

# 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%.

### 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

# THE IDAHO WORLD

*The best way to reach the citizens of Boise County*

## Idaho World display ads come in just your size!

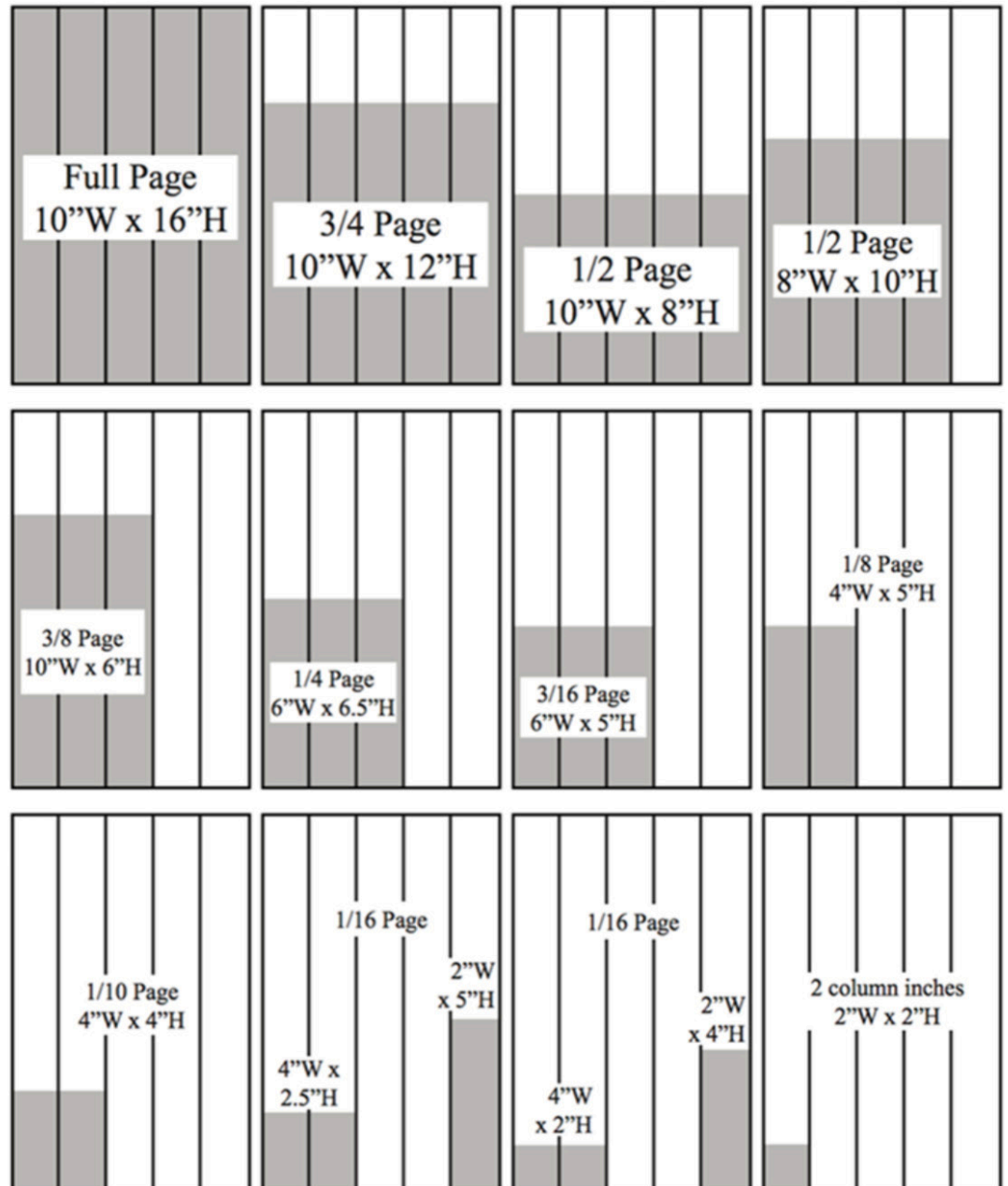
The Idaho World can accommodate any size advertisement, but most advertisers have found the shapes and sizes shown below to be the most effective.

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

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

**3. PLACEMENT:** Placement of advertisements is at the option of The Idaho World, however all efforts will be made to meet advertisers' requests.

**4. DEADLINES:** The deadline for display, legal and classified advertising in The Idaho World is 5pm on Friday.



Call Eileen at 208-202-9288 to place an ad, or submit to [editor@idahoworld.com](mailto:editor@idahoworld.com)