



# IDAHO CATTLE ASSOCIATION

## LINE RIDER & NEWS BRIEF 2014 MEMBER ADVERTISING RATES

CIRCULATION: 1,100 PLUS

### 1. Advertising Rates:

Size	B&W	Color*
Back Cover**	-	\$785
Inside Front Cover**	-	\$775
Inside Back Cover**	-	\$759
1 Page	\$355	\$455
2/3 Page	\$299	\$399
1/2 Page	\$235	\$309
1/3 Page	\$185	\$235
1/4 Page	\$125	\$175

### Special Sections:

Section	B&W	Color*
Breeder's Guide***	\$63	\$80
Service Guide***	\$63	\$80
2 page Insert****	-	\$525

### 2. Mechanical Requirements:

Size	Dimensions
<b>Back Cover, IFC, IBC:</b>	Trim Size: 8.5" x 11"
Bleed only available on the 3 covers.	Material Size: 9.5" x 12"
	Live Matter Centered: 7.5" x 10"
<b>1 Page:</b>	Vertical: 7.5" x 10"
<b>2/3 Page:</b>	Vertical: 4.925" x 10"
	Square: 7.5" x 7.5"
<b>1/2 Page:</b>	Vertical: 3.75" x 10"
	Horizontal: 7.5" x 5"
	Island: 5" x 7.5"
<b>1/3 Page:</b>	Vertical: 2.25" x 10"
	Horizontal: 7.5" x 3.25"
	Square: 5" x 5"
<b>1/4 Page:</b>	Vertical: 3.75" x 5"
	Horizontal: 5" x 3.75"
<b>Business Card</b>	Vertical: 2.25" x 3.75"
	Horizontal: 3.75" x 2.25"

### 3. Ad Submission Format:

PDF files are preferred. JPEGs and TIFFs will also be accepted. All colors must be converted to CMYK. Black and White ads should be sent in Grayscale. **Please e-mail all ads to Maggie Malson at [maggiejomalson@mac.com](mailto:maggiejomalson@mac.com).**

### 4. Issuance & Closing Dates:

Published during the first week of each month. Advertisements close the **1st** of each proceeding month and materials are due by the **5th**.

### 5. Frequency Discounts:

5% off for 4-6 issues; 7% off for 7-9 issues; 10% off for 10+ issues. All rates net. No agency commission. All based on 1 year contract.

### 6. Editorial Calendar:

<u>Line Rider Magazine</u>	<u>News Brief Newsletter</u>
January (ICA Issue)	April
February (Cow-Calf Issue)	May
March (Membership Issue)	July
June (Cattlemen Issue)	
August (Allied Industry Issue)	
September (Feeder Issue)	
October (Pre-Convention Issue)	
November (Purebred Issue)	
December (Holiday Issue)	

A *Resource Guide* directory is mailed at the end of May.

Space Reservation-**March 24**

Ad Copy Due-**April 1**

\* Choice of 2-color or 4-color process.

\*\* Bleed only available on covers. Trim size 8.5" x 11". Add 1/2" on all sides for bleed. Ad centered at 7.5" x 10".

\*\*\* 3.5" x 2" size; only offered with minimum 6 month contract.

\*\*\*\* 2 pages furnished; call for printing quote. More than 2 pages, please call for quote.

**Please contact Publisher or an Advertising Sales Representative for full list of terms and conditions.**

### Advertising Sales:

**Jan Ford**  
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### Publisher:

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### Office:

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