

ADVERTISING IN THE 2022 NORTH CENTRAL IDAHO TRAVEL GUIDE



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ONLY OFFICIAL
REGIONAL TRAVEL
GUIDE



DISTRIBUTED THROUGHOUT
NORTH CENTRAL IDAHO
VISITOR INFO CENTERS



AVAILABLE ONLINE
DIGITALLY OR MAILED TO
INQUIRING VISITORS

Tourism has a \$150 million impact on North Central Idaho!

Capture more visitor dollars by advertising your business, organization or product in North Central Idaho's only official regional visitor guide.

NCITA MEMBERS receive a 10% DISCOUNT and a FREE LISTING

Listing in the appropriate business/attraction category. If you need a membership application please let us know.

REMIUM PLACEMENT ADS	SIZE	BLEED	RATE	MEMBER RATE
Back Cover	8.25" w x 11" h	8.75" w x 11.5" h	\$2,350 SOLD!	\$2,115
Inside Cover (front or back)	8.25" w x 11" h	8.75" w x 11.5" h	\$2,150	\$1,935

DISPLAY ADS	SIZE	BLEED	RATE	MEMBER RATE
Full Page	8.25" w x 11" h	8.75" w x 11.5" h	\$1,795	\$1,615.50
1/2 Page	7.25" w x 5" h	-	\$895	\$805.50
1/3 Page	4.75" w x 5" h	-	\$595	\$535.50
1/6 Page	4.75" w x 2.5" h	-	\$425	\$382.50

SPACE CONTRACT DUE November 8, 2021
(full payment due with contract)

MATERIALS DEADLINE November 22, 2021

PREFERRED FILE FORMATS PDF (preferred), flattened
TIFF or JPG at 300 dpi. All files must be Process/CMYK
(no spot colors or RGB).

SEND AD MATERIAL TO:

Northwest Media
Attn: Jenny Purington
208.305.7013
jenny@northwest.media Ads under 10MB

If advertising file is inconsistent with prevailing ad specifications, the ad will be returned to advertiser for modification, or may be charged a fee to modify. Call for electronic file transfer instructions or for assistance with ad production, 208.746.8960. All advertising material is subject to the approval of the North Central Idaho Travel Association.