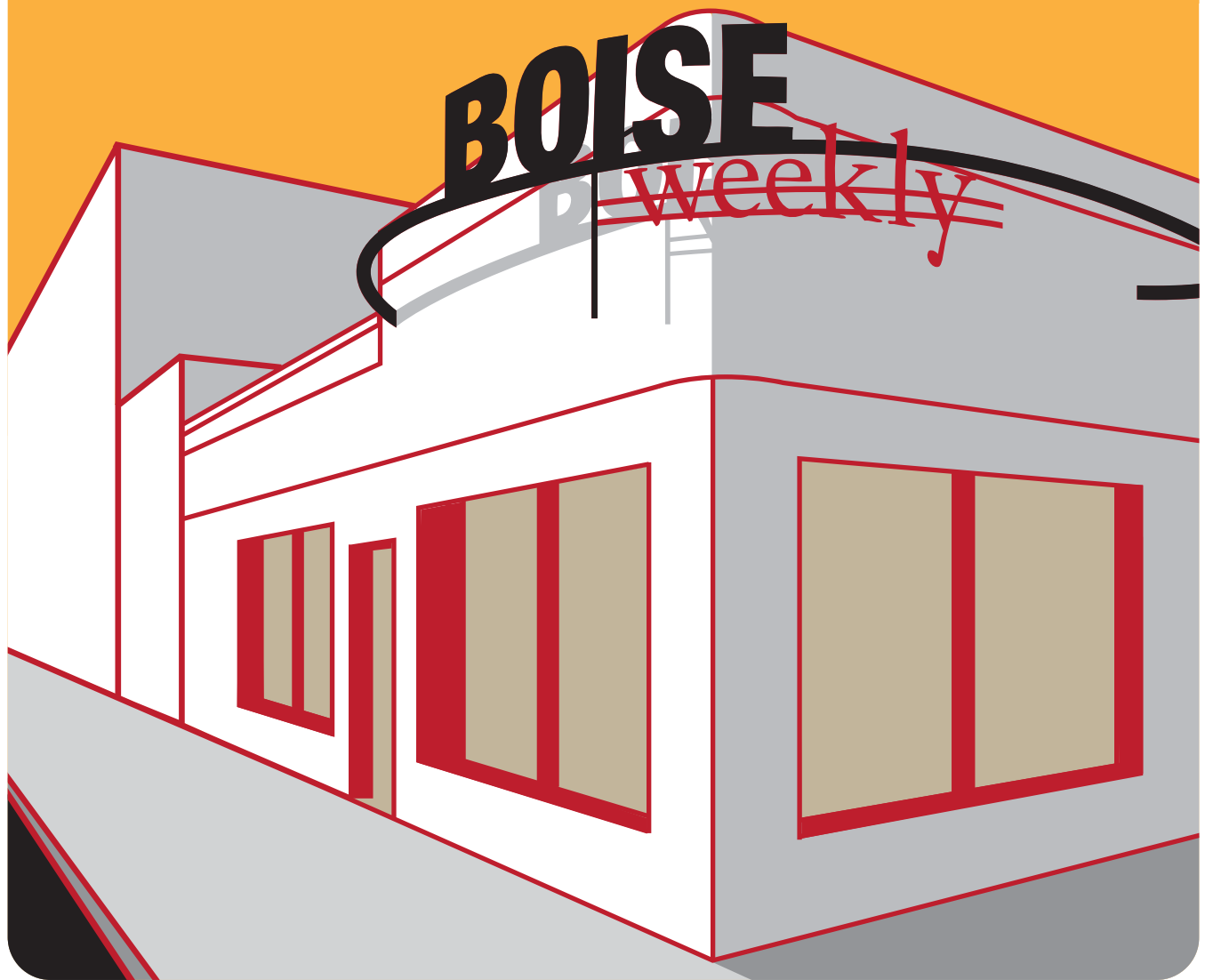




THE ESSENTIALS



"As Boise's only locally owned and operated alternative newspaper, *Boise Weekly* should always keep in mind that nothing contributes to the well-being of a community more than a good local newspaper. *Boise Weekly* should be a spirited source of accurate, fair news reporting, thoughtful insights and useful information that every reader in the community will find valuable. Its goal is to celebrate what's good about Boise and Idaho, including the idiosyncrasies that make them uniquely attractive while calling attention, thoughtfully and fearlessly, with humor and without pomposity, to what can and should be improved. *Boise Weekly* should always be open to voices from the community, foster high-quality writing, photography and design, and seek to provide a big-picture view of important issues. Most importantly, it should never lose its dedication to making *Boise Weekly* an enjoyable and profitable place to work."

