

Meridian celebration  
vets past, present and

Real estate  
outlook, aff

**KMN**  
KUNA MELBA NEWS  
AN EDITION OF THE  
IDAHO PRESS

EMILY WHITE  
white@idahopress.com  
MERIDIAN  
About a hundred  
veterans and their  
families huddled  
together by the Rock  
of Honor that stands  
in Kleiner Park in  
celebration of Veterans  
Day on Nov. 11.  
"Today, we are here to  
honor those that have  
served our country and  
given their lives so that we  
may stand here and still live  
in freedom," Dan Proehl,  
Chaplain at Post 113, said  
during the event's opening  
prayer. "Those who have  
gone created a clear path for  
us to continue on. We must  
never waver from the path  
of freedom and democracy."  
Despite the cold, several  
coats and earmuffs were  
loaned to veterans past, present  
and future.

**Cherry Festival Guide  
Included Inside!**

**EMM**  
**Messenger Index**  
AN EDITION OF THE IDAHO PRESS  
Proudly Serving Gem County & The Valley of Plenty Since 1893 | [messenger-index.com](http://messenger-index.com)  
Vol. 128 No. 23 (USPS 341 980)  
WEDNESDAY, JUNE 8, 2022  
2 Sections, 24 pages \$2.00

**BOISE WEEKLY**  
VOLUME 31, ISSUE 16  
NOVEMBER 17-20, 2022  
FREE TAKE ONE!

IDAHO PRESS  
E-EDITION  
Search E-Editions...  
Learn how to use our NEW E-Edition here!  
LATEST E-EDITION OF THE IDAHO PRESS  
Idaho Press-Tribune  
10 hrs ago

**RETURN TO TRADITION**  
The Idaho Watercolor Society Presents  
the 38th Annual Capital Rotunda Show |  
BOISE WEEKLY, A8

**ARENA, BSU RESPOND**  
Students were not supposed to be  
restrained in celebration, per arena  
policy | SPORTS, B1

**IDAHO PRESS**  
THURSDAY, MARCH 3, 2022 | [idahopress.com](http://idahopress.com)

**Sweeping, last-minute voting law  
overhaul clears  
House panel**  
Rep. Moon: "If not,  
you just don't vote!"  
BY BETSY Z. RUSSELL  
brussell@idahopress.com

**BOISE** — Over the opposition  
of county clerks, election workers,  
high school students looking  
ahead to their first  
chance to vote,  
and more, a House  
committee on  
Wednesday voted  
9-2 along party  
lines to advance a  
sweeping 20-page  
emergency over-  
haul of Idaho's vot-  
ing laws proposed  
by Rep. Dorothy  
Moon, R-Stanley.  
Moon's bill, HB  
692, was just intro-  
duced on Monday.  
It includes mul-  
tiple changes from  
an earlier version  
she had introduced  
that also sought  
to do away with  
election-day voter  
registration. Moon  
said she decided  
not to include that  
after learning that  
would cause the  
state to be subject  
to numerous fed-  
eral requirements  
under the 1993  
National Voter  
Registration Act.

**est  
uckers**  
Louis Antunez ru-  
tions test at Larry's  
on Tuesday, Feb. 8.

**Senate ba-  
end vehic-  
testing in**  
asure he

**Idaho Press**  
COWBOY LIFE  
COMING HOME  
IN NAMPA  
'Cultured by Lactalis': Nampa  
cheesemaker opens doors to  
the public with new store  
Listening phone calls lead to increased police presence at Boise Pride holiday event

# 2023 MEDIAKIT

# ADVERTISING RATES

# PRINT

## Idaho Press Tuesday - Sunday Publication

	OPEN	12-23X	24-35X	36-47X**	48-59X	60-71X	72+X
Full Page	\$2,685	\$1,600	\$1,475	\$1,340	\$1,200	\$1,000	\$675
1/2 Page	\$1,390	\$840	\$765	\$695	\$600	\$550	\$345
1/4 Page	\$660	\$425	\$385	\$350	\$290	\$265	\$165
1/8 Page	\$330	\$200	\$185	\$165	\$150	\$135	\$85

## Boise Weekly Weekly Publication - Thursday

	OPEN	7-12X	13-25X**	26-51X	52X
Full Page	\$2,000	\$1,000	\$800	\$600	\$500
1/2 Page	\$1,045	\$525	\$420	\$315	\$265
1/4 Page	\$550	\$275	\$220	\$165	\$135
1/6 Page	\$362	\$180	\$145	\$110	\$90
1/8 Page	\$320	\$160	\$125	\$90	\$70
1/12 Page	\$190	\$95	\$75	\$60	\$50

