

# ADVERTISING IN THE 2023 NORTH CENTRAL IDAHO TRAVEL GUIDE



5,000 COPIES  
DISTRIBUTED



ONLY OFFICIAL  
REGIONAL TRAVEL  
GUIDE



DISTRIBUTED THROUGHOUT  
NORTH CENTRAL IDAHO  
VISITOR INFO CENTERS



AVAILABLE ONLINE  
DIGITALLY OR MAILED TO  
INQUIRING VISITORS



2022 Guide

## 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.

PREMIUM PLACEMENT ADS	SIZE	BLEED	RATE	MEMBER RATE
Back Cover	8.25" w x 11" h	8.75" w x 11.5" h	<del>\$2,375</del> <b>SOLD!</b>	<del>\$2,140</del>
Inside Cover (front or back)	8.25" w x 11" h	8.75" w x 11.5" h	\$2,175	\$1,960

  

DISPLAY ADS	SIZE	BLEED	RATE	MEMBER RATE
Full Page	8.25" w x 11" h	8.75" w x 11.5" h	\$1,820	\$1,640.50
1/2 Page	7.25" w x 5" h	-	\$920	\$830.50
1/4 Page	4.75" w x 5" h	-	\$620	\$560.50
1/6 Page	4.75" w x 2.5" h	-	\$450	\$407.50

**SPACE CONTRACT DUE** November 11, 2022  
(full payment due with contract)

**MATERIALS DEADLINE** November 23, 2022

**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:**

Unleashed Marketing + Design  
Attn: Jenny Kuther  
208.305.7013  
jenny@unleashedmarketingdesign.com  
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, 208.305.7013. All advertising material is subject to the approval of the North Central Idaho Travel Association.

[WWW.VISITNORTHCENTRALIDAHO.COM](http://WWW.VISITNORTHCENTRALIDAHO.COM)



# 2023 NORTH CENTRAL IDAHO TRAVEL GUIDE ADVERTISING SPACE CONTRACT

Advertiser/Agency

Address

Website

Telephone

Email

	PREMIUM PLACEMENT ADS	RATE	MEMBER RATE
<input type="checkbox"/>	Back Cover	<del>\$2,375</del>	SOLD! <del>\$2,140</del>
<input type="checkbox"/>	Inside Cover (front or back)	\$2,175	\$1,960

  

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## COST AND TERMS

Advertiser agrees to pay \$ \_\_\_\_\_ for the specified advertisement per the following terms and conditions: Due upon receipt. Finance charge of 18.0% per annum (1.5% per month) will be charged on all accounts over 30 days. All order forms, checks and correspondence should be sent to:

Visit North Central Idaho  
PO Box 2018  
Lewiston, ID 83501  
ncitapresident22@gmail.com

## ADVERTISING TERMS AND CONDITIONS

The advertiser assumes full responsibility concerning content of advertising and that advertising conforms, in all aspects, to all applicable laws, including, but not limited to, all licensing requirements of local, state or federal licensing authorities. Publisher shall hold no responsibility whatsoever and be innocent of any liability regarding content of published advertising. Publisher will not be liable for any costs or damages over and above insertion rate for failure to publish advertising or errors in published advertising. Deadline for submitted copy is **November 23, 2022**. Advertisers who fail to meet the deadline are responsible for ad costs as set forth in the contract. All fees paid are non refundable. Advertiser acknowledges they have received a duplicate copy of this agreement and has read, understands and agrees to the terms set forth in this contract.

Advertiser/Agency Signature

Date

VNCITA Sales Representative Signature

Date