



2010 Wrangler National Finals Rodeo Souvenir Program Advertising Contract



Company: _____ Date: _____

Contact: _____ Title: _____

Street Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Authorized Signature: _____

Billing Contact & Address (if different from above): _____

Street Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

AD TYPE	SIZE (WxH)	RATE (IF RENEWED BY 6/25/10)	RATE (AFTER 6/25/10)
<input type="checkbox"/> Full Page / 4 Color	8.375" x 10.875 trim (8.625" x 11.125" bleed)	\$2,350	\$2,650
<input type="checkbox"/> Double Truck	(7.5" x 10" non bleed) 16.5" x 10.875"	\$3,995	\$4,425

Note: The above listed costs are net. No agency discounts. Best efforts will be made to accommodate your insertion order request. Deadline for reserving space is **September 3, 2010**. Artwork is due on or before **October 1, 2010**.

No Cancellations after fifteen (15) days of receipt of sign contract.

Artwork must be supplied electronically on either CD, FTP transmitted, or by email. See attached "Art Guidelines" sheet for more details.

PLEASE NOTE: This is a family oriented publication. Las Vegas Events, Inc. and the PRCA reserve the right to deny any advertisement deemed unsuitable or in conflict with protected sponsor/events.

Please mail or fax completed contract to:

**Dale Eeles
Las Vegas Events/NFR Advertising
770 E. Warm Springs Rd., Suite 140
Las Vegas, NV 89119
P (702) 260-8605
F (702) 260-8622**