



MAGAZINE

The magazine features stories of adventure, mystery and humor. Follow conservation officers both on and off the job as they encounter bizarre situations, investigate poachers, and travel throughout the rugged backcountry of Idaho.

How is the ICOA connected to the Idaho Department of Fish and Game?

The Idaho Conservation Officers Association (ICOA) is an independent employee association representing the Idaho Conservation Officers that work for the Idaho Department of Fish and Game. The ICOA's views, opinions, policies and publications in no way reflect the viewpoint of the Idaho Department of Fish and Game. The content of Idaho Game Warden Magazine is entirely the responsibility of the Idaho Conservation Officers Association.

ICOA's Mission

The Idaho Conservation Officers Association was formed in 1976 as a non-profit corporation under the laws of the State of Idaho. The ICOA was established as an organization dedicated to the purpose of protecting and perpetuating the wildlife resources of our state and to promote a more efficient and able body of conservation-enforcement officers.

Why should you advertise in Idaho Game Warden Magazine?

By advertising in Idaho Game Warden Magazine, your business will be seen by thousands of North American hunters, anglers and outdoor enthusiasts. Did you know:

- Idaho has the largest wilderness in the lower 48 states.
- Idaho has 3,100 miles of rivers (more than any other state)
- Approximately 25% of Idahoans 16 years old and older are sportspersons.
- In 2011, there were 246,000 hunters and 447,000 anglers in Idaho (residents and non-residents total)
- Hunting expenditures totaled more than \$477 million and fishing expeditures totaled more than \$422 million in Idaho in 2011.

Source: Idaho Dept. of Commerce and U.S. Department of the Interior, Fish and Wildlife Service, and U.S. Department of Commerce, U.S. Census Bureau. 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation



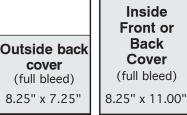




As a thank you for your support we offer the following ad spaces

Display Ads (all in full color)

Cover Ads



\$2,020.00 \$2,245.00

Top 1/3 of back cover used for mailing address label

appear among articles

Two pages (full bleed) 16.50" x 11.00"*

\$3,150.00 (centerfold not available)

1/4

page

\$675.00

Full page (full bleed)

8.25"x11.00"* \$1,685.00

2/3 page (full bleed)

5.25"x11"* or 8.25"x7.25"* \$1,405.00

1/2 page

2.85" x 11"* 7" x 4.87" or 8.25"x3.67"* \$955.00 \$820.00

1/3 page

(full bleed)

Publication Facts

Published: Winter/Spring and Summer/Fall

Distribution:

- Subscribers
- Advertisers & sponsors
- Game Warden Officers, their families and friends
- Fish & Game offices throughout Idaho
- Sponsoring license vendors and sporting goods stores
- Legislators and lawmakers throughout Idaho
- Idaho Conservation Officers Association Members, current and past





\$520.00

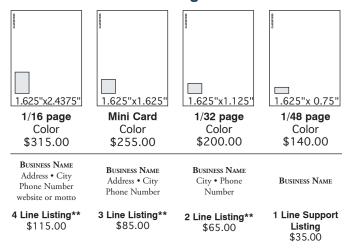
1/8 page 2.22" x 3.50"

2.22" x 2.37" \$445.00 \$370.00

*dimensions include 1/8" bleed on all sides

page

Classified Ads - appear in classified section near back of magazine



^{**} Example of typical line listing, customer chooses listing content, limited to 24 characters per line including spaces and punctuation

Graphic design

If you have ad copy available please email your ad. photos, or logos to us. We prefer .pdf files but also accept .jpg, .tiff and .eps files. All camera-ready ad copy must be 300 dpi. If you do not have cameraready ad copy, we accept business cards or a clean copy of your logo.

If you don't have ad copy our designers can help!

What your support goes to help

- CAP, Citizens Against Poaching (800) 632-5999
- Youth outdoor mentoring program & outdoor activities
- Special Needs hunting, fishing & camping trips
- Idaho Conservation Officers Association programs
- Scholarship program













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