



MEDIA KIT

& Rate Card



Idaho's Cattle Industry

BY THE NUMBERS

- MOST BEEF OPERATIONS ARE FAMILY OWNED
- LIVESTOCK PRODUCTION IS IDAHO'S LARGEST AGRICULTURAL SECTOR
- MORE COWS THAN PEOPLE IN THE STATE
- HOME TO 3 OF THE TOP 15 SEEDSTOCK OPERATIONS IN THE U.S.
- HAS ONE OF THE LARGEST COW-CALF OPERATIONS IN THE COUNTRY, WITH MORE THAN 30,000 MOTHER COWS
- IDAHO HAS 2 OF THE TOP 10 FEEDING OPERATIONS IN THE U.S.
- HOME TO THE 10TH LARGEST BEEF PROCESSING OPERATION, HEADQUARTERED IN BOISE
- THE BEEF CYCLE CAN BE FULLY REALIZED IN THE BOUNDARIES OF THE STATE - FROM BYPRODUCTS FED TO ANIMALS, TO GRAZING ON RANGELAND, TO FEEDLOTS & PROCESSING



Idaho ranks 11th in the U.S. for cattle & calves inventory, with more than 2.5 million animals raised by 7,500 beef operations in state.

The impact to the state economy tops 2 billion annually.



Circulation

& EDITORIAL CALENDAR

LINE RIDER

LINE RIDER READERS ARE PASSIONATE ABOUT THE BEEF INDUSTRY IN IDAHO! THEY WANT TO SUPPORT BUSINESSES THAT SUPPORT ICA & IT'S MISSION - ADVERTISEMENT IN LINE RIDER IS A GREAT WAY TO ATTRACT CUSTOMERS WHO SHARE IN THESE VALUES.

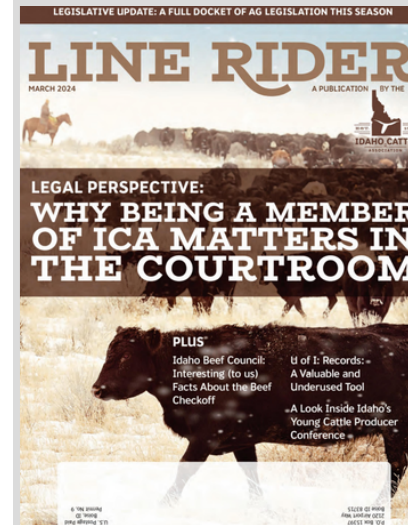


Each issue delivers professionally written & edited content to cattle producers in Idaho. Circulation to our members covers the full state, as well as several neighboring states and includes relevant & educational materials. Line Rider is produced the first week of the month, a total of 10 times annually.

MONTHLY AVERAGE CIRCULATION: 1,100

Editorial Calendar

- JANUARY ICA ISSUE
- FEBRUARY COW-CALF ISSUE
- MARCH MEMBERSHIP ISSUE
- APRIL/MAY PUBLIC LANDS ISSUE
- JUNE ALLIED INDUSTRY ISSUE
- JULY/AUGUST CATTLEWOMEN ISSUE
- SEPTEMBER FEEDER ISSUE
- OCTOBER CONVENTION ISSUE
- NOVEMBER PUREBRED ISSUE
- DECEMBER FINANCIAL ISSUE



Membership

PRESERVE • PROMOTE • PROTECT

Idaho Cattle Association is comprised of more than 1,000 members. While membership vacillated post 2020, the increase in members from 2023 to 2024 was more than 20%.

The mission of the Idaho Cattle Association is to coordinate & advance the economic well-being of Idaho's beef industry through proactive & effective grassroots policy, educational efforts & marketing programs supported by all industry segments & partners.