## Meridian Press/Kuna Melba News Weekly Publication - Friday/Wednesday

	OPEN	7-12X	13-25X**	26-51X	52X
Full Page	\$2,100	\$1,260	\$1,150	\$1,050	\$1,205
1/2 Page	\$1,110	\$665	\$610	\$555	\$500
1/4 Page	\$585	\$350	\$320	\$290	\$265
1/8 Page	\$290	\$175	\$165	\$145	\$135

## Emmett Messenger Index Weekly Publication - Wednesday

	OPEN	7-12X	13-25X**	26-51X	52X
Full Page	\$1,890	\$1,100	\$1,040	\$945	\$850
1/2 Page	\$1,000	\$600	\$550	\$500	\$450
1/4 Page	\$530	\$320	\$290	\$265	\$240
1/8 Page	\$265	\$160	\$150	\$135	\$125

All rates include full color.

\*\* Non profit or civic rates. Must provide 501 (c) (3) documentation prior to publish date.

All political advertisements require payment prior to publication.

## IDAHO PRESS

# SPECIALTY ADVERTISING

### Skybox

6 column x 1.5" ad

Open	5 Weeks	10 Weeks
\$360	\$1,600	\$3,100

### Sports/Community Strip Advertising

6 column x 2" ad

Open	13 Weeks	26 Weeks	52 Weeks
\$475	\$310	\$285	\$225

### Spadeas - Idaho Press

Sunday	\$3,000	Daily	\$2,000
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### Sticky Notes

Ask for a quote.

For more information contact us at [advertising@idahopress.com](mailto:advertising@idahopress.com) or 208-465-8136

# ADVERTISING RATES PRE-PRINT

## PRE-PRINT INSERTS

### Idaho Press, Meridian Press or Boise Weekly

	Full	Zoned (IP ONLY)
Single Sheet	\$44	\$49
4 Tab	\$46	\$51
8 Tab	\$52	\$57
12 Tab	\$58	\$63
16 Tab	\$62	\$68
20 Tab	\$66	\$72
24 Tab	\$70	\$77
28 Tab	\$74	\$83
32 Tab	\$78	\$88
36 Tab	\$82	\$92

- Insertion Rates Only.
- For Print and Deliver rates please request a quote.
- Minimum preprint order is \$250.
- Please add 3% spoilage to all quantities.
- All preprints must be scheduled and received a minimum of 7 days prior to insertion date.

### Emmett Messenger Index or Kuna Melba News

	Full
Single Sheet	\$37
4 Tab	\$46
8 Tab	\$54
12 Tab	\$63
16 Tab	\$72
20 Tab	\$79
24 Tab	\$83

*NO Zoning for Boise Weekly, Meridian Press, Kuna Melba News or Emmett Messenger Index.*

#### SHIP INSERTS TO:

1618 N. Midland Blvd., Nampa, ID 83651.

#### RECEIVING HOURS:

8am to 3pm Monday-Friday.

## ADVERTISING SERVICES DIGITAL/CREATIVE

### Digital Product Solutions

- Programmatic Display
- Programmatic Video
- Custom HR Solutions
- Native Display
- Addressable Geofencing
- Connected TV/OTT
- Programmatic Audio
- Social Media Advertising
- Pay Per Click
- YouTube True View
- Branded Content Development and Marketing
- Email Marketing Services
- Search Engine Optimization (SEO)
- Digital Out of Home
- Website and Landing Page Hosting

