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 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>$750</td>
<td>5.5”x8.5” + bleed</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>—</td>
<td>$700</td>
<td>5.5”x8.5” + bleed</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>—</td>
<td>$720</td>
<td>5.5”x8.5” + bleed</td>
</tr>
<tr>
<td>First/Last Page</td>
<td></td>
<td>$690</td>
<td>5”x8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>$325</td>
<td>$615</td>
<td>5”x8”</td>
</tr>
<tr>
<td>Half Page</td>
<td>$215</td>
<td>$510</td>
<td>5”x3.75”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$110</td>
<td>$405</td>
<td>5”x2”</td>
</tr>
<tr>
<td>Business Card</td>
<td>$65</td>
<td>$80</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 be 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
800/693-8040
jford17879@aol.com

JoAnn Behrends
208/989-5022
joannbehrends@gmail.com

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**Member Listing Form**

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

Please note that this form must be mailed/mailed back by June 1st in order to be listed in the guide. If you do not select a category, you will be listed under the category that your membership is registered as.

**Step 1: Fill out the listing form.**

A. Please put my listing under the following category: (choose only)

- ___ Al/Embryo
- ___ Animal Health
- ___ Auctions
- ___ Animal ID
- ___ Bull Sales
- ___ Club Calves
- ___ Cow-Calf
- ___ Registered Cattle
- ___ Feed Manufacturing
- ___ Feeder
- ___ Insurance
- ___ Marketing & Media
- ___ Meat Processor
- ___ Real Estate
- ___ Trucking
- ___ Private Treaty
- ___ Range Management
- ___ Replacement Heifers
- ___ Fencing
- ___ Handling Equipment
- ___ Other ______________

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) _____________________________

__________________________________________________________________________

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