



2018 Palm Springs Hot Rodeo Advertising Form

Thank you for considering the opportunity to advertise at the **Hot Rodeo 2018**. The rodeo will be held at the A.C. Dysart Equestrian Park, 2101 W. Victory Avenue, Banning, CA on **May 12th and 13th, 2018**.

The Official Guide to Hot Rodeo is an entertaining and informative guide to the weekend of events. It is a high quality, full-color booklet produced 100% digitally and printed on glossy paper and is given to spectators and contestants over the course of the rodeo weekend and distributed throughout the greater **Palm Springs, Los Angeles, San Diego, Las Vegas and Phoenix** areas during the weeks before the rodeo. This visually stimulating, highly informative souvenir guide reaches a diverse and wide audience and is a great opportunity to advertise your business or cause and to show your support at community events long after the close of the rodeo.

The Greater Palm Springs Rodeo Corporation is a charitable non-profit organization (Tax ID 33-0900287) and is also federally recognized under 501 (c) (3) guidelines of the Internal Revenue Service. Please check with a tax professional to see if your advertising contribution is tax deductible. This form can be obtained by emailing a request to Advertising@PSRodeo.org or downloading a form from our website <http://HotRodeo.org>.

Please return the completed form and payment to: **Greater Palm Springs Rodeo Corporation, Attn. Hot Rodeo Advertising, PO Box 3262, Palm Springs, CA 92263**. To pay with a credit card, please email us at Advertising@PSRodeo.org or visit us online at <http://HotRodeo.org>.

Business or Name of Advertisement: _____

Donor/Advertiser Contact Information:

Contact Name: _____ Phone: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____

RODEO PROGRAM ADVERTISING			
<input type="checkbox"/>	Inside Front Cover	4.875"w x 7.875"h	\$250
<input type="checkbox"/>	Inside Back Cover	4.875"w x 7.875"h	\$250
<input type="checkbox"/>	Full Page Ad – (Non-Bleed)	4.875"w x 7.875"h	\$150
<input type="checkbox"/>	1/2 - Page Ad – (Non-Bleed)	4.875"w x 3.875"h	\$100
<input type="checkbox"/>	1/4 - Page Ad – (Non-Bleed)	4.875"w x 1.937"h	\$75
<input type="checkbox"/>	Business Card		\$50
<input type="checkbox"/>	Add'l Charge – Digital Ad produced by GPSRC		\$75

All Ads should be sent as a high-resolution PDF, EPS, TIF or JPG file. No Native Application Files are accepted. Files should be at least 300 dpi CMYK set to the exact print size. If needed, GPSRC can produce a digital ad for you for an extra cost of \$50. Files may be submitted by email to Advertising@psrodeo.org .

Deadline for program and banner advertising is April 7, 2018.

ARENA ADVERTISING			
Arena Banner 3' x 5'	\$250	Total Number of Banners: _____	Banner Advertising Donation: \$_____

Total Advertising Donation \$_____

PRINT NAME _____

DATE _____

SIGNATURE _____

