



2024 BCRA RODEO GUIDE MAGAZINE

PRINT MEDIA ADVERTISING RATES

The 2024 BCRA Rodeo Guide is a professionally designed 32 page gloss magazine publication that includes high impact rodeo images, engaging advertisements, and compelling articles featuring BCRA cowboy, cowgirl and animal athletes.

10,000 copies of the BCRA Rodeo Guides are printed and distributed throughout B.C, to the tourism info centers, by local rodeo associations, retail outlets and with participating advertisers. Every rodeo fan that attends a BCRA Rodeo event this summer receives the guide with the price of their admission.

The 2020 Rodeo Guide is available online on the BCRA website www.rodeobc.com.

The BCRA uses selected social media marketing to maximize readership and exposure of the Rodeo Guide and your advertisement to thousands of potential customers. It is through the support of communities, organizations and businesses like yours that the sport of rodeo will remain strong along with the western heritage and culture of our province.

The BCRA is a non-profit, family oriented, amateur/semi pro association and takes pride in operating in a professional manner. Our association is governed by a very hard-working and passionate volunteer group of directors. We are a strong growing association that collaborates with host communities to produce outstanding rodeo events across BC which are enjoyed by thousands of spectators.

The BCRA invites you to advertise your business in this years 2024 Rodeo Guide.

BCRA ADVERTISING CONTACT

Amanda Anderson

Phone: **250.255.7119**

bcrodeoassn@gmail.com

2024 Material Deadlines

Space Booked: April 15th, 2024

Ad Material Due: April 25th, 2024

2024 Advertising Rates

Full Page \$1250

Inside Front Cover \$1500

Inside Back Cover \$1500

Outside Back Cover \$1500

1/2 Page Horizontal (7.5" x 5") \$800

1/4 Page Vertical (3.75" x 5") \$425

Directory Ad (3.5" x 1.5") \$210



2024 Rodeo Guide Magazine Advertising Contract



Advertisers Business Name: _____

Contact Person: _____

Phone _____ Email _____

Billing Address _____

Postal Code: _____ Website _____

Please check the box next to your chosen Print Ad Size

- Full Page (8.25 x 10.75) **\$1250**
- Inside Front Cover (8.25 x 10.75) **\$1500**
- Inside Back Cover (8.25 x 10.75) **\$1500**
- Outside Back Cover (8.25 x 10.75) **\$1500**
- 1/2 Page Horizontal (7.5" x 5") **\$800**
- 1/4 Page Vertical (3.75" x 5") **\$425**
- Directory Ad (3.5 x 1.5) **\$210**
- Please check here if you require Ad Design.

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Email Print Ready Ads to:

taylor_janegardner@outlook.com

Ad Formats Accepted:

PRESS PDF, TIFF, EPS. CMYK

COLOUR, 300dpi AT FINAL SIZE.

Payment Information Cheque # Invoice Interac E-transfer



Please make cheques payable to:

British Columbia Rodeo Association
PO Box 573 Savona, BC V0K 2J0

Please submit all e-transfers to:

bcrodeoassn@gmail.com

Amanda Anderson

Phone **250.255.7119** Email bcrodeoassn@gmail.com



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