



John "Just John" Perez
Rodeo Director

Allen Register
Assistant Rodeo Director

Chieko "Coco" Tomasulo
Assistant Rodeo Director

Rosemary Tomasulo
Festival Director

San Francisco Bay Area's Gay Rodeo & Festival 18th BEST BUCK IN THE BAY

August 13-15, 2010
La Honda, CA

Program Advertising

Our program for the 18th Best Buck in the Bay Rodeo & Festival will be produced in a 5.5" x 8.5", saddle-stitched format printed in full color on heavyweight gloss paper stock.

The programs will feature detailed information about the rodeo events and entertainment schedule as well as background information on our association and the history of Gay Rodeo.

Several thousand programs will be printed, half of which will be distributed to various venues in the Bay Area at least 14 days before the rodeo. The remaining programs will be distributed to contestants and spectators on rodeo weekend. Advertising in this program is a great way to gain exposure for your business among many local and out-of-town visitors. Samples of last year's program are available on request.

Advertising Rates

Size Placement Dimensions Price*

Full Page Running Order "Pull Out" 5.5" x 8.5"	\$550
Full Page Outside Cover 5.5" x 8.5"	\$550[†]
Full Page Inside Cover (Front/Back) 5.5" x 8.5"	\$450[†]
Full Page Anywhere 5.5" x 8.5"	\$300
Half Page Anywhere 5" x 3.875"	\$180
Quarter Page Anywhere 2.375" x 3.875"	\$100

* Non-Profit Organizations with a valid 501(c) classification receive 25% discount on listed rates.

[†] Non-Profit Discounts Exclude Running Order "Pull Out", Outside Cover, and Inside Cover locations.

Requirements

- **Artwork and payment must be received no later than June 30th, 2010**
- Listed rates are based on print-ready digital files
- Ad design services are available at an additional cost of \$95/hour
- Acceptable digital file formats are Photoshop, Illustrator, PDF, TIFF, or JPEG
- Photoshop, TIFF, or JPEG artwork should be high-resolution (300 dpi suggested)
- Convert fonts to outlines in Photoshop or Illustrator files
- Embed all fonts if submitting a PDF file

Submission

- Fill-out the Advertiser Submission Form and send it with your check
- Email electronic artwork to advertising@BestBuckInTheBay.com
- Mail camera-ready art (only if electronic is not available) to the address listed below
- Make all checks payable to GSGRA-BAC and mail to:

◆ **GSGRA-BAC • Attn: Rodeo Advertising • P.O. Box 14126 • SF, CA 94114**



Golden State Gay Rodeo Association – Bay Area Chapter (GSGRA-BAC)
P.O. Box 14126 • San Francisco, CA 94114 • (415) 561-9228
RodeoDirector@BestBuckInTheBay.com • www.BestBuckInTheBay.com
John Perez, Rodeo Director • Chieko Tomasulo, GSGRA-BAC President

Form Revised
03.07.10



San Francisco Bay Area's Gay Rodeo & Festival 18th BEST BUCK IN THE BAY

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Advertiser Submission Form

Date _____

Advertising Company/Organization _____

Contact Name _____

Address _____

Phone _____ Fax _____

Email _____

Ad Size & Placement:

Full Page (Outside Cover) Full Page (Inside Cover) Quarter Page
 Full Page (Anywhere) Half Page

Artwork Submitted:

Electronically: Filename _____
 Camera-Ready (Hard Copy)

Email electronic files or download instructions to advertising@BestBuckInTheBay.com.

If submitting camera-ready art, enclose it with this form and mail to the address listed below.

File Type:

Platform: Macintosh Windows

Type: Photoshop version _____

Illustrator version _____

PDF

TIFF

JPEG

Submission:

Enclose:

- Completed Form
- Artwork (if sending camera-ready or electronic on a CD)
- Hard copy output of ad (if electronic was emailed separately)
- Check made payable to GSGRA-BAC
- Contact Information

Mail to:

GSGRA-BAC

Attn: Rodeo Advertising

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San Francisco, CA 94114



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