

# BOISE HOMES MAGAZINE

## BECOME AN ADVERTISER!

GET YOUR BRAND IN FRONT OF A LARGE GROUP WHO WANT TO MAKE THIS BEAUTIFUL STATE THEIR HOME.

OVER **4 MILLION PEOPLE** WALK THROUGH THE BOISE AIRPORT EVERY YEAR AND THE **LOCAL REAL ESTATE MARKET IS A HOT COMMODITY.**

If you have been to the airport, you probably noticed the Build Idaho booth located at the airport adjacent to the baggage claim. Their booth displays a panoramic image of downtown Boise and videos about the area and home tours. Recently, they were approached by McCall Homes and Land about distributing their magazine at the booth. It quickly became apparent that people are interested in real estate magazines, which inspired Build Idaho to create a local real estate magazine.

This resource will include local listings and information about Boise, as well as promote local businesses. Build Idaho's goal is to provide a resource that helps people imagine what their next home could look like in addition to learning more about the area. This is an amazing opportunity to make a great first impression on a group of affluent people who are visiting Boise, possibly looking to relocate, and reinforce your brand to those returning home.

### ADVERTISING OPPORTUNITY:

Build Idaho is assembling a real estate magazine to be distributed at the airport.

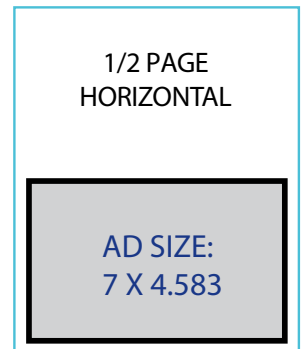
This magazine will be printed **TWICE MONTHLY** so that agents can market their newest listings.

**Build Idaho will print up to 1,000 magazines per month. Each magazine will be up to 40 pages and include 6 pages of advertising.**

**\$500  
PER MONTH**



**\$350  
PER MONTH**



### FOR MORE INFO OR TO PURCHASE AD SPACE CONTACT:

Valerie Elizondo 208.713.8528  
design@buildidaho.com



**PREVIEW THE SUBMISSION SCHEDULE AND AD INSTRUCTIONS ON THE NEXT PAGE**

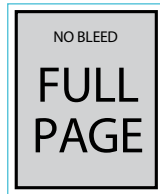
Build Idaho has marketing materials available to real estate agents, lenders, etc., who wish to include their listings and contact information which are published for the benefit of consumers. The parties agree that anyone who markets/advertises in the publications through Build Idaho, has the rights and privileges associated with marketing and further agree to indemnify Build Idaho for any errors, inaccuracies, inappropriate advertising, and misinformation, and further agree to defend Build Idaho in any legal defense related to said marketing/advertising.



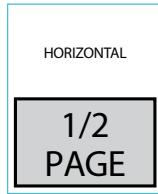
\*SUBMISSIONS ARE DUE BY NOON ON THURSDAYS AND STOCKED AT THE AIRPORT THE FOLLOWING WEEK ON FRIDAY. SEE AD SUBMISSION SCHEDULE BELOW.

### SUBMISSION SCHEDULE:

- THURSDAY, MAR 16, 2023
- THURSDAY, MAR 30, 2023
- THURSDAY, APR 13, 2023
- THURSDAY, APR 27, 2023
  
- THURSDAY, MAY 11, 2023
- THURSDAY, MAY 25, 2023
- THURSDAY, JUN 8, 2023
- THURSDAY, JUNE 22, 2023
- THURSDAY, JULY 06, 2023
- THURSDAY, JULY 20, 2023
- THURSDAY, AUGUST 3, 2023
- THURSDAY, AUGUST 17, 2023



AD SIZE  
7 x 9.5



AD SIZE  
7 X 4.583

\*IF NO NEW SUBMISSION IS RECEIVED BY THE DEADLINE, THE PREVIOUS AD WILL CONTINUE TO RUN.

### SUBMIT YOUR PRINT READY AD HERE

<https://forms.gle/YZRNRebuGRkTeamn8>



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### Artwork Requirements

High resolution PDF, EPS, TIFF and Jpeg files are accepted.

All image files need to be Sized at the finished size with 300 dpi resolution.

All color artwork must be in CMYK mode. RGB mode artwork is not accepted and if supplied will be converted and may result in a color shift.

PDF files are preferred. For best results export your PDF as Press Quality.

- DO NOT INCLUDE CROP MARKS OR BLEEDS
- EMBED ALL IMAGES
- OUTLINE FONTS
- CONVERT TO CMYK COLOR MODE
- FLATTEN YOUR PDF

NOTE: Text placed outside the live area within any full-page ad may be cut off. Please keep text within the live area at all times!

If you created your design in Canva, we have step by step instructions for downloading the appropriate file type on our website at: [ebdsigns.com/boisehomesmagazine](https://ebdsigns.com/boisehomesmagazine) or scan the code below

### Proofs and Revisions

If your artwork is not print ready, Expressions By Design charges a \$50 artwork surcharge for artwork corrections or changes needed to meet the file requirements for print. This additional fee will be invoice separately. If you need assistance or have additional questions, visit our website.

### Graphic Design Services

- Ad Design Starting at \$160 for up to 1.5 hrs and 2 revisions
- Photo Editing \$42.50+
- Expedited Design Services (refer to website)
- Free Canva Ad Page Templates on our website.

Contact Becca 208-629-8319 or email [becca@ebdsigns.com](mailto:becca@ebdsigns.com)

Visit our website for more information and resources or to request services.



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