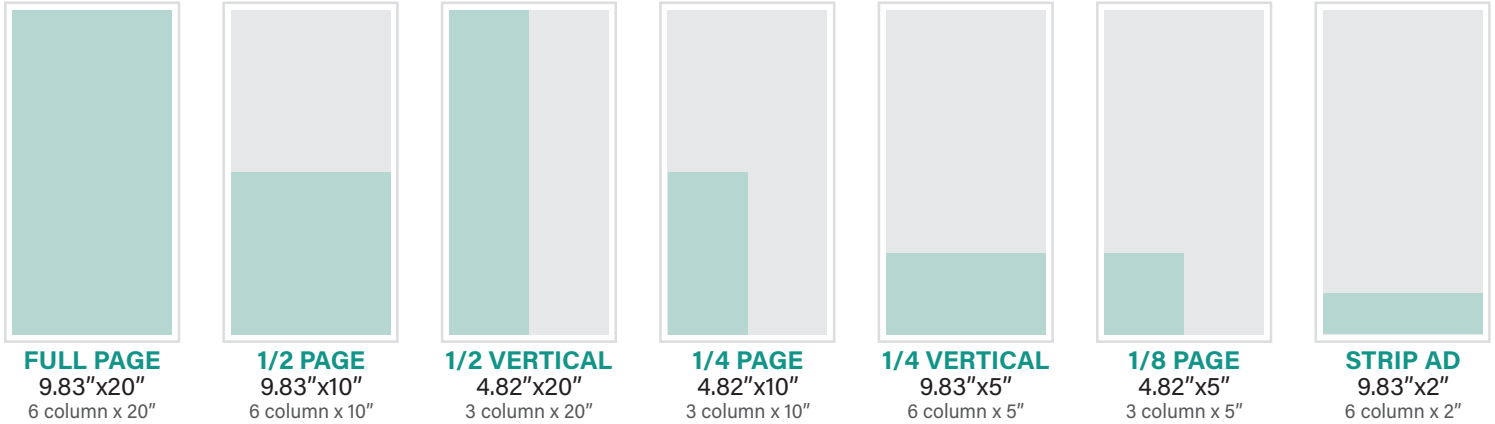
### Creative Services

- HTML5 Display Creative
- Video Creative
- Social Media Ad Creative
- Native Display Creative
- Programmatic Audio Creative
- Email Creative
- Website and Landing Page Design
- SEO
- PPC Structure
- Digital Out of Home Creative
- Static Creative

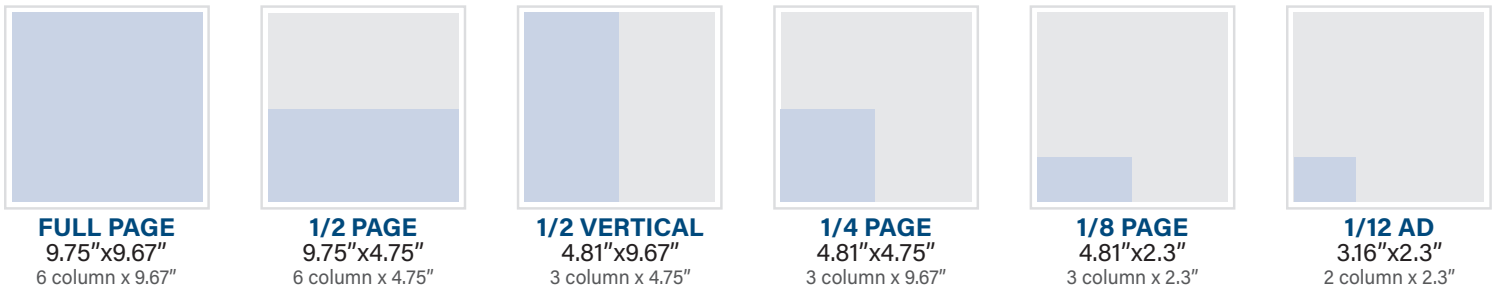
For more information contact us at [advertising@idahopress.com](mailto:advertising@idahopress.com) or 208-465-8136

## PRINT

### Idaho Press/Meridian Press/Kuna Melba News/Emmett Messenger Index



### Boise Weekly



## DIGITAL

All digital files must be 72 dpi.

### ROS

728x90px    320x50px    300x250px    300x600px    970x70px  
 970x250px    1170x90px    300x50px    1170x70px  
 File format: JPEG, GIF, PNG or HTML5.

### Reveal

Both ad sizes are required  
 1920x600px AND 800x250px  
 File format: JPG, GIF (must be under 1,000 kb) or PNG

## DEADLINES

### Idaho Press

Pub Day:	Ad Reservation Deadline:
Tuesday	Friday 12 Noon
Wednesday	Monday 12 Noon
Thursday	Tuesday 12 Noon
Friday	Wednesday 12 Noon
Saturday	Wednesday 12 Noon
Sunday	Thursday 12 Noon

### Emmett Messenger Index, Kuna Melba News, Boise Weekly or Meridian Press

Publication:	Pub Day:	Ad Reservation Deadline:
Emmett Messenger Index	Wednesday	Thursday 5pm
Kuna Melba News	Wednesday	Friday 5pm
Boise Weekly	Thursday	Thursday 5pm
Meridian Press	Friday	Wednesday 12 Noon