

NHSFR Program Rate Card

Gillette, WY, July 17th-23rd



DISTRIBUTION OF 5,000 COPIES:

The Official National High School Finals Rodeo Program is sold at the world's largest outdoor rodeo, the NHSFR. We print 5,000, high quality programs, and they are full of information and pictures on past champions. Talented NHSRA member artists design the cover for this program. As a result, these programs are souvenirs that contestants cherish for life. Furthermore, they are also used for promotions throughout the year.

DISPLAY ADVERTISING RATE (NET):

Ad Size	Black and White	4-Color
Full Page	\$1,070	\$1,790
Half Page	\$750	\$1,070
1/4 Page	\$540	\$740
Business Card Listing	\$335	\$335

AD SIZES:

- 1/8 Page Horizontal: 3.6875" x 2.3125"
- 1/8 Page Vertical: 1.7813" x 4.75"
- 1/4 Page: 3.6875" x 4.75"
- 1/2 Page Horizontal: 7.5" x 4.75"
- 1/2 Page Vertical: 3.5" x 10"
- Full Page: 7.5" x 10"
- Full Page with bleed: 8.5" x 11.125"
Trim Size: 8.25" x 10.875" (bleed 1/8")
Live Area: 7.75" x 10.375"
- Two Page Spread with bleed: 16.75" x 11.125"
Trim Size: 16.5" x 10.875" (bleed 1/8")
Live Area: 7.75" x 10.375" per page (.5" gutter)

AD REQUIREMENTS:

- Digital ad materials must be high resolution (300 dpi), CMYK. Accepted file formats: pdf (preferred), ai, eps, psd or jpg.
- Ads can be emailed to: advertising@nhsra.org
- Ad design & layout will be charged 10% of rate for ads to be designed by NHSRA

SPACE DEADLINE:

May 15, 2022

COPY/ART DEADLINE:

June 3, 2022

PAYMENT:

All payments for advertising must be prepaid with the exception of an advertising contract. Those advertisers with a signed contract will be billed monthly.

TERMS:

The Publisher reserves the right to revise rates on any accepted contracts or orders at any time upon thirty (30) days written notice. The advertiser has the right to cancel without penalties at any time new rates are made effective by the publisher. The subject matter, form, size, wording, illustrations and typography of all advertising are subject to the approval of the publisher. The NHSRA Times reserves the right to edit or reject any advertisement. Advertisements set solid or in reading matter type or advertising, which simulates editorial content will be labeled "advertisements." Every effort will be made to honor position requests, but no specific section, page or position can be guaranteed and such request will not be a condition of advertising. The NHSRA Times shall not be responsible for typographical error(s), except to cancel the charge for such portion of an advertisement as may have been rendered valueless by such typographical error(s). No responsibility is assumed for more than one incorrect insertion of any advertisement. The NHSRA Times will not assume responsibility for poor quality artwork or print material given to the Times for use in producing advertising. The NHSRA Times assumes no responsibility whatsoever for omission of advertising; nor will any credit adjustments be based on such omission.