*This is the mission that was established by Andy and Debi Hedden-Nicely when they first published Boise Weekly in July 1992. The mission of the paper remains the same. The message is still relevant and true.*

—Sally Freeman,  
publisher



OUR MISSION

The best way to get your event listed in our 8 Days Out section, Music Guide, Rec, Screen or Citizen listings, is to follow the “Submit an Event” link at [www.boiseweekly.com](http://www.boiseweekly.com). But feel free to follow up with an e-mail to [calendar@boiseweekly.com](mailto:calendar@boiseweekly.com). The deadline for listings is noon on the Thursday prior to publication, and listings are run on a space-available basis and at the editor’s discretion.

For general comments, ideas, complaints, banter and letters to the editor, e-mail [editor@boiseweekly.com](mailto:editor@boiseweekly.com). To contact BW section editors, use the directory below. E-mail is preferred, but if you need to speak to a BW editor, please call (208) 344-2005 on Wednesday, Thursday or Friday. On Monday and Tuesday, we’re *dreadfully* busy putting the upcoming issue together.

	e-mail
<b>MANAGING EDITOR</b>	<a href="mailto:editor@boiseweekly.com">editor@boiseweekly.com</a>
<b>ARTS</b>	<a href="mailto:arts@boiseweekly.com">arts@boiseweekly.com</a>
<b>MUSIC</b>	<a href="mailto:music@boiseweekly.com">music@boiseweekly.com</a>
<b>ENTERTAINMENT</b> (food, screen & rec)	<a href="mailto:calendar@boiseweekly.com">calendar@boiseweekly.com</a>
<b>NEWS</b>	<a href="mailto:news@boiseweekly.com">news@boiseweekly.com</a>



**EDITORIAL**

523 BROAD ST. | BOISE, ID 83702  
 P/(208) 344-2055 | F/(208) 342-4733

# BW REACHES **22.5%** OF ALL 410,000 TREASURE VALLEY ADULTS



**92,250** READERS EVERY MONTH  
**87,500** READERS PER ISSUE  
**35,000** CIRCULATION  
**950+** DISTRIBUTION LOCATIONS

To have Boise Weekly distributed at your business call (208) 344-2055 or e-mail circulation@boiseweekly.com.



Please call to report an empty BW box or rack. It will make you feel good. (208) 344-2055.

Boise Weekly is **FREE** everywhere and is supported by advertising.

Please support Boise Weekly advertisers.



Printed on Recycled Paper

## CIRCULATION BY AREA

AREA	LOCATIONS	PAPERS
CHINDEN	43	1434
WEST STATE	22	752
SUN VALLEY/MTN HOME	27	1113
TWIN FALLS	8	306
CANYON COUNTY	104	3062
DOWNTOWN	78	3151
WEST DOWNTOWN	28	905
ARTS DISTRICT	27	1010
MALL ZONE	53	2026
BENCH	75	2324
SE BOISE	45	1723
BW OFFICE AREA	4	166
EAST STATE	43	1753
NORTH END	28	1580
EAGLE	70	2277
EAST BOISE	18	616
IDAHO CITY	7	285
MERIDIAN	100	3508
WEST BOISE	37	1308
BSU	11	451
VISTA	54	2091
MCCALL & LONG VALLEY	29	720
MID STATE ST.	36	943
BROADWAY	25	982

AGE	BOISE WEEKLY READERS	TOTAL BOISE ADULTS
18-34	27.0%	33.8%
25-44	39.6%	40.6%
35-54	46.9%	38.7%
45-64	36.5%	32.4%
65+	13.7%	13.8%

Boise Weekly reaches: **42.7%** of all Treasure Valley adults who attended opera, symphony, theater in the past 12 months.

SEX	BOISE WEEKLY READERS	TOTAL BOISE ADULTS
WOMEN	49.9%	50.1%
MEN	49.9%	49.9%

Boise Weekly reaches: **45.6%** of all Treasure Valley adults who attended rock/pop concerts in the past 12 months.

INCOME	BOISE WEEKLY READERS	TOTAL BOISE ADULTS
\$75,000+	29.0%	28.4%
\$100,000+	21.8%	17.7%
\$150,000+	4.9%	5.7%

Boise Weekly reaches: **47.6%** of all Treasure Valley adults who attended bars or night clubs in the past 12 months.

