

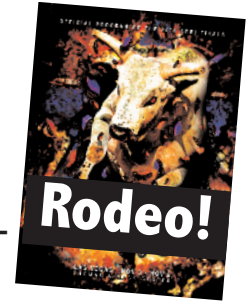
Frank Bogert Memorial
PRCA RODEO

**Palm Springs Wild
 West★Fest**

March 12-14, 2010

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.



In a special section, Palm Springs Life magazine showcases the history of the Western Heritage of Palm Springs with a pictorial spotlight on the way it was in the Golden Days of the Silver Screen.

Bonus distribution in the week leading up to the event!

Black/White

4-Color

SIZE	NET RATE
FULL	990
1/2	690
1/3	550
1/4	390
1/6 vertical	300
Biz Card	\$200

SPECIAL COLOR RATES:

Back Cover	\$2,500
Inside Front	\$2,250
Inside Back	\$2,250
4-color Full Page	\$1,700
4-color Half	\$900
4-color 1/4	\$500
Business Card	\$300

Palm Springs Life
 California's Prestige Magazine

American
Cowboy
 magazine



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