BENEFITS OF ICA MEMBERSHIP

-MAILED COPY OF LINE RIDER 10X ANNUALLY & DISCOUNTS ON ADS

-WEEKLY EXECUTIVE UPDATE EMAIL WITH INDUSTRY NEWS & HAPPENINGS

-MEMBERS ONLY PROGRAM ACCESS, SUCH AS MAVERICK FLEET FUEL DISCOUNT

-INVITATION TO INDUSTRY AND ICA EVENTS, EDUCATION & NETWORKING

-FULL TIME STAFF REPRESENTATION THROUGH REGULATORY, AGENCY & LEGISLATIVE CHANNELS

-CALLS TO ACTION VIA WESTERN MARTINGALE, ICA'S POLITICAL ACTION COMMENTING PLATFORM



Advertising Rates

LINE RIDER + RESOURCE GUIDE

<u>Ad size</u>	<u>Member Rate</u>	<u>Non-Member Rate</u>
FULL PAGE	\$525	\$700
1/2 PAGE	\$375	\$500
1/4 PAGE	\$215	\$300
BUSINESS CARD	\$100	\$125

It pays to be an ICA member! Current members receive the lowest ad rate available. Line Rider is published 10x annually, and our Annual Resource Guide is distributed not only to members, but at various events around the state.

<u>Ad size</u>	<u>Member Rate</u>	<u>Non-Member Rate</u>
BACK COVER	\$865	\$1050
INSIDE FRONT COVER	\$860	\$1000
INSIDE BACK COVER	\$850	\$985
FIRST/LAST INTERIOR PG	\$630	\$750

Additional Info

- SPEAK WITH YOUR SALESPERSON REGARDING FREQUENCY DISCOUNTS.
- B&W AD RATES AVAILABLE UPON REQUEST.
- ADDITIONAL DISCOUNT AVAILABLE FOR ACCOUNTS THAT PAY ANNUAL AD CONTRACTS IN FULL UPFRONT.
- ADVERTISERS WILL RECEIVE INVOICE + TEAR SHEET. PAYMENTS ARE DUE UPON RECEIPT, NON PAYMENT WITHIN 30 DAYS WILL INCUR A FEE.

Print Specifications

LINE RIDER + RESOURCE GUIDE

Ads are due on or before the 10th of the month preceding the issue insertion (i.e. Jan. 10 for the February issue)

- PDF, .JPG OR .TIFF FILES ACCEPTED
- IMAGE RESOLUTION IS 300 DPI MINIMUM
- ADS SHOULD BE BUILT AT 100% OF TRIM LISTED
- ADS THAT ARE NOT PRINT READY AND HAVE TO BE EDITED MAY INCUR AN ADDITIONAL FEE
- AD ORDERS MAY NOT BE CANCELLED FOLLOWING THE ISSUE CLOSING DATE.

Line Rider Ad Sizes

FULL PAGE - WITH BLEED	8.75" X 11.25"
FULL PAGE - NO BLEED	8.125" X 10.625"
HALF PAGE VERTICAL	3.625" X 10"
HALF PAGE HORIZONTAL	7.5" X 4.875"
QUARTER PAGE	3.625" X 4.875"
BUSINESS CARD	3.5" X 2"

Resource Guide Ad Sizes

FULL PAGE - WITH BLEED	5.75" X 8.75"
FULL PAGE - NO BLEED	5" X 8"
HALF PAGE HORIZONTAL	5" X 3.75"
QUARTER PAGE	2.5" X 3.75"
BUSINESS CARD	3.5" X 2"



Other Exposure Opportunities

WEBSITE ADVERTISING

The ICA website is where to be for advertisers seeking digital traction to Idaho's cattle producers. A banner ad on one of our main pages will get your company visibility and traffic - only 1 advertiser per sub page! Rates dependent on page location, minimum term of 4 months.

\$300-\$400 per month

Specs : 1575 x 375px

EVENT SPONSORSHIPS

ICA's primary event sponsorships are made available through our Summer Round Up (summer) & Annual Convention (fall) events. Allied Industry members receive first opportunity to claim and our Annual Convention also includes a well attended trade show component.

Cost varies

EMAIL BLAST

Available to members with annual print agreements only. Limited to one email blast to our database per month- additionally, each member may only purchase this once annually. Cost includes set up fee, scheduling send date/time, max 2 revisions. Advertiser provides all copy & hi-res images, including subject line & preview text. Email list of over 1600 with 45% average open rate.

\$500

EXECUTIVE UPDATE ****CURRENTLY WAITLISTED****

Rotating placement, capped at max of 3 advertisers to be included in ICA's weekly email to members & supporters. \$350/month

\$375 per month

Contact Us

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