EDUCATION	BOISE WEEKLY READERS	TOTAL BOISE ADULTS
COLLEGE DEGREE	27.0%	19.6%
GRADUATE DEGREE	14.8%	10.2%



## CIRCULATION + DEMOGRAPHICS

523 BROAD ST. | BOISE, ID 83702  
P/(208) 344-2055 | F/(208) 342-4733

**4-PAGE TAB  
- CENTER  
SPREAD  
\$3605**

A special 4-page tabloid center spread pullout is available for insertion into the entire run, printed on thicker paper, and available for additional overruns.

**SINGLE  
SHEET  
INSERTS  
\$1750**

Inserts or flyers and preprinted materials are available for the entire press run. All pre-printed materials must meet with publisher approval two weeks prior to reservation. Reservations are required a minimum of two weeks prior to desired date of insertion. Pre-printed inserts must be delivered to the press one week prior to desired date of insertion. Sorry, we are unable to run inserts for specific geographical areas or zip codes.

**RETAIL RATES**

All advertising is prepaid at time of space reservation. Rates are per ad insertion.

	1X	13X	26X	52X	COLOR
<b>BACK COVER</b> incl. color	\$2496	\$2080	\$1872	\$1664	included
<b>FULL PG.</b>	\$1976	\$1685	\$1508	\$1352	
3/4	\$1664	\$1414	\$1269	\$1144	+ \$300
JR.	\$1352	\$1154	\$1030	\$920	
1/2	\$1144	\$972	\$874	\$780	+ \$200
3/8	\$874	\$749	\$655	\$598	
1/4	\$603	\$520	\$458	\$416	+ \$100
1/6	\$447	\$380	\$343	\$312	
1/8	\$343	\$291	\$260	\$234	
1/12	\$239	\$208	\$187	\$161	
1/16	\$187	\$161	\$146	\$130	

**DEADLINES**

All deadlines are prior to the following Wednesday's publication date. Special issues, inserts and holidays may have earlier deadlines.

<b>PRE-PAY/ SPACE RESERVATION</b>	THURSDAY 3 PM
<b>AD COPY</b>	THURSDAY 3 PM
<b>CAMERA-READY</b>	FRIDAY 12 PM
<b>AD FINAL (NO CHANGES)</b>	FRIDAY 12 PM

**GUARANTEED PLACEMENT +15%**

Available for 1/4-page and larger sized ads and placement subject to Boise Weekly approval and availability. Placement charges are calculated on the space rate prior to any discounts applied.

**COLOR**

Color is available in limited positions. Many positions are first-come, first-served. Consult your Boise Weekly representative for more information. All color is 4-Color process (CMYK). No spot color is available.

**CAMERA-READY -5%**

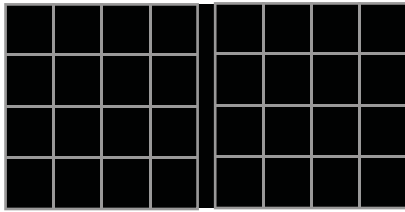
Ads eligible for the camera-ready discount must be free from errors and require no additional design or production work.

**PRODUCTION RATES**

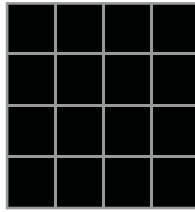
We offer free ad design, production and camera work in most cases. Ads are produced expressly for placement in Boise Weekly. Camera-ready reprints or electronic files may be requested for a \$50 fee.



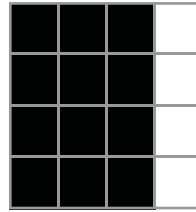
**RETAIL RATE CARD**



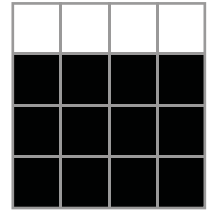
**SPREAD**  
20.5" X 11"



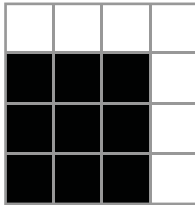
**FULL PAGE**  
9.75" X 11"



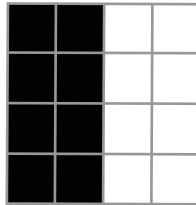
**3/4-PAGE VERT**  
7.25" X 11"



