



# Advertising rates and information



Canadian Rodeo News tel: 403.945.7393

fax: 403.945.0936

editor@rodeocanada.com

## Why advertise with CANADIAN RODEO NEWS?

If you want to reach rodeo fans, merchants, committees, and pro rodeo contestants, then placing an ad in *CRN* is one of the best, and most economical ways to reach this niche market.

As the official newspaper of the Canadian Professional Rodeo Association, *Canadian Rodeo News* is the only publication in Canada dealing exclusively with professional rodeo. Our writers are well respected in their field, our photographers are among the best in North America, and the paper itself has a history dating back to 1964.

By advertising with us, you will establish an important link between your services and the pro rodeo community. Market research conducted by the CPRA has indicated that rodeo fans are extremely brand-loyal, so making an impact is key to your success.

*Canadian Rodeo News* is provided as part of a membership with the Canadian Professional Rodeo Association, as well as at a cost to subscribers (the ratio is about half members and half subscribers). We mail out approximately 4,000 copies, 12 times a year, and also have distribution in western wear and tack shops in Saskatchewan, Alberta, and British Columbia.

Thank you for taking the time to consider advertising with us.

## Advertising Rates (per issue)

SIZE	DIMENSIONS (width" x height")	RATE	FULLCOLOUR
Full Page	7.25 x 9.75	\$620	+ \$200
1/2 Page (horiz.)	7.25 x 4.75	\$350	+ \$75
1/2 Page (vert.)	3.5 x 9.75	\$350	+ \$75
1/3 Page (horiz.)	5.25 x 4.75	\$265	+ \$40
1/3 Page (vert.)	3.5 x 7	\$265	+ \$40
1/4 Page (horiz.)	7.25 x 2.25	\$190	+ \$30
1/4 Page (vert.)	3.5 x 4.75	\$190	+ \$30
1/8 Page (horiz.)	3.5 x 2.25	\$100	+ \$45
1/8 Page (vert.)	1.75 x 4.75	\$100	+ \$45
1/16 Page	1.75 x 2.25	\$60	+ \$20

## Frequency Discounts

3 Consecutive Issues – 5% off regular price  
6 Consecutive Issues – 8% off regular price  
12 Consecutive Issues – 12% off regular price  
CPRA Members and Committees – 10%

## Terms

Prices do not include taxes. Accounts are invoiced monthly. Full payment is due within 30 days of billing. Overdue accounts will be charged an additional 2% per month. NSF cheques will be subjected to a \$25 fee, plus any applicable service charges.

## Booking Deadlines

All ad space must be booked no later than the 12th of the month prior to issue date. (eg: An ad in the May issue should be booked by April 12). Ad copy must be submitted no later than 2 business days after that.

## Missed submission dates

Clients who book ad space and fail to submit their advertising copy prior to the deadline will be invoiced the full price for the booked advertisement.

## Cancellation

Written notification must be received in order to cancel a booked ad. If an advertisement is cancelled after deadline, client will be invoiced at 50% of ad cost.



# Advertising Agreement

between

## Canadian Rodeo News Ltd.



272245 RR 2, Airdrie, Alberta • T4A 2L5

P: 403-945-7393 • F: 403-945-0936 • E: editor@rodeocanada.com

and:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
(if different than Address line above)

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal Code/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please indicate the issues you will be advertising in below:

YEAR	2012	2012	2012	2012	2012	2012	2012	2012	2012	2012	2012	2012
MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RATE												
SIZE												
B&W or Colour												

### Terms & Conditions

1. This agreement is not valid until accepted by the publisher.
2. All ad space must be booked no later than the 12th of the month prior to issue date. (eg: An ad in the May issue should be booked by April 12). Ad copy must be submitted no later than 2 business days after that.
3. Clients who book ad space and fail to submit their advertising copy prior to the deadline will be invoiced the full price for the booked advertisement.
4. Written notification must be received in order to cancel a booked ad. If an advertisement is cancelled after deadline, client will be invoiced at 50% of ad cost.
5. Accounts are invoiced monthly.
6. Full payment is due within 30 days of billing. Overdue accounts will be charged an additional 2% per month. NSF cheques will be subjected to a \$25 fee, plus any applicable service charges.
7. Customer and/or advertiser agrees that Canadian Rodeo News Ltd. will be under no liability for failure to insert advertisement.
8. All advertising copy is subject to approval of the publisher.
9. We reserve the right to cancel future advertisements for nonpayment.
10. Limit of liability for publisher's errors is the cost of the advertisement.
11. Customers and advertising agencies assume full liability for all content of advertisements and also assume full responsibility for any and all claims arising there from against the publisher.
12. The publisher reserves the right to place editorial features and listings as it deems feasible; any errors or omissions in the editorial content shall have no bearing on paid advertising. The limit of liability for any publisher's errors in the editorial content will be limited to correction in the next insertion.
13. Publisher reserves the right to make such revisions in rates on this contract as may be necessitated by economic conditions on 30 days notice. If a rate revision is made under this clause, and is not accepted by the advertiser, the latter may cancel the contract without short-rate adjustment.
14. Applicable GST will be charged on all space and production charges

### Notes:

I do hereby certify that I am duly authorized and acting agent of the firm named above and that I am authorized to make and execute this agreement for advertising on its behalf.

Advertiser's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Publisher's Signature: \_\_\_\_\_ Date: \_\_\_\_\_