



# RODEO PROGRAM MEDIA RATE SHEET

## BIG D RODEO AT DIAMOND W ARENA - SEPT. 10-12

### DEADLINES

Deadline for space reservations, ad materials and payment is **Friday, August 13, 2010 at 5:00pm** to be included in this publication. **No exceptions.** Please notify us by e-mail (advertising@tgra.org) when you send money or electronic files.

### PAYMENT

All payment must be received by **Friday, August 13, 2010 at 5:00 PM** to be included in this publication. You must submit payment with your electronic files. Please send checks to:

**Big D Rodeo Program**  
**Post Office Box 191168**  
**Dallas, Texas 75219**

or to pay by credit card, please contact for a credit card authorization form.

### MECHANICAL REQUIREMENTS

Electronic Files must be submitted in one of the following forms:

**High Quality (300 dpi) JPEG** or **PDF** (with graphics and fonts embedded)  
Full bleed needs to include a 1/8" bleed size around advertisement.

### CONTACT INFORMATION

Send all electronic files to:

**David Berryman at**  
**advertising@tgra.org**

### AD SIZE

### RATE

Double Truck (Center)*	\$350.00
Full Page (H or V)	\$275.00
Half Page (H or V)	\$150.00
Quarter Page (H)	\$100.00
Back Cover (H or V)	\$300.00

**\*Only One Double Truck is Available**

## FULL COLOR ADS

### MECHANICAL SEPCS - FULL BLEED

Book trim size is: 5.5" x 8.5"

Double Truck	8.5" x 11"
Full Page	5.5" x 8.5"
Half Page	5.5" x 4.25"
Quarter Page	2.75" x 4.25"

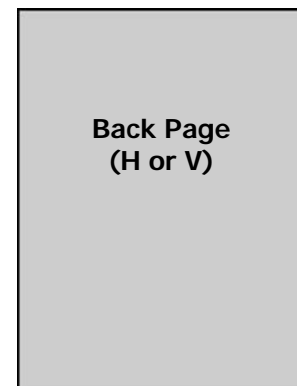
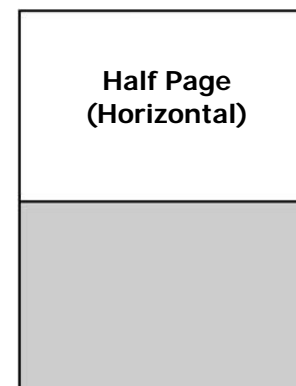
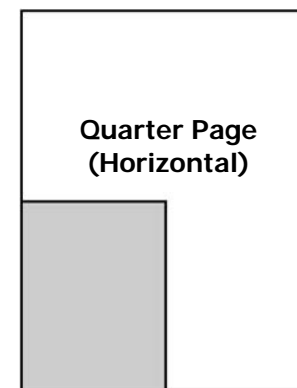
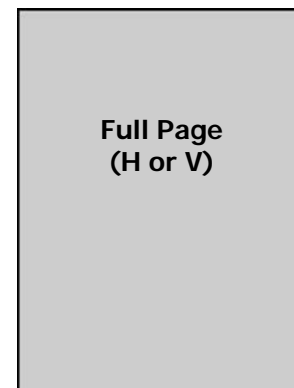
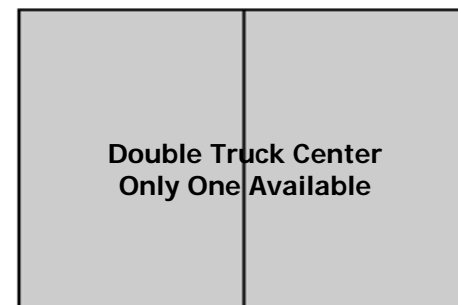
FULL BLEED - FULL COLOR  
PLEASE LEAVE A 1/8" BLEED SPACE



**THIS IS A T.G.R.A.  
OFFICIAL MEDIA  
RATE SHEET FOR  
THE 2010 BIG D  
RODEO PROGRAM**

**VISIT US AT  
WWW.TGRA.ORG**

## AVAILABLE SIZES





# Big D Rodeo

P.O. Box 191168

Dallas, TX 75219

David Berryman - Chairperson

(214) 686-8041 – advertising@tgra.org

September 10-12, 2010

Diamond W Arena

Alvarado, Texas

## ADVERTISING INFORMATION

Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## COLOR ADVERTISING RATES

Double Truck	8.5" X 11"	\$350.00	PRICING IS BASED ON THE RECEIPT OF COPY THAT MEETS THE SPECIFICATIONS LISTED ON THE BACK OF THIS PAGE. ADS NOT MEETING THE REQUIRED SPECIFICATIONS WILL INCURE ART CHARGES OF \$75.00 PER HOUR. Full Bleed – Full Color - Please leave 1/8" Bleed Space
Full Page – Full Bleed	5.5" X 8.5"	\$275.00	
Half Page – Horiz.	5.5" X 4.25"	\$150.00	
Quarter Page	2.75" X 4.25"	\$100.00	
Back Page	5" X 8"	\$100.00	

**Only one double truck available!**

Advertisement Size: \_\_\_\_\_ Full \_\_\_\_\_ Half \* Horiz. \_\_\_\_\_ Quarter \_\_\_\_\_ Amt. Due \$ \_\_\_\_\_

Digital Artwork to Be Provided? \_\_\_\_ Yes \_\_\_\_ No - Please create my ad from provided materials, at a cost of \$75.00 per hour.

This is a legal, binding, NON-REFUNDABLE contract. TGRA, Inc. is not responsible for ad content, or lost or damaged artwork. If it is determined that your ad submission does not meet the specifications listed on the back of this sheet, you will be contacted and apprised of any additional charges. The advertiser certifies that all photos and ad copy lawfully belongs to him/her and that proper clearances have been obtained for copyrighted images.

Further, the advertiser is responsible for claims and facts contained within his/her ad.

TGRA reserves the right to refuse advertisements of an offensive or obscene nature.

Advertiser Name/Signature: (print) \_\_\_\_\_ (sign) \_\_\_\_\_ Date: \_\_\_\_\_

Check/Money Order #: \_\_\_\_\_ Credit Card Number \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on the credit card \_\_\_\_\_ Billing address zip code of the credit card \_\_\_\_\_

TGRA Salesperson: (print) \_\_\_\_\_ (sign) \_\_\_\_\_

**Advertising Deadline - All signed contracts, checks and final ads MUST be received by August 13, 2010**

Please make checks/money orders payable to T.G.R.A., Inc.

Credit Cards Accepted – Visa, MasterCard, Discover, American Express

Your support is greatly appreciated by TGRA \* THANKS!

TGRA is a 501(c) 3, tax-deductible, charitable organization. Contributions are tax-deductible to the full extent allowed by the I.R.S.