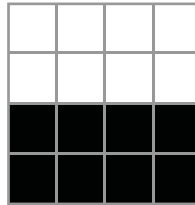
**3/4-PAGE HORZ**  
9.75" X 8.2"



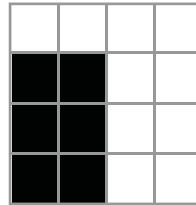
**JUNIOR**  
7.25" X 8.2"



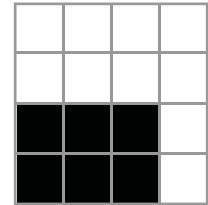
**1/2-PAGE VERT**  
4.75" X 11"



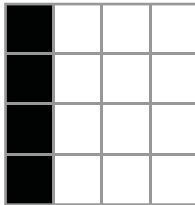
**1/2-PAGE HORZ**  
9.75" X 5.43"



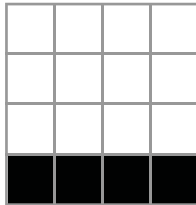
**3/8-PAGE VERT**  
4.75" X 8.2"



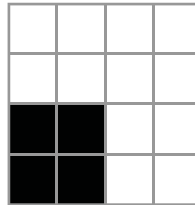
**3/8-PAGE HORZ**  
7.25" X 5.43"



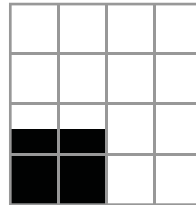
**1/4-PAGE VERT**  
2.25" X 11"



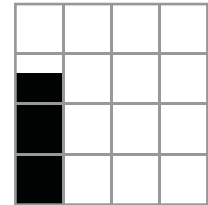
**1/4-PAGE HORZ**  
9.75" X 2.65"



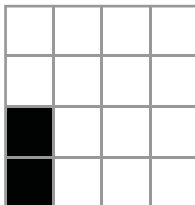
**1/4-PAGE BOX**  
4.75" X 5.43"



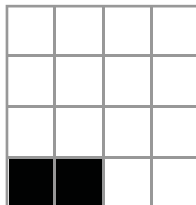
**1/6-PAGE BOX**  
4.75" X 3.55"



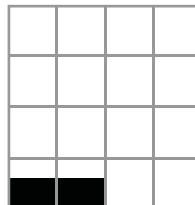
**1/6-PAGE VERT**  
2.25" X 7.3"



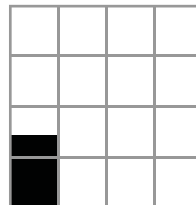
**1/8-PAGE VERT**  
2.25" X 5.43"



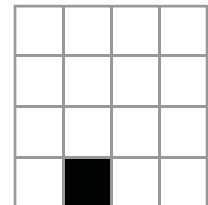
**1/8-PAGE HORZ**  
4.75" X 2.65"



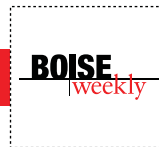
**1/12-PAGE HORZ**  
4.75" X 1.71"



**1/12-PAGE VERT**  
2.25" X 3.55"



**1/16-PAGE**  
2.25" X 2.65"



**AD SIZES**



# CLASSIFIED LINE ADS

All line ads can be found online at [www.boiseweekly.com](http://www.boiseweekly.com). Lines are approximately 30 characters long.

FREQUENCY	RATE PER LINE*
1X	\$7.40
6X	\$6.50
13X	\$5.90
26X	\$5.30
52X	\$4.20

### EXTRAS:

Small bold headline \$15/wk  
 Large bold headline \$25/wk  
 Logo/image \$25/wk

\*Lines are approximately 30 characters long.

**AAN CAN:** Reach a national or regional audience with your classified ad in papers like BW.

**NATIONAL \$995/wk**  
 (First 25 words, each additional +\$45)  
 110 papers in 41 states. 6,752,038 circ.

**NORTHWEST \$250/wk**  
 (First 25 words, each additional +\$45)  
 11 papers in 6 states. 654,933 circ.

All advertising is prepaid at time of space reservation unless an approved credit application is on file.

