

MEDIA KIT

VISIT McCALL

WINTER 2026-27

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 November 2026 and on shelves through April 2027
- 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)

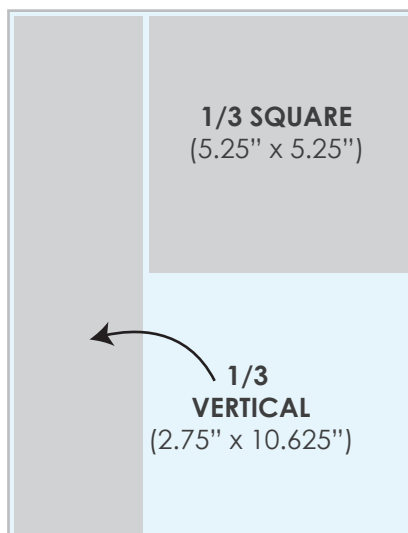
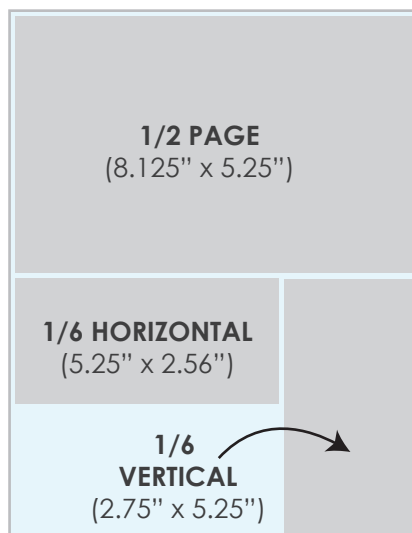
HALF PAGE 8.125" wide x 5.25" tall

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

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BACK COVER

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

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
- Choice of Newsletter feature or 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

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
- One month advertising on visitmccall.org

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 logo

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, a newsletter feature, and two months advertising on visitmccall.org.

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

IMPORTANT DEADLINES:

AD SALES OPEN: August 18, 2026

AD SALES CLOSE: October 3, 2026

ARTWORK DEADLINE: October 3, 2026

AD PAYMENT DUE: October 15, 2026*

PUBLISHED: November 2026

**Payment for your ad is due by October 15, 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:

Spotlight on Skiing

From the resorts to the backcountry, we're highlighting the very best of one of our favorite winter sports

Winter Family Itineraries

Whether vacationing or staycationing, we're sharing our winter family getaway itineraries

Slice of Life

The people that make the world go round at your favorite local ski resorts

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



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