

Rates ● Ad Specs ● Distribution

the **guide** to
Dining



dining**ni**.com

2009

Kagey Company, Inc.

1048 N. 3rd St.

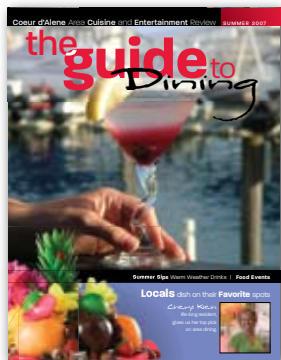
Coeur d'Alene, ID 83814

Ofc ● 208.667.2314

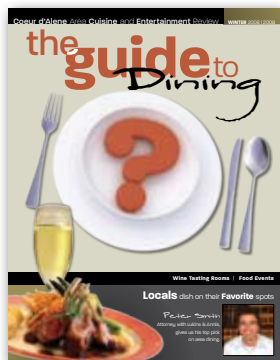
Fax ● 208.666.9810

Sales@fyjNorthIdaho.com

We Deliver
Customers



the guide to Dining



We're local, you're local and the information about our fabulous variety of restaurants and dining establishments is local. Each edition features the must-read "Locals Dish" with people you know in the community sharing tips about some of their favorite places. The restaurant reviews, special features and insider tips to keep readers current and inspired to try something or someplace new.

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diningni.com

5-star distribution

Reach your target customers with our 5-Star distribution! The Guide to Dining is direct mailed to over 7,500 select local residences and businesses twice a year. An additional 2,500 copies are distributed through chambers of commerce, visitor centers and downtown Coeur d'Alene racks. Your advertising message is reinforced on fynorthidaho.com and diningni.com

advertising rates

Back Cover	\$1,650
Inside Front or Inside Back Cover	\$1,250
Half Page	\$750
Quarter Page	\$550
Locator Map Package (Includes five publications - 2009 Summer Dining Guide & Brochure, 2009/10 Winter Dining Guide & Brochure, and The Guide to North Idaho!)	\$1,150
Locator Map (One Dining Guide issue)	\$475

mechanical specifications

Back Cover	8.5"w x 8.5"h + .125" bleed
Inside Front or Inside Back	8.5"w x 11"h + .125" bleed
Half Page Ad	7.5"w x 4.75"h
Quarter Page Ad	3.5"w x 4.75"h
Locator Map Ad	3.75"w x 1.5"h

All ads include standard production. Unusual production will be quoted in advance and billed accordingly.

The Guide to Dining 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 (convert fonts to outlines) or TIFF files. Photoshop, InDesign and Illustrator files (with all fonts and linked files included) are welcome.

Please DO NOT submit Publisher, BMP or GIF files.
Submit ads via e-mail to art@fynorthidaho.com