

# 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 11,000 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.

## 2011 ALL RATES

		OPEN	6X	13X
Full Page _____	10.125" W x 15.75" H	\$1,210	\$1,100	\$975
Half Vertical _____	5"W x 15.75" H	\$610	\$575	\$525
Half Horizontal _____	10.125"W x 7.625" H	\$610	\$575	\$525
Quarter Page Vertical _____	5"W x 7.625" H			
Horizontal _____	10.125"W x 3.75" H	\$388	\$330	\$284
Front Page Premium Position**	6.25"W x 1.67" H		\$575	\$475
Regional Project Update Sponsor		\$111		\$77

\* Distribution: 3,375 - 3.3 readers per issue    \*\* One position / requires 6x or 13x contract

## 2011 ICR TOPLIST

	AD CLOSE	PUBLISH
Floor covering _____	Jan. 14	Jan. 21
Engineering _____	Feb. 11	Feb. 18
Landscape _____	March 11	March 18
General Contractors _____	April 8	April 15
Residential Contractors _____	May 13	May 20
Remodeling Contractors _____	June 10	June 17
Interior Design _____	July 8	July 15
Architects _____	Aug. 12	Aug. 19
Equipment Rental _____	Sept. 9	Sept. 16
Electrical Contractors _____	Oct. 14	Oct. 21
Building Supply Companies _____	Nov. 11	Nov. 18
HVAC _____	Dec. 9	Dec. 16

## DEADLINES & CLOSING

**- Advertising Space Reservation -**  
**Fri. - 5:00 pm** for the following week's issue.  
**- Ad Deadline -**  
**Tues. 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**

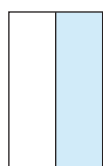
\* Guaranteed Position - Add 15%  
 \* Regular advertising policies apply

## COLOR

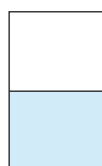
Spot:.....\$49    Process Color.....\$99



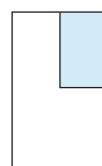
Full



Half Vertical



Half Horizontal



Quarter Page Vertical



Quarter Page Horizontal



Front Page Premium Position

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