



rodeo **CONNECTION**

Your CONNECTION to rodeo
in Western Canada



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

Foothills Rodeo Association

Wildrose Rodeo Association

Lakeland Rodeo Association

World Professional Bullriding Inc.

Alberta High School Rodeo
Association

Canadian Intercollegiate Rodeo
Association

Chinook Rodeo Association

Team Roping Canada

Alberta Team Roping Association

Alberta Century Team Ropers

Alberta Barrel Racing Association

Canadian Girls Rodeo Association

Canadian Team Ropers Association

Canadian Senior Pro Rodeo
Association

BC High School Rodeo Association

British Columbia Rodeo Association

BC Barrel Racing Association

BC Little Britches Rodeo Association

THIS ENTERTAINING AND INFORMATIVE PAPER is sent monthly all over Alberta, British Columbia and Saskatchewan. We distribute 3000 papers to all of the association's cowboys, cowgirls, committees and sponsors. The Rodeo Connection also has a growing independent subscription base.

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 loaded 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, a free link on our web site which receives about 18,000 hits per month and a free subscription to the Rodeo Connection.

RODEO CONNECTION

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RODEO CONNECTION RATE CARD

Effective November 2007

Publication Schedule

Issue	Advertising Closing Date
January 08	December 12
February 08	January 9
March 08	February 13
April 08	March 12
May 08	April 9
June 08	May 14
July 08	June 11
August 08	July 9
September 08	August 13
October 08	September 10
November 08	October 8
December 08	November 12

Black & White	1x	2x	6x	12x
1/16 (Bus Card)	\$25	\$24	\$22	\$20
1/8	\$45	\$42	\$40	\$35
1/6	\$65	\$62	\$60	\$58
1/4	\$90	\$85	\$80	\$75
1/2	\$165	\$160	\$155	\$150
Full Page	\$300	\$275	\$250	\$225
Full Color	1x	2x	6x	12x
1/4	\$165	\$160	\$155	\$150
1/2	\$265	\$260	\$255	\$250
Full Page	\$450	\$425	\$400	\$375

Image Size 10.375" x 12.3"
 Number of columns 4
 Resolution: 300 DPI

There is no bleed option available
 Prices do not include GST
 All prices in Canadian dollars

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.

Full Page Image Size
10.375" X 12.3"

1/2 Page Size Vertical
5.104"W X 12.3"H

1/8 Page Size Vertical
2.465"W X 6.065"H

1/6 Page Size
5.104"W x 4"H

1/4 Page Size
5.104"W x 6.065"H

1/16 Page (Business Card)
5.104"W X 1.4"H

1/4 Page Banner Size
10.375"W X 2.95"H

1/8 Page Horizontal Size
5.104"W X 2.95"H

1/2 Page Horizontal Size
10.375"W X 6.065"H

Classified Ads \$10.00
(25 word maximum)