

## Line Rider Magazine

### 2011 Editorial Calendar and Deadline Schedule

The *Line Rider* is published six times per year for the membership of the Idaho Cattle Association, which represents the Idaho cattle industry of more than 8,000 producers and nearly 2 million head of cattle.

Publication circulation: 1,100 plus.

- January** ICA Issue: Convention wrap-up and NCBA Convention preview.  
Ads close Dec. 6, materials due 10th, mail date first week of January  
*Resource Guide* with resolutions will also be published the end of January.
- February** Cow-Calf Issue: genetics and calving.  
Ads close Jan. 10, materials due 14th, mail date first week of February
- March** Membership Issue: pasture/range management, fencing  
Ads close Feb. 7, materials due 11th, mail date first week of March
- June** Cattlewomen Issue: forage, feeding and nutrition.  
Ads close May 2, materials due 6th, mail date first week of June
- September** Feeder Issue: calf health, weaning and pre-conditioning.  
Ads close Aug. 1, materials due 5th, mail date first week of September
- October** Purebred Issue: ICA Convention preview  
Ads close Sept. 7, materials due 14th, mail date first week of October

## News Brief Newsletter

The *News Brief* is the official newsletter of the Idaho Cattle Association. It communicates cattle and beef industry news, legislative and policy updates, and current events to the ICA membership and others interested in the Idaho cattle industry. The newsletter is published in April, May, July, August, November and December.

<u>Issue</u>	<u>Deadline</u>
April	March 21
May	April 18
July	June 20
August	July 18
November	Oct. 17
December	Nov. 14

Mail date is during the first week of the month.

## 2011 Line Rider and News Brief Non-Member Rates

	2 or 4 Color	Black & White
1 Page vertical 7.5"x10"	\$610	\$485
2/3 page vertical 4.925"x 10" or square 7.5" x 7.5"	\$505	\$405
1/2 page vertical 4.67"x7.5" or horizontal 7.5"x5"	\$425	\$325
1/3 page vertical 2.4"x10" or horizontal 3.25"x7.5" or square 5" x 5"	\$320	\$245
1/4 page vertical 3.5" x 4.75" or horizontal 4.75" x 3.5"	\$245	\$170
1/8 page vertical 2.25" x 3.75" or horizontal 3.75" x 2.25"	\$155	\$105
Back Cover	\$945	n/a
Material size 9"x11.5" (Trim size 8.5"x11". Live matter centered 7.5"x10")		
Inside Front Cover	\$925	n/a
Material size 9"x11.5" (Trim size 8.5"x11". Live matter centered 7.5"x10")		
Inside Back Cover	\$900	n/a
Material size 9"x11.5" (Trim size 8.5"x11". Live matter centered 7.5"x10")		

## Special Sections

Breeder's Guide	\$115	\$65
business card 3.5 x 2 only available with 6 month contract		
Service Guide	\$115	\$65
business card 3.5 x 2 only available with 6 month contract		
Insert	\$675 (including printing on both sides 2 pages (beyond 2 pages call for a quote))	

**Frequency Discounts** for both *Line Rider* and *News Brief*  
5 percent off for 4 or 6 issues, 7 percent off for 7 to 9 issues, 10 percent off for 10+ issues. All rates net. No agency commission. Frequency based on 1-year contract.

To Place an Ad Please Call:

<b>Jan Ford</b> (800) 693-8048 jford17879@aol.com	<b>JoAnn Behrends</b> (208) 989-5022 joann@seeds4forage.com
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**Terms and Conditions:** Payment must be received within 30 days of publication. A service fee of \$10 per month will be charged on all first-party invoices not paid within 30 days. For second party advertisements, payment must be received within 90 days of the first invoice. A service fee of \$50 per month will be charged on all second party invoices not paid within 90 days. ICA reserves the right to refuse any subsequent ads until all outstanding advertising invoices are paid in full. The publisher may request ad payment prior to actual publication time.

**Ad Submission Format:** The preferred method of receiving ads are press quality pdf files (300 dpi). Jpgs and tiffs will also be accepted. Convert all colors to CMYK—no Pantones or RGB. Single color-black ads should be in Grayscale. A set-up fee of \$25 minimum will be applied to any order that is not PRINT READY. A fee will be applied each time an ad is changed.

**Inserts:** Preprinted inserts should be provided by the advertiser in the quantity requested by the publisher, and if needed must be adapted for center stitching or gluing. Please contact advertising sales representatives to discuss in-house printing of inserts or inserts greater than 2 pages. Additional costs associated with these insert purchases, which include, but are not limited to: special handling, shipping, designing and printing, and postage costs, shall be paid for by the advertising party.

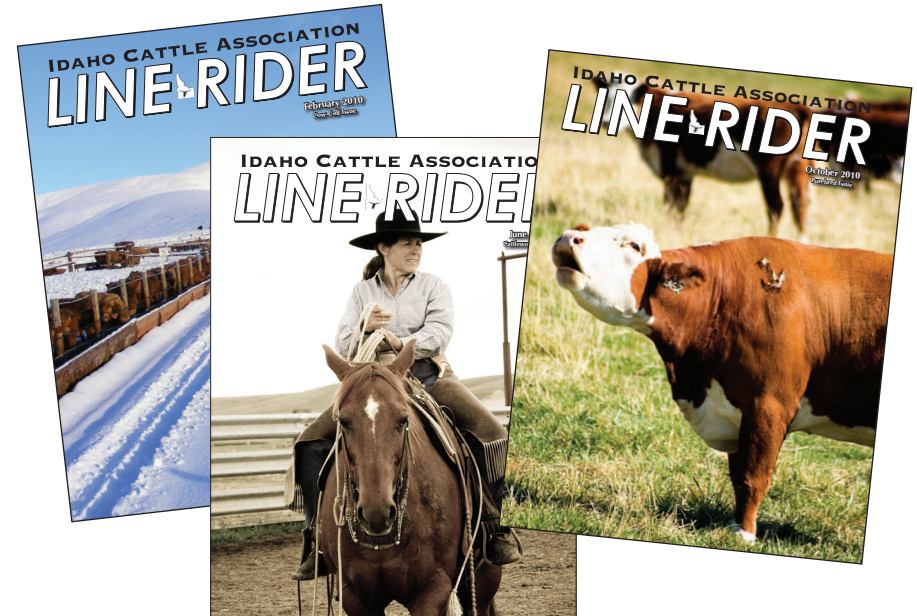
**Multiple issues:** Volume discount contracts are encouraged and available to advertisers as requested. The contracts offer 5 percent off for 4 to 6 issues, 7 percent off for 7 to 9 issues, and 10 percent off for 10 or more issues. All rates net. No agency commission. Frequency based on 1 year contract. Insertion orders must be signed before printing.

The publisher reserves the right to label copy that simulates editorial content with "paid advertisement." The publisher also reserves the right to reject any requests of advertising space which would not serve the best interest of our membership.

The publisher shall not be liable for damages beyond the cost of advertisement in case of typographical error or omissions. The publisher is not responsible for alterations or errors in copy that is not received in typewritten form.

The publisher will make every effort to place advertisements in location requested, however, placement will be on a first-come, first-serve basis. The publisher reserves the right to locate advertisements as needed for publishing.

Idaho Cattle Association  
**LINE RIDER**  
and **News Brief Newsletter**  
**Non-Member Advertising 2011 Rates**



**Publisher**

**Maggie J. Malson**  
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Parma, ID 83660

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**[maggiejomalson@mac.com](mailto:maggiejomalson@mac.com)**

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