submitted in PDF format at the actual size of the ad. Due to the large volume of ads we receive it is impossible for us to modify or alter your ad. Artwork submitted that does not meet the submission requirements will be rejected. We now have a certified Graphic Designer with 25+ years of advertising experience on staff. You will have the option of either correcting the ad and resubmitting it before the deadline or have us correct the ad for a \$25 setup fee plus \$50 per hour layout charge, provided there is enough time for the designer to make the required corrections before the submission deadline. PDF's are created using Adobe Acrobat, however, if you do not have access to Acrobat there are many free conversion tools available on the internet. Simply search for "PDF conversion" in your favorite search engine. DoPDF and PDF Converter are two popular applications. With these two applications you can simply install them and print to file directly from your design program to PDF. PDF's should be grayscale (black and white) and High resolution (266 dpi or higher). Graphics copied from the internet and pasted into your ad are not suitable for print. They will print "blocky" and look bad. Additionally if you do not own the copyrights to the image you may be violating several laws. There is nothing we can do to make your ad look better if you chose to use low resolution graphics.

Popular Sizes and Rates - Per Insertion

Page Size: 5 Col. SAU format (2 in. columns, 1/8 in. between) x 16 inches length

Page Part	Col In	Ad Size	1 Week	2-11 Weeks	12-52 Weeks
Full page	80	10"wide x 16"tall	400.00	280.00	200.00
3/4 page	60	10"wide x 12"tall	300.00	210.00	150.00
1/2 page	40	10"wide x 8"tall	200.00	140.00	100.00
1/2 page	40	8"wide x 10"tall	200.00	140.00	100.00
3/8 page	30	10"wide x 6"tall	150.00	105.00	75.00
1/4 page	20	6"wide x 6.5"tall	112.00	78.80	56.40
3/16 page	15	6"wide x 5"tall	84.30	59.10	42.30
1/8 page	10	4"wide x 5"tall	62.50	43.80	31.30
1/10 page	8	4"wide x 4"tall	50.00	35.04	25.04
1/16 page	5	4"wide x 2.5"tall	31.25	21.90	15.65
1/20 page	4	4"wide x 2"tall	25.00	17.52	12.52
1/20 page	4	2"wide x 4"tall	25.00	17.52	12.52
2 col in	2	2"wide x 2"tall	12.50	8.76	6.26
Col In Rate			6.25	4.38	3.13

Effective July 1, 2009

The Idaho World

The best way to reach the citizens of Boise County

Idaho World display ads come in just your size!

The Idaho World can accommodate any size advertisement, but most advertisers have found the shapes and sizes shown below to be the most effective.

Terms and Conditions

1. **PUBLISHER:** The World Publishing Company, Inc., Teri Hart, Publisher/ Editor PO Box 50248, Boise, ID 83705-0965.

2. **REPRESENTATIVES:** The Idaho Newspaper Association, and as designated by the publisher.

3. **ACCEPTANCE:** The Idaho World reserves the right to reject at its option any advertisement it deems objectionable.

4. **PLACEMENT:** Placement of advertisements is at the option of The Idaho World, however all efforts will be made to meet advertisers' requests. Guaranteed specified location by advertisers may be obtained for a 25% surcharge.

5. **ERRORS:** When an error is made in any advertisement, display, legal or classified, the liability of The Idaho World shall be limited to the cost of the advertisement.

6. **DEADLINES:** The deadline for display, legal and classified advertising in The Idaho World is 5pm, Friday, prior to publication. The Idaho World may accept advertisements received after deadline with a 25% surcharge at its discretion.

7. **CREDIT:** All advertisement costs are due before publication unless credit has been established.

8. **LEGAL NOTICES:** As prescribed by current Idaho Code.

9. **COLOR:** Color advertising rates provided on request.

10. **INSERTS:** No inserts.

