



Redding Rodeo 2016

Souvenir Program Book

Advertising options

The Redding Rodeo offers the following options for advertising in the annual Souvenir Program Book.

1. Sponsor will receive a two (2) full page (facing pages) ad in the Program Book.
Price for this option is \$2200.
2. Sponsor will receive a one full (1) page ad in the Program Book.
Price for this option is \$800.
3. Sponsor will receive a three quarter (3/4) page ad in the Program Book.
Price for this option is \$ 650.
4. Sponsor will receive a one half (1/2) page ad in the Program Book.
Price for this option is \$450.
5. Sponsor will receive a one quarter (1/4) page ad in the Program Book.
Price for this option is \$350.
6. Sponsor will receive a Business Card size ad in the Program Book.
Price for this option is \$200.
7. Sponsor will receive the Program Book, inside front cover location for his ad. Price for this option is \$1500.
8. Sponsor will receive the Program Book, inside back cover location for his ad. Price for this option is \$1500.
9. Sponsor will receive the Program Book, outside back cover location for his ad. Price for this option is \$2500.
10. Sponsor will receive the Program Book, center of book, 2 page location for his ad.
Price for this option is \$2500.

Sponsor chooses to purchase Option # _____ as listed above.

Sponsor Name _____

Sponsor Address _____

Sponsor agrees to pay the Redding Rodeo Association Ad fee as described above, based upon size of ad.

Sponsor payment for ad is due to RRA before May 1, 2016. A Late Fee of 1 1/2% per month (18% per year) will be assessed on all unpaid balances after May 1, 2016.

All payments should be mailed to:

**Redding Rodeo Association
P.O. Box 992048
Redding, CA 96099-2048**

All materials (ad text, art work, logos, etc) that are included in the ad must be delivered to Redding Rodeo Association before **April 1, 2016 (Due Date)**. Redding Rodeo Association is not responsible for completeness of ad if materials are not received by Due Date.

Except for Ad placements 7, 8, 9 and 10, Ad location placement in Book is at the discretion of the Redding Rodeo Association and is subject to availability.

A higher value ad may be substituted at the discretion of the Redding Rodeo Association.

Sponsor hereby grants to the Redding Rodeo Association a limited license to display Sponsor's name, brand names, trademarks, service marks, and Logos ("Proprietary Marks") in connection with the advertising and promotional activities specified herein or otherwise used pursuant to this agreement.

To the extent a party is responsible, each party agrees to indemnify, defend and hold harmless the other party and its affiliates, and the directors, officers, successors, assign, contractors, agents and employees of each from and against any and all damages, losses, claims, judgments or actions of whatever kind or nature, including reasonable attorney's fees and costs (hereinafter collectively "Claims"), arising out of or otherwise connected with the Rodeo or arising out of or otherwise connected with the breach of any of the terms of this Agreement, except to the extent that any such Claims arise out of the acts or omissions of the indemnified party.

Approved by the RRA President or Sponsorship Committee Chairman

Signature

Date

Approved by the Sponsor

Signature

Date

Sponsor's web location URL: www._____

(For inclusion as a link from the RRA web site to Sponsors web site)

Full Page Ad
7" x 10"

Half Page Ad
7" x 5"
or
3.75" x 10"

Quarter Page Ad
3.75" x 5"
or
7" x 2.5"

Business Card Size Ad
3.75" x 2.5"

ACCEPTED FORMAT FOR SUBMITTING

DIGITAL ADS: A high resolution PDF is preferred, please make sure the PDF is built as a gray scale or 4 process color file. PLEASE NO RBG files. Word Processing programs (Word, Word Perfect) and Publisher are generally not acceptable programs for building an ad.

OTHER ACCEPTED FORMATS:

Indesign
Quark Xpress
Illustrator
Photoshop

EMAILING YOUR FILE: Please designate in your email in which publication the ad you are sending will be placed. When naming your ad, please name in a manner that can be tracked back to you.

You can email your file to:

mel@reddingprinting.com

or you can go to our upload site for large files:

www.reddingprinting.com

**For information on submitting your ad
please call Mel at:**

(530) 243-0525