

2018

KOOTENAI COUNTY

\$4.95

# 2018 Action Map Advertising Rates



For over 39 years the most current, widely distributed, and popular map in Kootenai County. This "Way Finder" has certified accuracy and is in a large, easy to read format.

**50,000 Full Color Maps Printed Yearly**



### Areas Include

- Kootenai County
- Coeur d'Alene
- Hayden / Hayden Lake
- Post Falls
- Rathdrum
- Spirit lake

### Distribution

- North Idaho Chambers of Commerce
- Coeur d'Alene Convention & Visitors Bureau
- Ports of Entry
- Newcomer Packets
- Local Businesses
- Exclusive 24/7 rack locations!

### Mechanical Specifications

The Kootenai County Action Map is produced on the Macintosh platform in CMYK Process color. Display ads should be provided as PDF files produced at "Press" setting with fonts embedded. Also accepted are TIFFs or JPGs that are at least 300dpi or EPS files. Rates include standard production. Additional fees for unusual production. Premium or locator placement add 25%.

	Coeur d'Alene / Hayden Side	Post Falls, Spirit Lake, Rathdrum Side
<b>Back Panel</b> 4.375"w x 8.875"h + .125" bleed	\$3,900	
<b>Inside Back Panel</b> 3.75"w x 4"h	2,000	
<b>3.75"w x 2.5"h</b>	1,300	1,040
<b>3.75"w x 2.25"h</b> Business card	900	720
<b>3.75"w x 1.5"h</b>	600	480
<b>Listing</b> Name, address, phone, website	100	80
<b>Maps for Resale</b>	1 Map per \$1, minimum \$100	

Ad Size: \_\_\_\_\_ Ad Rate: \_\_\_\_\_ Maps Requested: \_\_\_\_\_

- 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: \_\_\_\_\_

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