



# IDAHO CATTLE ASSOCIATION

## RESOURCE GUIDE

CIRCULATION: 2,500 PLUS

The *Resource Guide* for the Idaho Cattle Association includes all current resolutions approved at the ICA Annual Convention. Also included are contact listings for ICA staff and the board of directors, government agencies and other industry associations. This digest-sized guide is easy for cattlemen to access and carry with them to refer to throughout the year.

Listings of breeders, ranches and breed associations are also included and paid advertising is accepted. On average the digest is circulated to 1,500 cattlemen and an additional 1,000 copies are printed for distribution at local agricultural offices and businesses, and at events during the year.

*This guide truly is the one that cattlemen reach for over and over throughout the year.*

### 2014 MEMBER ADVERTISING RATES

Size	B&W	Color*	Size (W x H)
Back Cover	-	\$750	5.5" x 8.5" + bleed
Inside Back Cover	-	\$700	5.5" x 8.5" + bleed
Inside Front Cover	-	\$720	5.5" x 8.5" + bleed
Full Page	\$325	\$615	5" x 8"
1/2 Page	\$215	\$510	5" x 3.75"
1/4 Page	\$110	\$405	5" x 2"
Business Card	\$55	\$80	3.5" x 2"
Insert Card	-	\$475	postcard size

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

**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. *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.*

To place an Ad Insertion Order, please call:

Jan Ford  
(800) 693-8048  
jford17879@aol.com

JoAnn Behrends  
(208) 989-5022  
joannbehrends@gmail.com

### ICA Members

Here's your chance to get a free listing in the  
2014 ICA *Resource Guide* !

#### Step 1: Fill out listing form

##### A. Please place my listing under the following category: (choose one)

- |                    |                        |                         |
|--------------------|------------------------|-------------------------|
| ___ AI/Embryo      | ___ Animal Health      | ___ Auctions            |
| ___ Animal ID      | ___ Bull Sales         | ___ Club Calves         |
| ___ Cow-Calf       | ___ Registered Cattle  | ___ Feed manufacturing  |
| ___ Feedlot        | ___ Insurance          | ___ Marketing and media |
| ___ Meat Processor | ___ Real Estate        | ___ Trucking            |
| ___ Private Treaty | ___ Range Management   | ___ Replacement Heifers |
| ___ Fencing        | ___ Handling Equipment | ___ Other: _____        |

Sale date: \_\_\_\_\_ Breed: \_\_\_\_\_

##### B. Information:

Business/Ranch: \_\_\_\_\_

##### 1st Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

##### 2nd Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Brief description of your business (15 word max): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

##### Step 2: Payment:

I am an ICA member so my listing is free.

Member Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Please mail or fax this form to:

ICA, P.O. Box 15397, Boise ID 83715 • Fax (208) 344-6695

**DEADLINE: MARCH 25, 2014**