

IDAHO CONSTRUCTION

IDAHO BUSINESS REVIEW

Each month, the Idaho Construction Review (ICR) provides an inside look at Idaho's construction industry, with news, photos, features, project updates, and showcases. The ICR focuses on the work of the State's top contractors, suppliers, architects, engineers, and subcontractors.

The ICR reaches over 15,000 business leaders each month. When you advertise in the ICR you build the kind of targeted market awareness your company needs to succeed in this ever-changing industry. Expanded distribution to AGC membership, ABC and other state construction associations.

2010 ALL RATES NET

		OPEN	6X	13X
Full Page	10.125" W x 15.75" H	\$1,680	\$1,420	\$1,210
Half Vertical	5" W x 15.75" H	\$840	\$699	\$610
Half Horizontal	10.125" W x 7.625" H	\$840	\$699	\$610
Quarter Page Vertical	5" W x 7.625" H			
Horizontal	10.125" W x 3.75" H	\$388	\$330	\$284

* Distribution: 5,000

2010 ICR TOPLIST

	AD CLOSE	PUBLISH
Floor covering	Jan. 8	Jan. 18
Engineering	Feb. 5	Feb. 15
Landscape	March 5	March 15
General Contractors	April 9	April 19
Residential Contractors	May 7	May 17
Remodeling Contractors	June 11	June 21
Interior Design	July 9	July 19
Architects	Aug. 8	Aug. 16
Equipment Rental	Sept. 10	Sept. 20
Electrical Contractors	Oct. 8	Oct. 18
Building Supply Companies	Nov. 5	Nov. 15
HVAC	Dec. 10	Dec. 20

COLOR

Spot:.....\$49 Process Color:.....\$99

DEADLINES & CLOSING

- Advertising Space Reservation -
Mon. - 5:00 pm for the following week's issue.
- Ad Deadline -
Wed. 5:00 pm for the following week's issue.

COLUMN MECHANICALS

2 column = 5" (30p)
 4 column = 10" (60p)

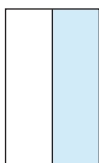
DIGITAL SUBMISSIONS

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

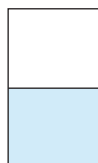
* Guaranteed Position - Add 15%
 * Regular advertising policies apply



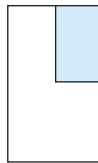
Full



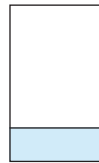
Half Vertical



Half Horizontal



Quarter Page Vertical



Quarter Page Horizontal

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