



IDAHO CATTLE ASSOCIATION

LINE RIDER & NEWS BRIEF 2014 NON-MEMBER ADVERTISING RATES

CIRCULATION: 1,100 PLUS

1. Advertising Rates:

Size	B&W	Color*
Back Cover**	-	\$949
Inside Back Cover**	-	\$929
Inside Front Cover**	-	\$905
1 Page	\$455	\$560
2/3 Page	\$405	\$509
1/2 Page	\$339	\$444
1/3 Page	\$255	\$325
1/4 Page	\$179	\$249

Special Sections:

Section	B&W	Color*
Breeder's Guide***	\$65	\$115
Service Guide***	\$65	\$115
2 Page Insert****	-	\$675

2. Mechanical Requirements:

Size	Dimensions
Back Cover, IFC, IBC:	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"
1 Page:	Vertical: 7.5" x 10"
2/3 Page:	Vertical: 4.925" x 10"
	Square: 7.5" x 7.5"
1/2 Page:	Vertical: 3.75" x 10"
	Horizontal: 7.5" x 5"
	Island: 5" x 7.5"
1/3 Page:	Vertical: 2.25" x 10"
	Horizontal: 7.5" x 3.25"
	Square: 5" x 5"
1/4 Page:	Vertical: 3.75" x 5"
	Horizontal: 5" x 3.75"
Business Card:	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.**

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:

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