# CLASSIFIED BOX ADS

	1X	6X	13X	26X	52X
<b>1/4</b> 4.73" WIDE x 5.43" TALL	\$550	\$500	\$450	\$400	\$300
<b>1/8</b> 4.73" WIDE x 2.65" TALL	\$275	\$250	\$225	\$200	\$150
<b>Marketplace</b> 3.08" WIDE x 3" TALL	\$180	\$162	\$150	\$132	\$96
<b>COLUMN/INCH RATE</b>	\$30	\$27	\$25	\$22	\$16
<b>Business Card</b> 3.08" WIDE x 2" TALL	\$100	\$90	\$80	\$80	\$70
<b>Small Business Ad</b> 1.41" WIDE x 2" TALL	\$50	\$45	\$40	\$40	\$35
<b>COLUMN/INCH RATE</b>	\$25	\$22.50	\$20	\$20	\$17.50

## DISPLAY CLASSIFIED COMBO

**BAKERS DOZEN:** 13 wk rate (6 ads) both sections + 4 lines\*

**HALF DECK:** 26 wk rate (13 ads) both sections + 8 lines\*

**FULL DECK:** 52 wk rate (26 ads) both sections +16 lines\*

\*Ads must run simultaneously.

## DEADLINES:

Classified word ads | Monday before 10 AM

Display/Boxed ads | Thursday at 3 PM

Special issues, inserts and holidays may have earlier deadlines.

## SUBMIT YOUR CLASSIFIED AD:

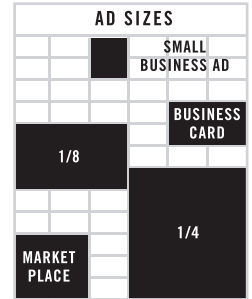
ONLINE: [www.boiseweekly.com](http://www.boiseweekly.com)

BY PHONE: (208) 344-2055, by Fax: (208) 342-4733

BY E-MAIL: [classifieds@boiseweekly.com](mailto:classifieds@boiseweekly.com)

BY MAIL: Boise Weekly Classifieds, PO Box 1657, Boise, ID, 83701

IN PERSON: 523 Broad St.



## PRODUCTION RATES:

We offer **FREE AD DESIGN** assistance, production and camera work in most cases. Ads are produced expressly for placement in Boise Weekly. Camera-ready reprints or electronic files may be requested for a \$50 fee.



Call your Boise Weekly classified representative (208) 344-2055.

**FREE ONLINE CLASSIFIEDS!** Boise Weekly offers FREE online classifieds to everyone. Visit [www.boiseweekly.com](http://www.boiseweekly.com) to place your FREE ad.

**BOISE**  
weekly

**CLASSIFIED RATE CARD**

Effective 03/01/2008

523 BROAD ST. | BOISE, ID 83702  
 P/(208) 344-2055 | F/(208) 342-4733

# BOISE WEEKLY ON-LINE ADVERTISING

## Maximum Impact Through Multiple Media

44% of online readers are between the ages of 18 – 34.

Our readers have a mean income of \$70k/year.

55% attended college.

69% are logging on at work!

Boiseweekly.com has an average site traffic growth of 20% a month!

Up to 50% are NEW unduplicated audience reading us only online.

Boise Weekly online readers are young, affluent, educated, employed and their numbers are growing!

Combine the power and reach of the Boise Weekly with [www.boiseweekly.com](http://www.boiseweekly.com) to achieve a results-driven, cost-effective multimedia advertising solution!

Utilize our multiple media to:

1. Assure a better return on your advertising investment through a single multimedia program.
2. Expand the reach of your newspaper advertising to a unique online audience.
3. Enhance the frequency of your newspaper campaign's exposure by tens of thousands of impressions!

## ON-LINE SIZES



**Banner** - 728 x 90 pixels (top of page) appears on home and secondary pages

**Tower** - 160 x 600 pixels (left-hand column) appears on home and secondary pages

**Box** - 300 x 250 pixels (multiple locations) appears on secondary pages only

## BOISE WEEKLY ON-LINE RATES

CPM Cost Per 1k Impressions	CPD Cost Per Day
\$15	\$25



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

**POLICIES:** Tear sheets and invoices are issued at publication upon request. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement. All advertisements are accepted and published by the publisher upon representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and/or agency will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement. All advertisements are published for the benefit of advertiser and agency, and each is jointly and severally liable for all charges. Advertisers will be billed for any excess ad design services at the current per-hour design rate. The publisher reserves the right to refuse any advertisement and shall not be liable for damages if for any reasons Boise Weekly fails to publish any advertisements. Advertisers who wish to change their ad copy or artwork must notify the publisher on or before the revision deadline of Friday by 5 p.m. the week prior for the appropriate issue. Placement, payment, artwork or changes submitted after deadline cannot be guaranteed. Contracted advertisers will automatically have their existing ad placed unless the publisher is notified by the ad reservation deadline in writing. Advertising rates are subject to change. Publisher will notify advertisers 30 days prior to rate change. This contract is binding, and all policies apply equally whether agreed payment is for cash or for trade.

