The Idaho Cattle Association Resource Guide includes contact information for ICA staff and leadership, state and federal government agencies, elected officials, and industry associations. This digest-sized guide is easy for cattlemen to carry with them and reference throughout the year.

Listings of feedlot owners and operators, purebred producers, and allied associations are also included in this guide, and paid advertising is accepted. On average the digest is circulated to 1,500 cattlemen and an additional 1,000 are printed and distributed at local agricultural offices and businesses, as well as events through the year.

2018 Non-Member Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>B/W</th>
<th>Color*</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>—</td>
<td>$945</td>
<td>5.5”x8.5” + bleed</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>—</td>
<td>$925</td>
<td>5.5”x8.5” + bleed</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>—</td>
<td>$900</td>
<td>5.5”x8.5” + bleed</td>
</tr>
<tr>
<td>Full Page</td>
<td>$485</td>
<td>$775</td>
<td>5”x8”</td>
</tr>
<tr>
<td>Half Page</td>
<td>$325</td>
<td>$615</td>
<td>5”x3.75”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$170</td>
<td>$460</td>
<td>5”x2”</td>
</tr>
<tr>
<td>Business Card</td>
<td>$80</td>
<td>$115</td>
<td>3.5”x2”</td>
</tr>
</tbody>
</table>

*choice of 2-color or 4-color process
Position requests will be accommodated as available for an additional 10% cost increase.

Ad Submission Format: PDF files are preferred. We will also accept high-resolution .jpg and .tiff files. All colors must be converted to CMYK. Black and white ads should submitted 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 Advertising Insertion Order Please Contact

Jan Ford          JoAnn Behrends
800/693-8040       208/989-5022
jford17879@aol.com  joannbehrends@gmail.com

Non-Member Listing Form

Here is your chance to get a listing in the 2019 Resource Guide!

B. Directory Information
Business/Ranch Name: _____________________________________________________________
1st Contact:
Name: _________________________________________ Title: _____________________________
E-mail: ________________________________________ Phone: ____________________________
Address: _________________________________________________________________________
City: ______________________________ State: _____________ Zip Code: __________________
Cell: ________________________ Website: ____________________________________________

2nd Contact:
Name: _________________________________________ Title: _____________________________
E-mail: ________________________________________ Phone: ____________________________
Address: _________________________________________________________________________
City: ______________________________ State: _____________ Zip Code: __________________
Cell: ________________________ Website: ____________________________________________
Brief description of your business (15 words max) ____________________________________
__________________________________________________________________________
__________________________________________________________________________

I am sending payment. ($50 for the first listing, $25 for each additional listing)
Check _____ Card _____
Card Number: ___________________________________ Exp.:_______ CVV:_______
Billing Address __________________________________ City: ______________________
State: ___________ Zip: ___________ Signature: ________________________________
Name on Card: ________________________________________________________________

Step 1: Fill out the listing form.
A. Please put my listing under the following category:  (choose only one)
___ AI/Embryo    ___ Animal Health    ___ Auctions
___ Animal ID    ___ Bull Sales       ___ Club Calves
___ Cow-Calf     ___ Registered Cattle ___ Feed Manufacturing
___ Feedlot      ___ Insurance        ___ Marketing & Media
___ Meat Processor ___ Real Estate ___ Trucking
___ Private Treaty ___ Range Management ___ Replacement Heifers
___ Fencing      ___ Handling Equipment ___ Other ______________

Please Mail or E-mail this Form to
Idaho Cattle Association
P.O. Box 15397, Boise, Idaho 83715
whitley@idahocattle.org
Deadline: June 1, 2019