

BEST PLACES TO WORK *in* IDAHO

sponsored by

PacificSource
 HEALTH PLANS

IDAHO BUSINESS REVIEW

In today's business climate, it becomes increasingly important for Idaho businesses to compete effectively for qualified and motivated employees. The Idaho Business Review, the state's preeminent business publication, is teaming with POPULUS, a nationally recognized marketing research company headquartered in Boise, to identify the best places to work in Idaho and the best practices in employee attraction and retention.

2010 ADVERTISING & SPONSORSHIP

Platinum Sponsorship.....\$5,500

Includes full page process color ad in magazine, logo on cover, reserved table for 10 at banquet, on-stage sponsorship participation, recognition in all pre-event marketing & promotion, availability to distribute information at the event, recognition and signage at event, full page post-event ad in IBR, 50 copies of Best Places to Work, category exclusive.

Table Sponsorship.....\$1,900

Half page ad in magazine and 10 tickets to banquet

Gold Sponsorship.....\$4,000

Includes full page process color ad in magazine, logo on cover, reserved seating for five people at banquet, recognition in all pre-event marketing & promotion, half page post-event ad in the IBR, ability to distribute information at event, 25 copies of Best Places to Work magazines category exclusive.

Table Sponsor.....\$775

10 tickets only

NET RATES

Outside Back Cover _____	\$3,500
Inside Front Cover _____	\$2,800
Inside Back Cover _____	\$2,800
Full Page _____	\$2,000
Half Page _____	\$1,400
Quarter Page _____	\$825
Banquet Tickets _____	\$50 each

MECHANICALS

Full Page / Cover

Image Area _____	7.5"W x 10"H
Bleed _____	8.75"W x 11.25"H
Final Trim _____	8.5"W x 11"H

Half Page _____ 7.5"W x 4.875"H

Quarter Page _____ 3.875"W x 4.875"

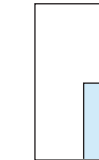
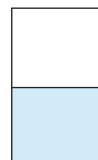
IMPORTANT DATES

Advertising Close _____	March 25, 2010
Publication _____	April 24, 2010
Awards Banquet _____	April 29, 2010

DIGITAL SUBMISSIONS

Please provide correctly sized Adobe PDF files, 300dpi, fonts embedded, CMYK color (no RGB). ABSOLUTELY NO FILES IN: MICROSOFT PUBLISHER (.pub) OR WORD

- * Current contract advertisers save 10% on magazine display advertising
- * All positions include process color
- * Full Page bleed available
- * Magazine printed on coated stock
- * Guaranteed Position - Add 15%
- * Regular advertising policies apply



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