



rodeo **CONNECTION**



The Rodeo Connection is the Official News Source for Rodeo in Western Canada including

Alberta Barrel Racing Association
Alberta Century Team Ropers
Alberta High School Rodeo Association
Alberta Team Roping Association
BC Barrel Racing Association
BC High School Rodeo Association
BC Little Britches Rodeo Association
British Columbia Rodeo Association
Canadian Girls Rodeo Association
Canadian Senior Pro Rodeo Association
Canadian Team Ropers Association
Canadian Intercollegiate Rodeo Association
Chinook Rodeo Association
Central Alberta Rodeo Association
Double Dollar Barrel Races
Foothills Rodeo Association
Lakeland Rodeo Association
Northern Alberta Native Cowboys Association
North Country Junior Rodeo Association
Smokey River Team Roping Association
Saskatchewan Barrel Racing Association
Team Roping Canada
Wildrose Rodeo Association
World Professional Bullriding Inc.

Your CONNECTION to RODEO in Western Canada

THIS ENTERTAINING AND INFORMATIVE PAPER is sent monthly all over Alberta, British Columbia and Saskatchewan. We distribute papers to every household participating in or following the sport of rodeo in Western Canada, for a combined readership of about 12,000.

THE RODEO CONNECTION IS THE PERFECT PAPER for companies promoting rodeo & agricultural related products to advertise in. All of our subscribers are directly involved in rodeo and/or agriculture. Our paper is filled with important information involving each contestant so your company can be assured the paper will be read from cover to cover all month long.

LET US HELP YOU PROMOTE YOUR PRODUCT to our clientele with advertising in the Rodeo Connection. With your ad we offer, at no extra charge, a creative designer to assist in your layout and a free link on our web site.

RODEO CONNECTION

RR#1, Site 4, Box 12, Olds, Alberta, Canada T4H 1P2

Phone: 403-507-4148 • Fax: 403-507-2296

www.rodeoconnection.com • email: office@rodeoconnection.com

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RODEO CONNECTION RATE CARD

Effective January 2010

All ad rates are priced at cost per issue in Canadian funds

Black & White	1x	2x	6x	12x
business card	\$30	\$30	\$30	\$30
1/8 page	\$55	\$53	\$50	\$47
1/6 page	\$75	\$70	\$68	\$65
1/4 page	\$105	\$95	\$90	\$85
1/2 page	\$180	\$170	\$165	\$160
1/2 island	\$245	\$235	\$225	\$215
full page	\$330	\$305	\$280	\$255
Full Color	1x	2x	6x	12x
1/4 page	\$180	\$170	\$165	\$160
1/2 page	\$285	\$275	\$270	\$265
1/2 island	\$430	\$415	\$400	\$385
full page	\$485	\$465	\$445	\$425

Image Size 9" x 10.55"
 Number of columns 8
 Resolution: 300 DPI

ALL PRICES ARE PER ISSUE
 Prices do not include GST
 All prices in Canadian dollars

Publication Schedule 2010

Issue	Advertising Closing Date
January 2010	December 7
February 2010	January 12
March 2010	February 9
April 2010	March 9
May 2010	April 13
June 2010	May 11
July 2010	June 8
August 2010	July 13
September 2010	August 10
October 2010	September 14
November 2010	October 12
December 2010	November 9

APPLICATIONS

- Preferred format: PDF's: 300 dpi
- Optional formats accepted: QuarkXpress - InDesign - Illustrator - Photoshop
- Files must be built to the correct size.
- All type faces must be included in a separate folder and be Postscript. (No True Type Fonts)
- Images must be saved as PDF, TIFF, EPS or JPEG at a minimum of 266 dpi. (EPS files must have type converted to outlines)
- For full color ads supply in CMYK image. For black and white ads supply black and white images sized to fit. Client sending the file accepts responsibility for the accuracy of text and quality of all images. We are able to reproduce any layout if provided with a hard copy, fonts and original images.

If you have any questions about our electronic file standards please call 403-637-2480.

AD REQUIREMENTS

- For ads designed by the Rodeo Connection, soft proofs (PDF) will be supplied provided ad materials are submitted prior to the deadline. The publisher cannot guarantee proofs for ad submitted past the deadline date.
- The publisher is not responsible for errors detected after client proofing.
- For ads submitted camera-ready, no proofs will be supplied. The publisher is not responsible for errors in camera ready ads. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
- Ads may be submitted by email or by FTP. FTP information: ftp.rodeoconnection.com
 username: guest
 password: rodeocon
 email to: office@rodeoconnection.com

Full Page Image Size
9W" X 10.55H"

1/2 Page Size Vertical
4.45"W X 10.55"H

1/2 Page Island Size
6.73"W X 7.88"H

1/4 Page Size Vertical
2.18"W X 10.55"H

1/16 Page
4.45"W X 1.23"H

1/4 Page Banner Size
9"W X 2.56"H

1/8 Page Horizontal Size
4.45"W X 2.56"H

1/2 Page Horizontal Size
9"W X 5.23"H

1/16 Page Size
2.18"W x 2.56"H

1/8 Page Size Vertical
2.18"W X 5.23"H

1/4 Page Square
4.45"W x 5.23"H

Classified Ads: \$10.00
(25 word maximum)

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