

**MEDIA KIT**

# VISIT McCALL

SUMMER 2026

MAGAZINE™



## McCall

AREA CHAMBER OF COMMERCE & VISITORS BUREAU

To secure your placement:

(208) 634-7631

[director@mccallchamber.org](mailto: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](http://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)

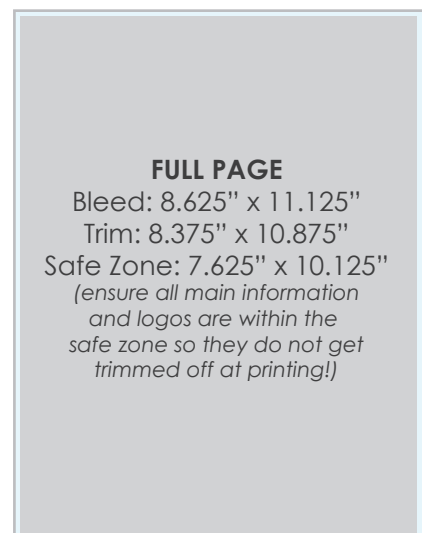
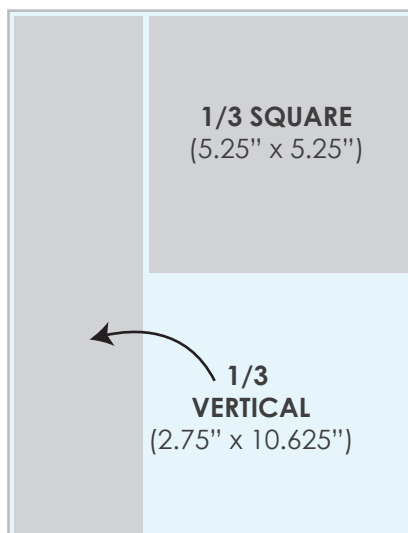
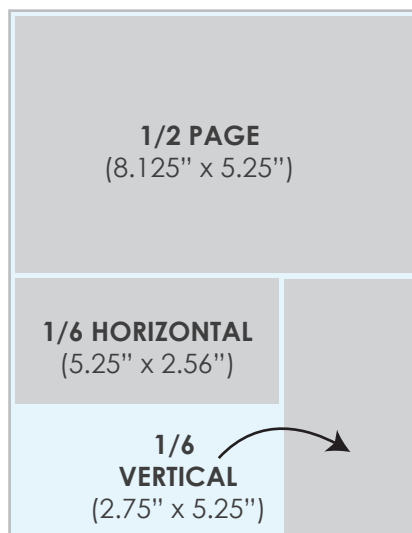
**HALF PAGE** 8.125" wide x 5.25" tall

**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

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## 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

## 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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