

# Boise Area Newspaper Information

Updated: June 8, 2009

## IDAHO STATESMAN

The Idaho Statesman is far and away the largest paper in the area.

For additional information go to:

<http://www.idahostatesman.com/apps/pbcs.dll/frontpage>

Our sales rep is Linda Erickson (208) 377-6290

	Morrison Center Ad Rate (per column inch)	Morrison Center Commission	Promoter Rate (per column inch)	
Regular paper (not Scene section)	\$33.22	15%	\$38.20	<b>New rates coming soon</b>
Friday's Scene Section	\$34.75	15%	\$39.96	

Multiply column inches by number of columns X rate per column inch price

Under 20 inches or less, one color can be added for 10\$ per inch. Full color added for \$16 per column inch

Over 20 inches is a flat additional rate of \$657 for one color and \$900 for full color

<b>Promoter costs examples</b>		
2 columns x 4 inches		\$305.62
2 columns x 6 inches		\$458.44
2 columns x 8 inches		\$611.25
3 columns x 4 inches		\$458.44
3 columns x 6 inches		\$687.65
3 columns x 8 inches		\$916.87

Non-contract per column inch rate: \$52.65 weekdays, \$76.10 Sunday

Even with our commission we save you a substantial amount

Orders must be placed by the Morrison Center to receive the discount

<b>Column Width in Inches</b>	<b>All sections</b>
1 column	1.550
2 column	3.240
3 column	4.930
4 column	6.620
5 column	8.310
6 column	10.000
7 column	12.550
8 column	14.240

**Deadline:** camera ready artwork to Morrison Center

Friday Scene Monday by 5 PM

Sunday Wednesday by 5 PM

Idaho Statesman's advertising rates web page

[http://custserv.idahostatesman.com/CustSvc/advertising\\_services/rates-pricing.asp](http://custserv.idahostatesman.com/CustSvc/advertising_services/rates-pricing.asp)

## BOISE WEEKLY

The Boise Weekly is a free paper available all over the area  
It is a more liberal, arts oriented than the Idaho Statesman

For additional information go to:

<http://www.boiseweekly.com/gyrobase/>

Our sales rep is Nancy Spittle (208) 344-2055

Ad Size	Morrison Center Ad Rate	Morrison Center Commission	Promoter Rate	Regular Non Discount Rate*
1/4 page box - 4.73" x 6.17"	\$400.00	15%	\$460.00	\$580.00
1/6 page box - 4.73" x 4.07"	\$300.00	15%	\$345.00	\$430.00
1/2 page horz - 9.62" x 6.17"	\$750.00	15%	\$862.50	\$1,100.00

\* Even with our commission we save you a substantial amount

Orders must be placed by the Morrison Center to receive the discount

Published every Wednesday

Deadline: camera ready artwork to Morrison Center by 5 PM - one week prior

Additional sizes are available

## IDAHO PRESS TRIBUNE

The IPT cover the the suburban/rural areas west of Boise.

Property value and incomes in this area are lower than Boise.

For additional information go to:

<http://www.idahopress.com/>

Our sales rep is Lee Kaylor (208) 465-8125

Morrison Center Ad Rate (per column inch)	Morrison Center Commission	Promoter Rate (per column inch)	Regular Non Discount Rate
Daily \$13.30	15%	\$15.30	\$18.55
Sunday \$15.30	15%	\$17.60	\$21.30
Friday's PLAY \$8.00 (color)	15%	\$9.20	\$21.30

The \$8.00 per inch, color ad in PLAY is a special in their Friday arts page

Multiply column inches by number of columns X rate per column inch price

For full color (60 inches or less) add \$5.18 per column inch. One color add \$2.65

Even with our commission we save you a substantial amount

Orders must be placed by the Morrison Center to receive the discount

Column Width in Inches	Regular Paper	PLAY (Friday's Arts)
1 column	1.7569	1.819
2 column	3.5138	3.778
3 column	5.2707	5.736
4 column	7.0276	7.694

**Deadline:** camera ready artwork to Morrison Center

Friday Play Monday by 5 PM

Sunday Wednesday by 5 PM