

# NORTH IDAHO FAMILY MAGAZINE

## Distribution:

Counter & rack locations, schools and member organizations throughout Kootenai County. Entire magazine appears on [www.niFamily.com](http://www.niFamily.com).



## Advertising Rates

- Sponsorship
- Back Cover (8.5"w x 8.5"h + .125" bleed)
- Inside Cover - Front | Back (8.5"w x 11"h + .125" bleed)
- Full Page (8.5"w x 11"h + .125" bleed)
- 1/2 Page (7.5"w x 4.75"h)
- 1/4 Page (3.67"w x 4.75"h)
- 1/8 Page (3.67"w x 2.25"h)
- Feature/Page Sponsorship

Single Issue	2 Issues each	3 Issues each	Total
\$2500	\$2250	\$2000	
2000	1850	1700	
1700	1500	1300	
1500	1350	1200	
800	700	600	
500	475	450	
300	275	250	

Rates include standard production. Additional fees for unusual production.

- Pick up previous ad with no changes
- Previous ad requires changes
- Create an ad for me
- Will submit a new ad

Company: \_\_\_\_\_ Owner/Manager: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## Mechanical Specifications

North Idaho Family Magazine is produced on the Macintosh platform in CMYK Process color. Display ads should be provided as PDF files produced at "Press" or "Highest Quality" setting with fonts embedded. Also accepted are TIFFs or JPGs that are at least 300dpi or EPS files.

## Art Deadlines

Winter {Jan/Feb} Mid Jan      Spring/Summer {May} Late April      Fall {September} Late Aug

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