

## display rates

All advertising is prepaid at time of space reservation. Rates are per ad insertion and includes ad digitization for SEO purposes.

	1x	7x-12x	13x-25x	26x-51x	52x	Special Pub
FP	\$2,438	\$2,292	\$2,056	\$1,802	\$1,421	\$1,647
1/2	\$1,231	\$1,158	\$1,040	\$913	\$722	\$935
3/8	\$929	\$873	\$786	\$691	\$666	
1/4	\$627	\$591	\$532	\$468	\$373	\$741
1/6	\$426	\$401	\$362	\$320	\$256	
1/8	\$326	\$307	\$278	\$246	\$199	
1/12	\$225	\$212	\$193	\$172	\$140	

## deadlines

Boise Weekly publishes each Wednesday. Ad deadline is one week prior to publication. Special issues, inserts and holidays have earlier deadlines.

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

CLASSIFIED RATE PER COLUMN INCH	<7X	7X-25X	26X-51X	52X
	\$45	38	33	26

**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**  
All color is 4-Color process (CMYK). No spot color is available. Color charges waived for 26x or greater contracts.

**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.

## digital rates

Leaderboard Ads (728x90)	\$41/CPM
Box Ads (300x250)	\$24/CPM
Skyscraper (160x600)	\$24/CPM
Social Media Channel	\$588
Mobile Ads (300x250, 320x50)	\$24/CPM
BW Clique E-Newsletter image + 150 words	\$176/week
Back Splash (2-144x1280)	\$1176/week \$1765/2wks

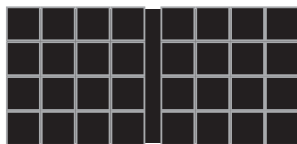
## circulation

**30,000+**  
CIRCULATION  
**1,000+**  
DISTRIBUTION  
LOCATIONS

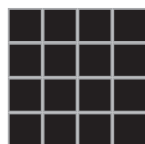
APPROXIMATELY 80,000  
READERS PER ISSUE

To have Boise Weekly distributed at your business  
call 208-344-2055 or email  
circulation@boiseweekly.com.

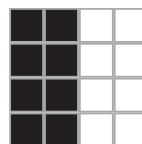
## print ad sizes



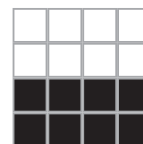
SPREAD  
20.5" x 9.67"



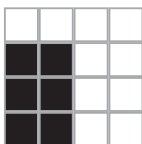
FULL PAGE  
9.75" x 9.67"



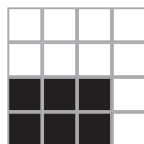
1/2 PAGE VERT  
4.75" x 9.67"



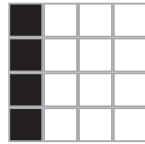
1/2 PAGE HORIZ  
9.75" x 4.77"



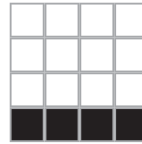
3/8 PAGE VERT  
4.75" x 7.22"



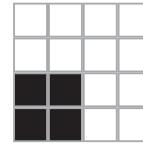
3/8 PAGE HORIZ  
7.25" x 4.77"



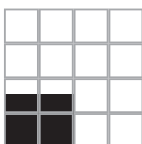
1/4 PAGE VERT  
2.25" x 9.67"



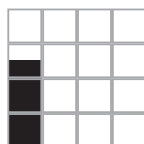
1/4 PAGE HORIZ  
9.75" x 2.32"



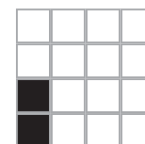
1/4 PAGE BOX  
4.75" x 4.77"



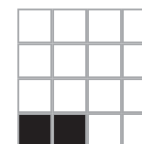
1/6 PAGE BOX  
4.75" x 3.13"



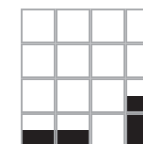
1/6 PAGE VERT  
2.25" x 6.4"



1/8 PAGE VERT  
2.25" x 4.77"



1/8 PAGE HORIZ  
4.75" x 2.32"



1/12 PAGE HORIZ  
4.75" x 1.5"

1/12 PAGE VERT  
2.25" x 3.13"

## Special Pub ad sizes



FULL PAGE with Bleed  
8.625" x 11.125"

Live Area  
7.625" x 10.125"

Trim Size  
8.375" x 10.875"



1/2 VERT  
3.625" x 10.125"



1/4 BOX  
3.625" x 4.88"

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

Please support Boise Weekly advertisers.