

DISTRIBUTION

Coeur d'Alene area racks

Free standing publication racks including Sherman Avenue locations.

Visitor centers

The exclusive visitor magazine available 24/7 outside at the Coeur d'Alene Chamber of Commerce Visitor Center.

#1 requested piece for use by volunteers at: Coeur d'Alene VC, Post Falls VC, Huetter/Gateway Northwest VC, Albeni Falls VC, St. Regis VC, Butte VC, Snake River, Glacier Park VC, Look Out Pass VC and Ports of Entry in ID & WA.

Chambers of Commerce

Including Coeur d'Alene, Post Falls, Hayden, Bonners Ferry, Sandpoint, St. Maries, Bayview, Harrison, Wallace, Priest River, Kellogg, Moscow, Newport, Boise, Lewiston, McCall, Missoula, Kalispell, Seattle and Bozeman.

Used by the Coeur d'Alene Visitor & Convention Center for relocation packs, convention planners and groups.

Hotel front desks, Real Estate agencies, & newcomer services

Throughout North Idaho

AAA

Idaho, Montana, Washington, Oregon

Canadian travel centers

150,000 readers annually

JUST THE FACTS

THE print version contains maps, calendars, excerpts, and references to ... the websites

- ☞ **Fact-filled pages** on what to see and do throughout North Idaho, including mountain biking trails, winter sports, history, water sports from fishing to diving, roller coasters to hay rides, and shopping - from antiques to real estate!
- ☞ **Extensive maps** including lake, dining, driving tour, biking, hiking, city and county maps.
- ☞ **Comprehensive accommodations and camping directories.** Easy to read services directory including wedding and golf trip planning information.
- ☞ **Event calendar** encompassing all events throughout North Idaho.
- ☞ **Full color photographs** and quality design tailored to North Idaho.
- ☞ **Guaranteed accuracy, quality, distribution and results** you've come to expect from the publishers of The Guide to North Idaho and fyinorthidaho.com.
- ☞ **The Guide to North Idaho and fyinorthidaho.com** are promoted by Spek Tater™, the eyes of North Idaho, through [facebook.com/TheGuideToNorthIdaho](https://www.facebook.com/TheGuideToNorthIdaho).



1048½ N 3rd Street ☞ Coeur d'Alene, ID 83814

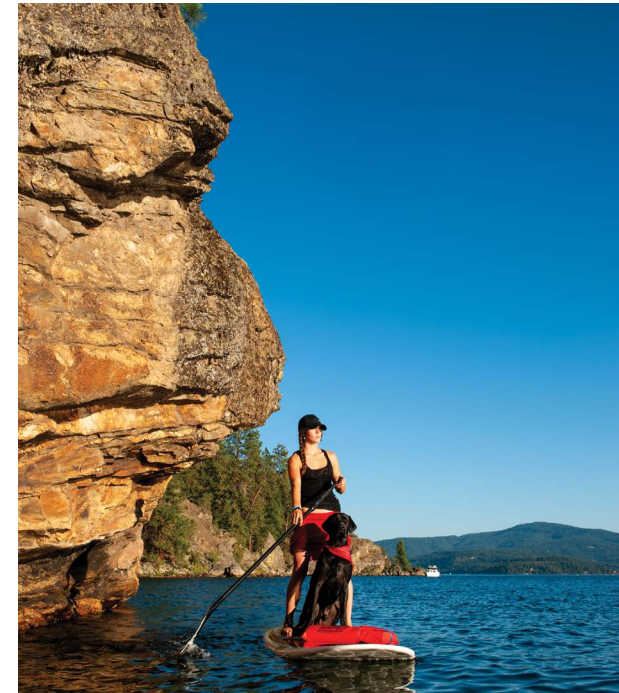
208-667-2314

sales@fyinorthidaho.com

RATES ♦ AD SPECS DISTRIBUTION

the Guide

AREA maps, events, quick facts, and things to do.



2021/2022

The largest and most comprehensive newcomer publication and visitor website in the region

***fyi*northidaho.com**

ABOUT US



For over 25 years we have excelled at showcasing North Idaho in all of its natural beauty for visitors and newcomers.

We are pleased to be able to offer you the same extensive distribution in a very selective advertising format. Limited spaces are available along with the same great distribution. The fyiNorthIdaho.com website will carry your ad in multiple locations and can be changed throughout the year. The fyiNorthIdaho.com brochure will be distributed throughout the year as well.

Contact us today to be included in the fyiNorthIdaho.com regional tourist and newcomer guide.

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ADVERTISING

Advertisers in the FYI Brochure receive FREE ads on fyiNorthIdaho.com, the *window to North Idaho*. (Over 139,300 pageviews logged last year.)

Display Advertising

(8 1/2 x 11 magazine format)

Full Page	\$2,900
1/2 Page	\$1,650
Banner	Unavailable
1/4 Page	\$850
1/8 Page	\$525
Requested Placement add 15%	

Dining Guide Map Page

Limited Spaces Available	\$625
*Includes 2 overrun brochures	

Premium Ad Space

Back Cover	SOLD
Inside Front	\$3,300
Inside Back	\$3,300

fyiNorthIdaho.com

Listing & Link	\$200/year
Home Page Ad	130/month
All Other Pages	60/month

Basic ad production included. Unusual production is quoted in advance and billed accordingly. Kagey Company retains all rights to advertising it produces. Rates subject to change.

Billing

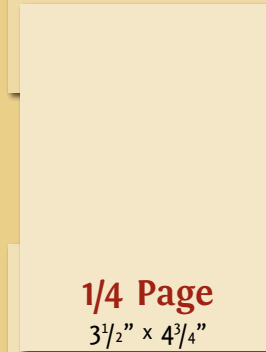
Advertising billed and down payment due upon space reservation/ad agreement. **Unless other arrangements have been made. Balance due in full by May 15, 2021.** Contact us for extended due dates by section.



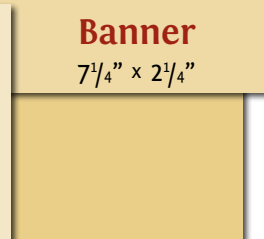
Publication available Spring 2021

MECHANICAL SPECIFICATIONS

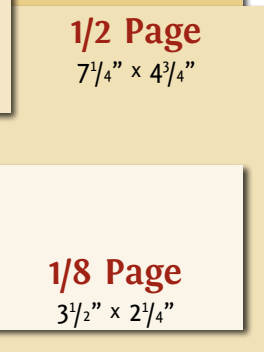
Full page 8 3/8" x 10 7/8"+ 1/8" bleed



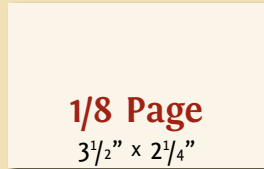
1/4 Page
3 1/2" x 4 3/4"



Banner
7 1/4" x 2 1/4"



1/2 Page
7 1/4" x 4 3/4"



1/8 Page
3 1/2" x 2 1/4"

Dining Guide Ad - 3 3/4" x 1 1/2"

The Guide to North Idaho 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. All scans to be at least 300 dpi. Also accepted are: EPS (with fonts converted to outlines) or TIFF files. Photoshop, InDesign and Illustrator files (with all fonts and linked files included) are welcome. We cannot accept Publisher, BMP or GIF files. Ads may be submitted via CD, DVD or e-mail.

DEADLINE

All artwork must be submitted by May 15, 2021.



sales@fyinorthidaho.com