

2008 Advertising Rates

On average, Wild Idaho News reaches

37,680 readers
every two weeks, or
more than **75,000**
readers per month!

WIN is distributed through conservation organizations, mailed subscriptions and at more than 300 retail locations throughout Idaho.

Reaching the outdoor target market through WIN is "smart money." WIN readership continues to grow throughout Idaho and the U.S.

Ask your WIN account executive about other WIN marketing opportunities like web advertising.

Bulk Open Rates*

Column Inches	\$ per inch
290 to 500	\$18.00
501 to 850	\$17.00
851 to 1,200	\$15.00
1,201 to 1,600	\$14.00

*Rates apply to standard ad size requirements and formatting.

- Normal deadlines and billing requirements apply.
- 50% due with signed contract; 50% balance due when half of total inches are used.
- Rates based upon full color ads. No discount is available for black/white ads.
- Guaranteed position, banner, inside front and inside back extra.
- Minimum 12 insertions, with at least two (2) ad sizes used.
- All Bulk Open Rate contracts subject to approval by WIN marketing director or publisher.



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Boise, Idaho 83702
Tel 208.939.8845
Fax 208.338.6806
www.wildidahonews.com

Readership

	Single Reader	Typical Readers*
Readers per copy	1	3.14
Average total statewide readership	12,000	37,680
Advertiser's cost per reader each issue:		
Full page, full rate	13.3¢	4.2¢
Half page, full rate	7.5¢	2.4¢
Quarter page, full rate	4.1¢	1.3¢
Eighth page, full rate	2.4¢	0.8¢

* National statistics indicate that each copy of this type of publication is typically read by 3.14 people.

Advertising Rates

(Listed full rate prices are for color ads)

Size	Full Rate Per Edition	Measurements	
		Vertical	Horizontal
Full Page	\$1,600	5 col. x 15.75"	-
Half Page	\$895	-	5 col. x 7.625"
Third Page	\$605	3 col. x 8.75" 2 col. x 13.5"	5 col. x 5.25"
Quarter Page	\$490	3 col. x 5.75"	5 col. x 3.75"
Eighth Page	\$285	2 col. x 5.75"	3 col. x 3.75"
Tenth Page	\$240	1 col. x 8.625"	2 col. x 3.75"
Sixteenth Page	\$170	2 col. x 2"	1 col. x 3.75"
Twentieth Page (black/white only, 6 run min.)	\$105	1 col. x 2.25"	2 col. x 1.25"
Classifieds In-Column (b/w only, 6 run min.)	\$68	1 col. x 2"	2 col. x 1"

Custom size ad rate is \$40 per column inch.

Discounts and Premium Options

Earned Frequency Discount, 6X*	5% discount
Earned Frequency Discount, 16X*	10% discount
Earned Frequency Discount, Full Year*	15% discount
Black/White Ad	20% discount
Inside Front (full page only)	add 15%
Inside Back (full page only)	add 10%
Banner (center "double truck", lower half only)	add 10%
Guaranteed Position (pages 1,3, back page not available)	add 10%

*Invoices must be paid on time to qualify

Questions? Contact:

dschleis@wildidahonews.com
208.939.8845

Deadlines:

- Completed ads in accepted digital format: Friday 3:00 PM 10 days prior to issue date)
- Custom ad design: Monday 5:00 PM (14 days prior to issue date)

Revision: 4/2/2008

Available Ad Sizes



* Double truck available for half page and horizontal one-third ad sizes. Call your account executive for pricing and details.

Mechanicals:

- Wild Idaho News is a tabloid-size newspaper. All pages are 11x17.
- Standard pages have five columns. Column widths follow:

Columns	1	2	3	4	5
Inches	1.875	3.975	6.042	8.125	10.1875

Insertions:

- Insertions are available. Restrictions apply. Call your account executive for rates and further information.

Ad Design:

- Custom ad design is available for \$50/hr. Call for details.

Payment:

- Cash payment is preferred.
- Visa and Mastercard payments are accepted, but may be subject to an additional 5% service fee. Call for details.



Disclaimers and Legal Information:

- Ad sizes are rounded up to the nearest approximate quarter inch for ease of calculation and insertion.
- Ad space is reserved on a first-come first-paid basis.
- Substitute ads and replacement ads must be received as per original timeline for submission and only with prior approval of WIN
- WIN reserves the right to refuse any ad based on content, text or intent.