



Golden State Gay Rodeo Association-Greater San Diego Chapter
302 Washington Avenue, Box 830, San Diego, CA 92103
(619) 993-6818

21st Annual San Diego Rodeo Program Advertising

The program for the 21st Annual San Diego Rodeo is officially in production. Don't miss your chance to advertise in this year's Rodeo Program as we celebrate another year of GAY RODEO to America's Finest City.

This year's program is sure to be a keepsake for rodeo fans...making your exposure even more valuable! The program will be produced in the popular 5-½" x 8-½" size, on white glossy 100# paper. The program will feature full color covers, inside and out, as well as the option of full color ads inside!

As usual, the program will feature detailed information about the rodeo events, entertainment, and special features including the History of Gay Rodeo. We will print a minimum of 2,500 programs, half of which will be distributed to various venues throughout the community prior to Rodeo Weekend. The remaining programs will be distributed to contestants and spectators during Rodeo Weekend. Advertising in our program continues to be an excellent way to gain exposure for your business or organization in both the local community and with our out of town visitors.

2008 Advertising Rates

SIZE	PLACEMENT	DIMENSIONS	B & W	COLOR
Full Page	Inside Front cover	5" x 8"	N/A	\$550
Full Page	Inside Back Cover	5" x 8"	N/A	\$525
Full Page	Back Cover	5.5" x 8.5"	N/A	\$650
Full Page	Interior	5" x 8"	\$300	\$375
Half Page	Interior	5" x 3.75"	\$150	\$200
Quarter Page	Interior	2.375" x 3.75"	\$100	\$125

Requirements & Submittal

- ✓ **Artwork and payment must be submitted no later than August 15, 2008**
- ✓ Advertising rates are based on camera-ready artwork or print-ready digital files
- ✓ Ad design services are available at an additional cost of \$95 per hour
- ✓ Acceptable digital file formats are Photoshop, Illustrator EPS, Freehand EPS, PDF, TIFF, or JPEG
- ✓ Photoshop, TIFF, or JPEG artwork should be high resolution (300 dpi minimum)
- ✓ Font in Photoshop, Illustrator EPS and Freehand EPS must be converted to outlines
- ✓ Complete the Advertisement Request Form and mail with your check
- ✓ e-mail electronic artwork to advertising@sandiegorodeo.com
- ✓ Mail camera-ready art (only if electronic format is not available) to the address listed above
- ✓ Make checks payable to GSGRA-GSDC

FOR QUESTIONS OR ADDITIONAL INFORMATION PLEASE e-mail

advertising@sandiegorodeo.com

OR CONTACT HOTLINE, (619) 993-6818

