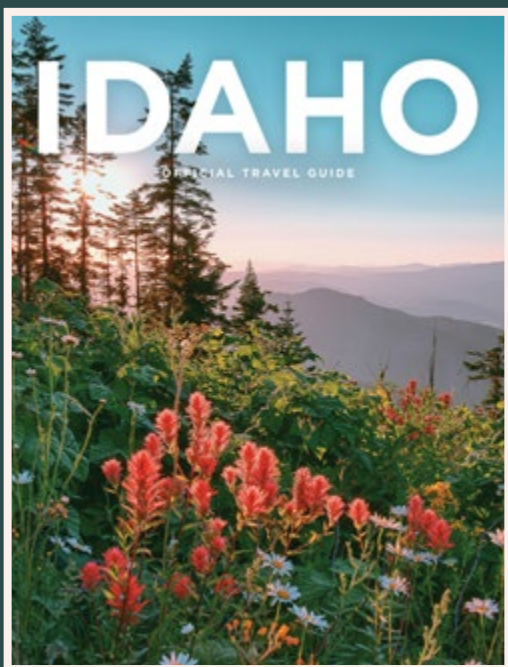


2026 Official Idaho Travel Guide

ADVERTISING RATES & INFORMATION



FOR ADVERTISING, BILLING AND MATERIALS INFORMATION, PLEASE CONTACT:



Addy Coleman

520-979-8056

acoleman@maddenmedia.com



Inspire Travelers to Visit

IDAHO

The *Official Idaho Travel Guide* is the definitive vacation planning resource for travelers to and throughout the state, and is supported by a multimillion dollar advertising campaign by Visit Idaho. It provides travelers with inspiration in addition to statewide and regional information, full-color photography, detailed maps and other trip-planning resources.

As an advertiser in the 2026 travel guide, you'll have the opportunity to engage with travelers in the following ways:

- 1 100,000 printed copies
- 2 Unlimited online presence through the [digital edition](#)

Important Dates



SPACE RESERVATION

August 8, 2025



MATERIALS DUE

August 18, 2025



PUBLICATION DATE

January 2026

Ad Rates*

Standard Position	Display	Formatted Ads
FULL PAGE	\$ 5,400	\$ 5,400
1/2 PAGE	\$ 3,150	\$ 3,150

Premium Positions	Display
UP-FRONT LEFT ** / UP-FRONT RIGHT**	\$ 7,400
MAP COVER	\$ 7,400
BACK COVER	\$ 7,400

*All rates are net.

**Six premium up-front pages available as part of spreads.

Let us create your ads so you don't have to!

Available in full- and half-page sizes, at no additional cost, formatted ads combine your imagery with inspirational copy about your destination, attraction or lodgings. Formatted ads differ from the traditional ad layout and are more likely to catch a reader's eye.

How does it work?

- 1) Send us your images and copy.
- 2) Using your materials, our team will edit and create an ad that shares your destination's story and captivates travelers.



Size Availability

Both display and formatted ads are available in full and half sizes only.

Please note: Materials that do not meet the required specifications outlined in the specs sheet may be refused. All materials are due by August 18, 2025. Late submissions will not be accepted.