**DEADLINES** All deadlines are prior to the following Wednesday's publication date. Special issues, inserts and holidays may have earlier deadlines.

SPACE RESERVATION	THURSDAY 3 PM
AD COPY/PREPAYMENT	THURSDAY 3 PM
CAMERA-READY	FRIDAY 12 PM
AD FINAL (NO CHANGES)	FRIDAY 12 PM

**RETAIL + CLASSIFIEDS ADS** All retail and classified ads submitted to the Boise Weekly must be in a digital format. In order to improve the quality of the overall product, we ask that our advertisers no longer provide "camera-ready" artwork in hard copy (paper) format. The guide below will help you, your designer or your agency in preparing your ad files. Please provide copies of this document to anyone at your business who will be preparing your ads.

**LOGOS:** Preferred file format: Illustrator .eps or .ai. These files are vector files, which means that they are resolution independent. They can be enlarged or reduced, we can change the colors, etc.

Accepted files: .pdf, .tif, .jpeg. These files are resolution dependent, and cannot be altered. The resolution of all of these files

has to be 300 dpi. It cannot be altered, and the quality is poor, as the scan picks up the dots from the printout.

**IMAGES:** Save all images as .tif files. Save them at the dimensions at which they will print. All images should be at 300 dpi. Do not use Web-ready (72 dpi) images, they will not reproduce in print. Expect a 20-30%

black dot gain in the Boise Weekly. Grays with 10% or less will most likely print as white. If you plan on using 100% black type over a grayscale image or box, we recommend using large, bold, thick fonts and adjusting the background to be no darker than 20% black. We are not responsible for the print quality of scans we did not originally produce.

## CAMERA READY

**ACCEPTED FILE FORMATS:** We accept InDesign, Adobe Illustrator and Photoshop files. We will not accept ads built in Microsoft Publisher, Corel Draw, Freehand, QuarkXpress or Adobe PageMaker unless they are converted into .pdf or .eps formats. Please note that before making an .eps or a .pdf file, you must turn all fonts to outlines or curves. All images used have to be at least 300 dpi. The Document Color Mode has to be CMYK.

**COLOR ADS:** Absolutely no RGB. ONLY CMYK.

**BLACK & WHITE ADS:** Everything has to be in Grayscale (values of K only).

**ILLUSTRATOR (.EPS):** All images have to be embedded (links palette) or included in a separate folder with the ad. All fonts have to be outlined or included in a separate folder with the ad. Save as .eps file.

**IN-HOUSE MODIFICATIONS:** Can only be modified if the fonts are not outlined but included in a separate folder.

**PHOTOSHOP (.TIF):** Layers have to be flattened. Save as a .tif file. **IN-HOUSE MODIFICATIONS:** Can only be modified if the layers are not flattened, and the fonts used are included in a separate folder.

**INDESIGN (.INDD):** All images used have to be at least 300 dpi. Package the file to include the file, links, and fonts. **IN-HOUSE MODIFICATIONS:** These ads can only be modified if the fonts are not outlined but included in a separate folder.

## SUBMITTING YOUR AD FILES

**E-MAIL:** If you are providing us with your ad via e-mail, you must include the name of the advertiser in the subject line of your e-mail. In the body of the e-mail, please include the size of the ad, the run date and any other info you think we should know. Please note that we cannot accept an e-mail attachment greater than 20MB. Please send ads to: [production@boiseweekly.com](mailto:production@boiseweekly.com)

### ELECTRONIC TRANSMISSION FTP (File Transfer Protocol):

We prefer that you send your finished ad directly to a drop box on our server. By doing this, you avoid e-mail lag time, encoding issues, and limits on file size. In order to accomplish an FTP transfer, you must download an FTP client like Fetch (Mac) at <http://fetchsoftworks.com> or CuteFTP (PC) at <http://www.cuteftp.com>. Please note that this is a write-only drop box, meaning that no one

besides Boise Weekly employees will be able to view your files, and you will not be able to retrieve your own files once they have been transmitted.

HOST	ftp.boiseweekly.com
USER I.D.	bwads
PASSWORDS	bwads

