



Fishing In Idaho Travel Guide

Ask about the opportunity to
be on the cover of the
Fishing In Idaho Travel Guide

www.fishinginidaho.com

About

Idaho is a fishing paradise, attracting thousands of anglers each year who seek the best fishing spots, tournaments, and gear to enhance their experience.

The Fishing in Idaho Travel Guide is the ultimate resource for both locals and visitors, showcasing the top fishing destinations across the state—including the Panhandle (Northern Idaho), Clearwater, Southwest, Magic Valley, Southeast, Upper Snake, and Salmon regions.

Our guide features must-visit fishing locations, bass tournaments, ice fishing derbies, and essential gear recommendations—plus insider tips on where to stay, what to bring, and how to make the most of Idaho’s world-class waters.

With a yearly distribution of over 15,000 copies, placed in high-traffic locations across Idaho, this guide provides unmatched exposure for businesses looking to connect with the state’s thriving fishing community.

Contact:

Lyn: 208-412-6063

Rock Grit Web

rockgritweb.com



Why Advertise with Us?

- **Targeted Reach:** Get in front of avid anglers, tournament participants, and outdoor enthusiasts actively looking for fishing destinations, gear, lodging, and events.
- **Multi-Platform Visibility:** In addition to the printed guide, advertisers can list their events in our online calendar, driving year-round engagement.
- **Bonus Perks:** All advertisers receive 10 copies of the guide to distribute at their business or share with clients.
- **Whether you're a fishing gear company, lodging provider, tournament organizer, or outfitter, this is your chance to get noticed by thousands of passionate anglers. Secure your ad space today and reel in more customers!**

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How It Works

1. Choose Your Ad Size - Select the ad size that best fits your business needs.
2. Complete the Contract & Payment - Fill out the contract, choose your ad design option, and submit payment.
3. Submit Your Ad or Let Us Create One for You - Send us your print-ready ad, or we can design one for you for a \$35 setup and design fee. All ads will be sent to you for pre-approval before publication.

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Rates:

We are a yearly publication:

Full Page:.....\$800/year

1/2 Page:.....\$450/year

1/3 Page:.....\$400/year

1/4 Page:.....\$350/year

1/6 Page:.....\$225/year

FULL SPREAD:...\$1,450/year

Cover: Available with placed ad, please ask for pricing.

Back Cover: Available with placed ad, please ask for pricing.

Editorials: Full page editorials are available WITH an ad of your choice for extra \$300. You must submit the write up with 3 photos max.

Dimensions

	<u>Width</u>	<u>Height</u>
Full Standard Page	4.75"	7.5"
Full Page w/Bleed	5.5"	8.5"
1/4 Horizontal	4.75	1.75"
1/4 Vertical	2.25"	3.625
1/2 Horizontal	4.75"	1.75"
1/2 Vertical	2.25"	7.5"
1/3 Horizontal	4.75"	2.375"
1/3 Vertical	1.9"	7.5
1/6 Page	2.25"	2.375

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Ad Design

One Time Set-up fee: \$35

Ad Changes: \$15

Stock Photos: \$5 each

DO:

For best results please send a CMYK 300 dpi pdf, jpeg or tiff file built to the exact dimensions of the ad you have reserved.

DO NOT:

Use photos and logos off a website (they are low res and will print blurry) or files created in Microsoft Publisher, PowerPoint, Word or Corel Draw. Files in these formats can be supplied for text and some images, but will need to be rebuilt in our page layout software (InDesign).

Full Page Ads

Standard full page ads are 4.75"x7.5". Full page ads that bleed (ads which touch the edge of the page and have no white margin) require 1/8" in addition to the publication trim size of 5.25 " x 8.25 ", keeping pertinent graphics and text 1 / 4 " inside of the 5.25 " x 8.2 5 ". In other words the total artwork size of 5.5"x 8.5" with a 4.75" x 7.75" live area. Please see the pdf template for reference.

Would You Like Some Help?

If you would like help with your files, please reach out. We would be happy to help you! We can design your ad too!

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 Warner & Spencer

Who's the Best Angler in Town?

Prove Your Skills in Our Fishing Contest!

05.02.2025

8:30am

123 Anywhere St., Any City

Facilities Provided:

- Boat & Guide
- Fishing Equipment
- Camping Area
- Door Prizes

Registration Fee

\$50 

Register Now  +123-456-7890

1/2 horizontal 

1/4 horizontal

$1/4$
vertical

$1/2$
vertical

$1/6$

Standard
Full Page

1/3

horizontal

1/3

Vertical