

DISTRIBUTION

The **ENTIRE Guide to North Idaho** is available for download as well as direct mail fulfillment.

Coeur d'Alene area racks

Free standing publication racks including Sherman Avenue locations.

Visitor centers

The exclusive visitor magazine available 24/7 outside at the new Coeur d'Alene Chamber of Commerce building.

#1 requested piece for use by volunteers at: Coeur d'Alene VC, Post Falls VC, Huetter/Gateway Northwest VC, Big Y/Sherman Ave VC, and Albeni Falls VC. St. Regis VC, Butte VC, Snake River, Glacier Park VC, Look Out Pass VC and Ports of Entry in ID & WA.

Hotel front desks

Bound and tabbed copies for lodging staff use.

Certified Folder Display

Hundreds of locations including: Coeur d'Alene, Post Falls, Sandpoint, Bayview, Bonners Ferry, Kellogg, Wallace, Moscow, Spokane area, Newport, Eastern Washington

RACs display

88 sites in Sandpoint/Coeur d'Alene/Spokane areas

Chambers of Commerce

Coeur d'Alene, Post Falls, Hayden, Bonners Ferry, Sandpoint, St. Maries, Bayview, Harrison, Wallace, Priest River, Kellogg, Moscow, Newport, Boise, Lewiston, McCall, Missoula, Kalispell, Seattle and Bozeman.

Used by the Kootenai County Visitor & Convention Services for relocation packs, convention planners and groups.

Real estate & newcomer agencies

Throughout North Idaho

AAA

Idaho, Montana, Washington

Canadian travel centers

Creston, Cranbrook, Trail, Nelson, Kelowna, Calgary & Vancouver

Produced in cooperation with the North Idaho Tourism Alliance.

JUST THE FACTS

THE GUIDE is the premier regional visitor and newcomer publication.

- ☞ **Fact-filled pages** on what to see and do throughout North Idaho, including mountain biking trails, winter sports, history, water sports from fishing to diving, roller coasters to hay rides, and shopping - from antiques to real estate!
- ☞ **Extensive maps** including lake, dining, driving tour, biking, hiking, city and county maps.
- ☞ **Comprehensive accommodations and camping directories.** Easy to read services directory including wedding and golf trip planning information.
- ☞ **Event calendars:** Community, arts and entertainment.
- ☞ **Eco-Tour itineraries** for families.
- ☞ **Full color photographs** and quality design tailored to North Idaho.
- ☞ **Guaranteed accuracy, quality, distribution and results** you've come to expect from the publishers of The Guide to the Coeur d'Alenes and The North Idaho Fun Guide for over 50 years.

Chris Copstead

General Manager



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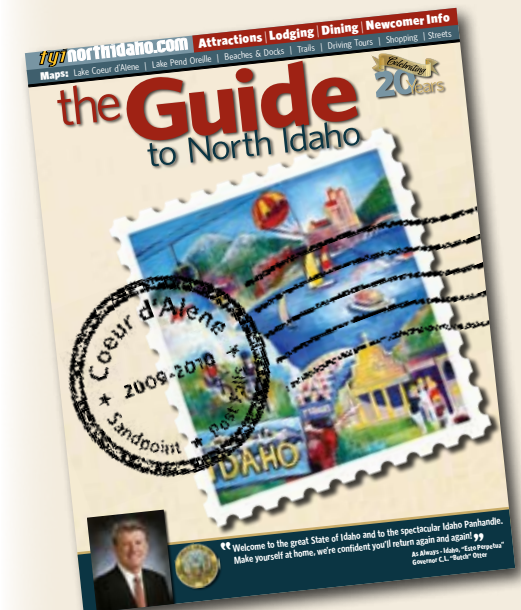
The Guide to North Idaho | The Guide to Dining | North Idaho Family Magazine

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the Guide

to
North Idaho



Rates ☞ Distribution ☞ Ad Specs

The largest quantity, most comprehensive, most requested and most widely distributed visitor and newcomer publication in the region.

2010-2011

ABOUT US



For over 20 years, Kagey Company has excelled at showcasing North Idaho in all of its natural beauty for visitors and newcomers. The old saying... **find something you love to do...** combined with the

fact that our staff has loved living right here for a total of 162 years, makes **THE GUIDE TO NORTH IDAHO** the authentic must-have publication. We know our piece of paradise and enjoy sharing the information which gives vacationers and residents the inside scoop on where to go and what to do throughout the four seasons. From the back roads to mountain tops, and the Interstate to beautiful lakes and rivers, **THE GUIDE TO NORTH IDAHO** features the most current maps, photographs and information. It is without a doubt the preferred publication by the frontline people at area visitor centers, chambers of commerce and real estate professionals.

Our certified distribution, combined with our fyinorthidaho.com companion website, is unmatched by any other regional publication, putting your advertising message not only in a beautiful, high-quality magazine but into the hands and homes of your potential customers all year long.

Deciding where your advertising dollars will reap the most value and biggest return on your investment has never been easier. **THE GUIDE TO NORTH IDAHO.** The name says it all.

1048 N 3rd Street Coeur d'Alene, ID 83814

OFF **208.667.2314** OR **208.666.9810** FAX

Kagey@fyiNorthIdaho.com

ADVERTISING OPPORTUNITES

Advertisers in THE GUIDE TO NORTH IDAHO receive FREE representation and a link on fyiNorthIdaho.com, the window to North Idaho. (Over 500,000 unique visits were logged from October 2008 - September 2009!)

Display Advertising

(8 1/2 x 11 magazine format)

Full Page	\$2,950
1/2 Page	1,700
Banner	1,375
1/4 Page	1,125
1/8 Page	650
Requested Placement add 15%	

Dining Guide Map Page

Limited Spaces Available	\$525
*Includes overrun brochure	

Premium Ad Space

Back Cover	\$4,300
Inside Front	3,300
Inside Back	3,300

fyiNorthIdaho.com

Listing & Link	\$200/year
Home Page Ad	130/month
All Other Pages	60/month

Ad spaces include basic production. Unusual production quoted in advance and billed accordingly. Kagey Company retains all rights to advertising it produces. Rates subject to change. Sales close April 1, 2010.

Billing

Advertising billed and down payment due upon space reservation/ad agreement. Balance due in full by April 15, 2010 unless other arrangements have been made.



Publication available May 2010

MECHANICAL SPECIFICATIONS

Full page 8 3/8" x 10 7/8" + 1/8" bleed



Dining Guide Ad - 3 3/4" x 1 1/2"

The Guide to North Idaho is produced on the Macintosh platform in CMYK Process color. Display ads should be provided as PDF files produced at "Press" or "Highest Quality" setting with fonts embedded. All scans to be at least 300 dpi. Also accepted are: EPS (with fonts converted to outlines) or TIFF files. Photoshop, InDesign and Illustrator files (with all fonts and linked files included) are welcome.

We cannot accept Publisher, BMP or GIF files.

Ads may be submitted via CD, DVD or e-mail. All artwork must be submitted by April 5, 2010 with final proofs approved by April 15, 2010.



Art@fyiNorthIdaho.com