

AD SIZE	WIDE X TALL	OPEN RATE Per Issue	3 x Run Per Issue	6 x Run Per Issue	12 x Run Per Issue
<b>FULL PAGE</b>	10.25" X 16"	\$1,270	\$1,175	\$1,125	\$1,080
<b>HALF PAGE HORIZONTAL</b>	10.25" X 8"	\$760	\$700	\$635	\$565
<b>HALF PAGE VERTICAL</b>	5" X 16"				
<b>HALF PAGE VERTICAL SHORT</b>	6.75" X 12"				
<b>QUARTER PAGE HORIZONTAL</b>	10.25" X 4"	\$420	\$385	\$350	\$330
<b>QUARTER PAGE SQUARE</b>	6.75 X 6"				
<b>QUARTER PAGE VERTICAL</b>	3.25" X 12"				
<b>QUARTER PAGE VERTICAL SHORT</b>	5" X 8"				
<b>EIGHTH PAGE HORIZONTAL</b>	10.25" X 2"	\$240	\$220	\$200	\$185
<b>EIGHTH PAGE HORIZONTAL SHORT</b>	6.75" X 3"				
<b>EIGHTH PAGE SQUARE</b>	5" X 4"				
<b>EIGHTH PAGE VERTICAL</b>	3.25" X 6"				
<b>DOUBLE BUSINESS CARD HORIZONTAL</b>	6.75" X 2"	\$165	\$150	\$140	\$120
<b>DOUBLE BC HORIZONTAL SHORT</b>	5" X 2.6"				
<b>DOUBLE BC VERTICAL</b>	3.25" X 4"				
<b>BUSINESS CARD</b>	3.25" X 2"	\$105	\$96	\$87	\$80
<b>INSERTS</b> <i>(Call for Details)</i>	Single Sheet	\$70 /CPM			
<b>DIGITAL PACKAGES</b> <i>With Geo-targeting</i> <i>See Senior Digital Pricing</i>		\$250/month			
<b>GUARANTEED PLACEMENT</b>		add 15%			

All ad pricing includes full color. Check with rep for agency discounts. \$50 per hour for design may apply.

[info@idahoseniorindependent.com](mailto:info@idahoseniorindependent.com) | 866-360-5683 | 208-318-0310 | PO BOX 3341 | Great Falls, MT 59403

We appreciate your investment in reaching Idaho's 50+ audience of over approximately 80,000 readers per issue. Editions published are bimonthly, on even months ( six issues per year) Rates subject to change.