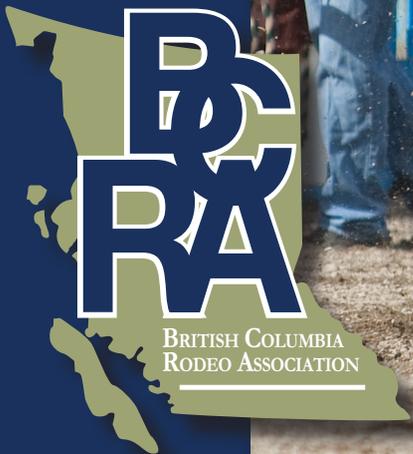


Media Kit 2010



A gem of an opportunity!

BC Rodeo Guide — Media Kit 2010

The 2010 BCRA Rodeo Guide is a professionally designed publication that will include high impact images, quality advertisements, and compelling features on champion cowboys, cowgirls and livestock that are an integral part of BCRA sanctioned rodeo events. It will also showcase the British Columbia Rodeo Association, the host communities, and all the advertisers who support this thrilling sport.

The 32-page Guide will be used to service visitor inquiries with 30,000 complimentary copies placed at Information Centres throughout British Columbia. In addition, the Guide will be positioned, 'free-of-charge' at select western stores, retail outlets and participating advertisers. All attendees to BCRA events will also receive the Guide with the price of admission. For online inquiries, the BCRA Rodeo Guide will appear as an icon on the BCRA website for easy download. It is through the support of organizations and businesses like yours that the sport of rodeo will remain firmly entrenched in the western heritage and culture of our province.

Book your advertisement today and invest in the spirit of the west! Contact Ronda at 1.888.847.6632, rondabarzilay@shaw.ca.

Circulation/Paper

32-page Guide Circulation: 20,000

Quality weight paper for a superb look and feel

32-pages printed on 70 lb / 60 lb matte text

2010 Advertising Rates — Full Colour Ads

Full Page\$1,950

Trim Size 8.5" x 11", Live Area 7.5" x 10", Bleed 8.75" x 11.25"

Inside Front Cover\$2,250

Inside Back Cover\$2,250

Outside Back Cover \$2,405

1/2 Page Horizontal (7.5" x 5").....\$1,035

1/4 Page Vertical (3.75" x 5") \$675

1/8 Page Business Card (3.75" x 2.375") \$425

Directory Ad (3.5" x 1.4")..... \$320

*Ad production is included in 1/4 page, 1/8 page and directory rates only

- For 1/4, 1/8 and directory page ads please supply one high resolution photo (300dpi), logo art (preferably line art as an Illustrator file (CS4 or earlier) and up to 10 words of copy for a directory, 25 words for an 1/8 page and 50 words for a 1/4 page.
- Design services available for non-formatted ads.
- Applicable taxes are not included. Guaranteed positioning is an extra 15%.
- Deposit of 50% due upon booking your ad. Balance due with final ad proof.

Space & Material Deadlines

Space Booked: March 8, 2010

Ad Material Due: March 15, 2010 (if you require an ad to be designed, please have the materials in by March 8, 2010)

Distribution: March 2010

Supplied Ad Material Specifications

We accept Macintosh-formatted files in the following software programs:

- QuarkXPress, up to and including version 6.5
- Adobe Illustrator, up to and including version CS4
- Adobe Photoshop, up to and including version CS4
- Adobe InDesign, up to and including CS4

An extra charge may apply if files do not fall within these guidelines.

Ad material can be uploaded to ftp site, contact Ronda for details.

Files can be accepted in these formats (Mac or PC):

- Illustrator EPS
- Photoshop EPS/CMYK mode
- Photoshop TIFF/CMYK mode
- Supporting files such as placed scans or graphic elements must be supplied in CMYK values and at 100% of final size as placed in ad
- Include font sets
- Resolution of images must be minimum 300 dpi
- PDF files can be accepted if they are saved as high resolution, press-optimized, CMYK files (all fonts must be embedded)

Booking Space & Shipping Ad Material Instructions

Ad space booked through and ad material/proofs sent to:

Ronda Barzilay —

Ronda Barzilay & Associates

toll-free 1.888.847.6632

t 250.707.0720

f 250.707.0716

rondabarzilay@shaw.ca



ronda barzilay
& associates