



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 NON-MEMBER ADVERTISING RATES

Size	B&W	Color*	Size (W x H)
Back Cover	-	\$945	5.5" x 8.5" + bleed
Inside Back Cover	-	\$900	5.5" x 8.5" + bleed
Inside Front Cover	-	\$925	5.5" x 8.5" + bleed
Full Page	\$485	\$775	5" x 8"
1/2 Page	\$325	\$615	5" x 3.75"
1/4 Page	\$170	\$460	5" x 2"
Business Card	\$80	\$115	3.5" x 2"
Insert Card	-	\$700	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

Non-Member Listing Form

Here's your chance to get listed in the 2014 ICA *Resource Guide!*

Step 1: Fill out listing form

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

- | | | |
|---|---|--|
| <input type="checkbox"/> AI/Embryo | <input type="checkbox"/> Animal Health | <input type="checkbox"/> Auctions |
| <input type="checkbox"/> Animal ID | <input type="checkbox"/> Bull Sales | <input type="checkbox"/> Club Calves |
| <input type="checkbox"/> Cow-Calf | <input type="checkbox"/> Registered Cattle | <input type="checkbox"/> Feed manufacturing |
| <input type="checkbox"/> Feedlot | <input type="checkbox"/> Insurance | <input type="checkbox"/> Marketing and media |
| <input type="checkbox"/> Meat Processor | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Trucking |
| <input type="checkbox"/> Private Treaty | <input type="checkbox"/> Range Management | <input type="checkbox"/> Replacement Heifers |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Handling Equipment | <input type="checkbox"/> 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 sending a _____ payment with this form.

(\$50 for the first listing, and \$25 for each additional listing)

Check: _____

Credit Card: Visa ___ Master Card ___

Card Number: _____ Exp. Date: _____

Billing Address: _____

Name on Card _____ Signature _____

Please mail or fax this form to:

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

DEADLINE: MARCH 25, 2014