

MEDIA KIT

VISIT McCALL

SUMMER 2026

MAGAZINE™



McCall
AREA CHAMBER OF COMMERCE & VISITORS BUREAU

To secure your placement:
(208) 634-7631
director@mccallchamber.org



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.



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QUICK STATS

- 100 pages
- 8.5" x 11" full color, glossy publication
- 8,500 printed copies
- Digital issue averaging 2,000+ reads
- Published May 2026 and on shelves through October 2026
- FREE to visitors and locals at area businesses
- Distributed regionally through Chamber partners targeting Southwest Idaho and select areas in Washington and Oregon



MORE PERKS!

NEWSLETTER LOGO

Your logo linked to the url of your choice on our Tourism Focused or Member Focused email newsletter.

NEWSLETTER FEATURE

One photo, 150 character description, and link of choice on either our Tourism Focused or Member Focused email newsletter.

RUN-OF-SITE WEBSITE AD

One complimentary run-of-site ad (your choice of month). One photo, 150 character description, and link of choice on visitmccall.org.

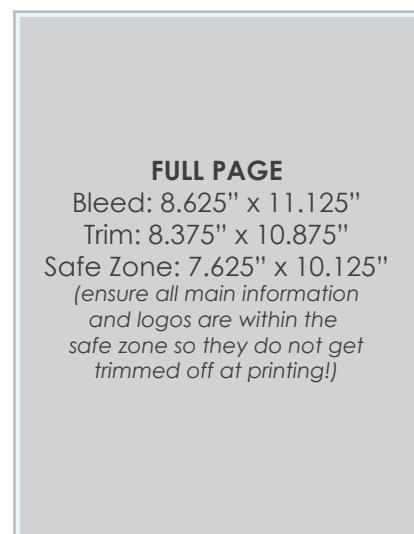
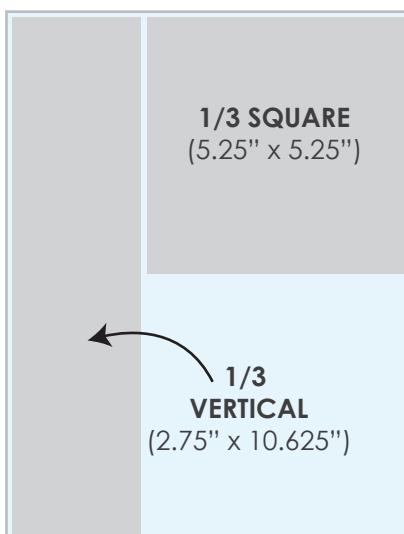
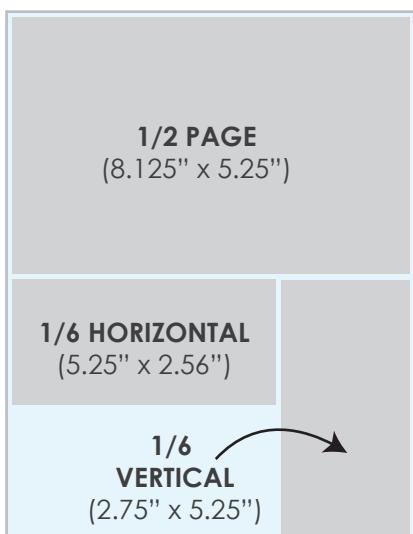
DEDICATED SOCIAL MEDIA POST

A dedicated social post promoting your business on your choice of Visit McCall or McCall Area Chamber Facebook and Instagram accounts.

Complimentary ad design is included with all ad placements.

AD SPECS

| | |
|-----------------------|--|
| FULL PAGE | 8.625" wide x 11.125" tall (see notes) |
| HALF PAGE | 8.125" wide x 5.25" tall |
| 1/3 SQUARE | 5.25" wide x 5.25" tall |
| 1/3 VERTICAL | 2.75" wide x 10.625" tall |
| 1/6 HORIZONTAL | 5.25" wide x 2.56" tall |
| 1/6 VERTICAL | 2.75" wide x 5.25" tall |



RATES

BACK COVER

- Premium print and digital issue placement
- Newsletter feature
- Three months advertising on visitmccall.org
- Dedicated social media post

| Member 2x Issue Rate* | Member 1x Issue Rate | Non Member Issue Rate |
|--------------------------|-------------------------|--------------------------|
| \$2,550 | \$2,600 | \$3,250 |

FULL PAGE

- Premium print and digital issue placement
- Newsletter feature
- One month advertising on visitmccall.org

| Member 2x Issue Rate* | Member 1x Issue Rate | Non Member Issue Rate |
|--------------------------|-------------------------|--------------------------|
| \$875 | \$900 | \$1,125 |

1/3 PAGE

- Premium print and digital issue placement
- Newsletter logo

| Member 2x Issue Rate* | Member 1x Issue Rate | Non Member Issue Rate |
|--------------------------|-------------------------|--------------------------|
| \$450 | \$475 | \$530 |

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INSIDE FRONT/ INSIDE BACK

- Premium print and digital issue placement
- Newsletter feature
- Two months advertising on visitmccall.org
- Dedicated social media post

| Member 2x Issue Rate* | Member 1x Issue Rate | Non Member Issue Rate |
|--------------------------|-------------------------|--------------------------|
| \$1,550 | \$1,600 | \$1,925 |

HALF PAGE

- Premium print and digital issue placement
- Newsletter feature

| Member 2x Issue Rate* | Member 1x Issue Rate | Non Member Issue Rate |
|--------------------------|-------------------------|--------------------------|
| \$575 | \$600 | \$690 |

1/6 PAGE

- Premium print and digital issue placement

| Member 2x Issue Rate* | Member 1x Issue Rate | Non Member Issue Rate |
|--------------------------|-------------------------|--------------------------|
| \$300 | \$325 | \$400 |

3-PAGE ADVERTORIAL

\$3,000 (one available per issue)

One full-page ad placement plus a two-page article written by Visit McCall.
Includes a dedicated social media post to share the article to Visit McCall channels.

***To receive the 2x rate, both ads will be billed upfront.** Artwork may be updated for the second ad.

IMPORTANT DEADLINES:

AD SALES OPEN: March 2, 2026

AD SALES CLOSE: April 10, 2026

ARTWORK DEADLINE: April 10, 2026

AD PAYMENT DUE: April 28, 2026*

PUBLISHED: May 2026

**Payment for your ad is due by April 25, 2026. Late payments may be assessed a late fee. If you need to set up payment arrangements, please contact the McCall Area Chamber office staff at (208) 634-7631.*



IN THIS ISSUE:

Dirt Road Riding

We're tagging along on dirt road adventures as we feature UTV, ATV, and dirt bike riding.

Mehen Skate Park

A tour of this new park in New Meadows and the legacy of the Mehen's.

Slice of Life

The iconic Wooden Boat Show

Plus our Sip & Savor article, Featured Trail highlight, Annual Event Calendar, Modern History feature, and local Business Directory

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