



Rate Sheet for Program Ads

Don't miss this excellent opportunity to spread your message to thousands of rodeo attendees. Promote your company's products or services in the 2006 Dean Smith Celebrity Rodeo Commemorative Program. This year's program will include the rodeo schedule, exhibitor listings, rodeo and gala sponsors, celebrity profiles as well as autograph space.

Reserve your ad space today by calling Casee Harwell at (325) 370-0584 or Amy Evans at (325) 672-0040.

RODEO PROGRAM

AD SIZE	BLACK & WHITE
Full Page	\$250
1/2 Page*	\$150
1/4 Page	\$75
1/8 Page	\$50

*1/2 page horizontal or vertical format

AD SIZES (Page trim size 8 1/2" x 11")

Full Page	7 1/2" w x 10" h
1/2 Page Horiz.	7 1/2" w x 4 7/8" h
1/2 Page Vert.	3 5/8" w x 10" h
1/4 Page	3 5/8" w x 4 7/8" h
1/8 Page	3 5/8" w x 2 7/16" h

Note: Artwork must be submitted electronically via email or disk. Acceptable file formats include JPEG, TIFF and EPS at a minimum resolution of 300 dpi for press-quality printing. All program ads must be black-and-white. If you prefer, we will design the ad for you. Space Closing: August 25, 2006. Materials Due: September 1, 2006. Keep essential material 1/2" from all edges.

The Dean Smith Celebrity Rodeo is not responsible for mistakes in images provided to us.

For questions, call Cancer Services Network at (325) 672-0040; email files to aeans@cancerservicesnetwork.org