

VISIT McCALL

SUMMER 2023 MEDIA KIT

MAGAZINE™



McCall

AREA CHAMBER OF COMMERCE & VISITORS BUREAU



Your Local
Visitor's Guide
Since 2015

VISIT McCALL

SUMMER 2023 MEDIA KIT

MAGAZINE



The McCall Area Chamber of Commerce and Visitor's Bureau is proud to publish Visit McCall Magazine. We take pride in developing high quality content that showcases our amazing local businesses and shares the places, activities and lifestyle that make the McCall area so special.

INSIGHTFUL, QUALITY CONTENT

Our carefully curated content aims to cover a wide range of features that provide valuable information and tips for making the most of any adventure in the McCall area. Our 100% local writers are experts at finding new ways to explore and uncovering new tips and tricks that add a fun, local angle to the activities they cover.

WORLD-CLASS PHOTOGRAPHY

A picture is worth a thousand words...and we work hard to ensure that this publication is visually stunning. We are very lucky to have talented, local photographers who capture the beautiful imagery that brings Visit McCall Magazine to life and we take full advantage with a photography investment of \$5,000+ annually.

QUICK FACTS

- 8.5" x 11" full color, glossy publication.
- 12,500 printed copies + digital version with your ad linked to the url of your choice.
- Published May 2023 and on shelves through November 2023.
- Featuring in-depth stories on local events, history, businesses and area features.
- Available FREE to visitors and locals at area businesses. Visit McCall Magazine goes directly into the hands of visitors to our area via distribution at more than 50 locations across the valley.
- The magazine is also distributed regionally through Chamber partners targeting South-west Idaho and select areas in Washington and Oregon.



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YOUR AD PLACEMENT INCLUDES:

- Complimentary ad design.
- Promotion of your business to thousands of McCall area visitors.
- Inclusion in the Digital Magazine with your ad linked to your website.
- First right of renewal in future Visit McCall Magazine issues.

IMPORTANT DATES:

AD SALES OPEN: March 1, 2023

MATERIAL DEADLINE: March 24, 2023

AD PAYMENT DUE: April 15, 2023*

PUBLISHED: May 2023

CIRCULATION: 12.5k copies + digital issue

*Payment for your ad is due by April 15, 2023. Late payments may be assessed a late fee. If you need to set up payment arrangements during these uncertain times, please contact us at (208) 634-7631.

SUMMER 2023 FEATURES

Guided Services: From horseback riding to fly fishing, zip lining to lake cruises, we have your guide to summer and fall guided services in the McCall area!

Foraging: Our best tips and tricks to find morels and huckleberries (don't worry - we don't give away anyone's lucky picking patch).

How It's Made: We are asking our local brewers how they come up with all that delicious craft beer and keep the freshness flowing all summer long.

Plus an annual **Event Calendar**, **Sip & Savor** recipes, **Business Directory** and much more.



TO SECURE YOUR PLACEMENT:

Julie Whitescarver

208.634.7631

julie@mccallchamber.org

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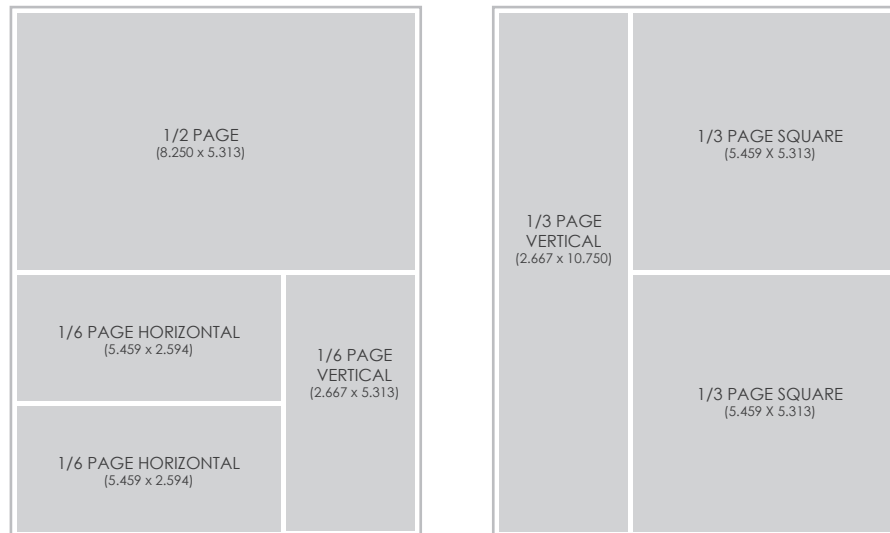
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	Member 2x Issue Rate	Member 1x Issue Rate	Non-Member Issue Rate*	Ad Sizes
Back Cover	\$2,500	\$2,875	\$3,250	8.5 x 11 trim (8.75 x 11.25 bleed)
Inside Front Cover	\$1,500	\$1,725	\$1,925	8.5 x 11 trim (8.75 x 11.25 bleed)
Inside Back Cover	\$1,500	\$1,725	\$1,925	8.5 x 11 trim (8.75 x 11.25 bleed)
Full Page	\$850	\$975	\$1,125	8.5 x 11 trim (8.75 x 11.25 bleed)
1/2 Page	\$525	\$600	\$690	8.250 x 5.313
1/3 Page Square	\$400	\$460	\$530	5.459 x 5.313
1/3 Page Vertical	\$400	\$460	\$530	2.667 x 10.75
1/6 Page Horizontal	\$225	\$260	\$300	5.459 x 2.594
1/6 Page Vertical	\$225	\$260	\$300	2.667 x 5.313

*Open starting March 21st, only if ad space is still available.

PAYMENT DUE BY APRIL 15, 2023

**If you would like to discuss payment options during this uncertain time, please contact us at (208) 634-7631*



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