



# Palm Springs Rodeo Program RATES

Be a part of the Palm Springs WestFest and Frank Bogert Memorial Rodeo's souvenir program. Designed to commemorate the former Cowboy Mayor, this gorgeous program also covers the courageous PRCA athletes, contractors and animals that make this Flying U event so spectacular.

Bonus distribution in the week leading up to the event!

Printing: Sheetfed

SPACE UNITS	WIDTH	DEPTH	SIZE	NET RATE
One page non-bleed	7.125"	9.875"		
2/3 page (V)	4.712"	9.875"	Back Cover	\$2,500
1/2 page (H)	7.125"	4.875"	Inside Front	\$2,250
1/2 page (V)	3.5"	9.875"	Inside Back	\$2,250
1/3 page square	4.712"	4.875"	4-color Full Page	\$1,700*
1/3 page (V)	2.325"	9.875"	4-color Half	\$ 900*
1/4 page (V)	3.5"	4.875"	4-color 1/4	\$ 500*
1/6 page (V)	2.325"	4.875"	Business Card	\$ 300*
1/6 page (H)	3.5"	3.185"		
Special 1/9 (V)	2.325"	3.185"		
<b>Bleed Units</b>				
Spread	17"	11.125"		
Full page	8.625"	11.125"		
1/2 page	8.625"	5.5"		

\*50% off for black/white

Note: Live matter on bleed units should be minimum 1/4" from all outside edges and gutter. Trim is 8.375" X 10.875".

Minimum full 1/8" bleed on head, face and trim.

#### Digital Information

All ads are requested digitally (E-Mail to ads@fancorp.net). For ads larger than 6 MB, please post to FTP

Site: ftp.fancorp.net Login: ads@fancorp.net Password: fcads08

Mac preferred, PC accepted, but requires additional handling. Quark, PhotoShop, Illustrator formats preferred.

attention and include all necessary FONTS (no menu-styled bold or italic type accepted – use actual fonts),

(TIFF, PDF, EPS; 300 DPI minimum effective resolution; do not scale images more than 100%). ALL colors

must more information needed.

Miscellaneous: Additional artwork required, including layout, lettering, typesetting, illustration, stats, be billed extra. Also, negatives shot from camera-ready artwork, or stripping, reversing, proofing from billed at prevailing rates. If material doesn't conform to publisher's mechanical specification, advertiser for any additional handling charges incurred. All material not called for after 3 months will be destroyed

1. 7.5% Calif. sales tax on all items.

2. 50% deposit on design and production costs.

3. FanCorp insists the client has obtained copyright clearance of all photos, images, and audio works used, and assumes no liability for copyright infringement.

4. ALL REVISION REQUESTS AND APPROVALS ARE IN WRITING. FanCorp is not responsible for delays as a result of non-compliance.

5. All turnaround times are considered normal. Client directed rush of design or production will incur rush

charges, with prior notification and authorization.

6. All billable services or charges not included in the pricing are additional and billed separately, with prior notification and authorization. (ie: production mechanicals, FedEx and messenger, etc...)

7. Prepay will apply to all new customers for the first order. Net 30 days after credit has been established. Late payment charge of 1-1/2 % per month will apply on all accounts 30 days past due. Accounts 31



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