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## PRINT AND DIGITAL AD PACK PRICING

Effective January 1st, 2024

| SIZE                | SPECS            | 13x   | 8x    | 6x      | 4x     | 1x     |
|---------------------|------------------|-------|-------|---------|--------|--------|
| FULL PAGE<br>(120") | 9.83"W x 20"H    | \$900 | \$955 | \$1,008 | \$1166 | \$1323 |
| HALF PAGE<br>(60")  | 9.83"W x 10"H    | \$485 | \$588 | \$693   | \$798  | \$877  |
| ¼ PAGE<br>(30")     | 4.82"W x 10" H   | \$257 | \$310 | \$352   | \$446  | \$499  |
| 1/8 PAGE<br>(15")   | 4.82" W x 5" H   | \$142 | \$194 | \$221   | \$278  | \$320  |
| 1/16 PAGE<br>(7")   | 3.15" W x 3.5" H | \$105 | \$121 | \$137   | \$147  | \$168  |

- Prices are per print insertion, with the noted frequency within a 90 day period. If contract is not fulfilled, Advertiser will be billed according to the published rate card.
- Prices include full color and design services.
- \$5 CPM on all O&O Ads- Video (custom quote)
- Guaranteed position is available for an additional 20% fee.
- Deadlines are generally 4 days prior to publication.
- Camera ready specifications: high resolution PDF, CMYK.
- All AD PACK purchases include ad publication on idahostatejournal.com.
- All rates are NET.

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