

OFFICIAL GUIDE TO NGRA'S BIGHORN RODEO
ADVERTISER INFORMATION & PRICING GUIDE
Sept 22-24, 2017

To advertise in the guide, please email:

2017 BigHorn Rodeo
Stewart Black
Advertising@BigHornRodeo.com

RATES & SIZES

FULL PAGE \$150

4.875" W x 7.875" H Non-Bleed

HALF PAGE \$100

4.875" W x 3.875" H Non-Bleed

ABOUT THE GUIDE

The Official Guide to the 2017 BigHorn Rodeo is an entertaining and informative guide to the weekend of events surrounding the Rodeo. Distributed September 1st, throughout the Las Vegas area. This visually stimulating, highly informative souvenir guide reaches a diverse and wide audience long after the close of the Rodeo.

DEADLINE

Digital-Ready Ads.....**August 14, 2017 (No Exceptions)**

PRODUCTION REQUIREMENTS

The 2017 BigHorn Rodeo Guide is produced 100% digitally and printed on glossy paper. All rates quoted are for ads supplied in electronic form. Ads should be sent as a high-resolution PDF, EPS, TIF or JPG file. No native application files are accepted. All files should be at least 300 dpi CMYK set to the exact print size. Files may be submitted by e-mail to advertising@bighornrodeo.com.

Clearly label the digital media or include company name and "Rodeo Guide" in the subject line when e-mailed. If needed NGRA can produce a digital ad for you, for an extra cost of \$100.

TERMS

All space is available on a first-come, first-served basis. Advance payment is required on all ads. NGRA will not accept any advertising known to violate federal, state or local laws. Acceptance of advertising is at the discretion of the publisher. Advertisers accept responsibility for content and all claims made in their advertisements.

LIABILITY

NGRA will not be responsible for incorrect ads, and no restitution will be made to the advertiser if the ad runs incorrectly. Ad design made by NGRA will be faxed, e-mailed or hand-delivered to the advertiser for proof. Advertiser must respond within 24 hours for any changes/errors; otherwise, the ad will run as-is. NGRA reserves the right to edit and/or refuse any advertising for any reason. The client is fully liable for supplied media material and warrants that it does not violate or infringe upon any copyright or trademark laws.

NGRA P.O. Box, 94983 Las Vegas, NV 89193

