

**ACT NOW!**

*limited space available*

**EDGE**

*of your seat*

**EXCITEMENT!**



*November 10-14, 2010, Rexall Place, Edmonton, Alberta*

# Capture THE RODEO

*By being part of these exclusive advertising opportunities!*

## CUSTOMER

### AD RATES

	<b>Souvenir Program</b>	<b>Daily Recap</b>
<b>Outside Back Cover</b>	\$2,700	\$3,775
<b>Inside Back Cover</b>	\$2,400	\$3,775
<b>Inside Front Cover</b>	\$2,400	\$3,775
<b>Full Page</b>	\$1,600	n/a
<b>Half Page</b>	\$1,000	n/a

### SOUVENIR PROGRAM

The CFR Souvenir Program is a valued collectible available to approximately 95,000 rodeo fans annually. It contains highlights from the previous rodeo season, contestant statistics, specialized rodeo articles and much more.

### DAILY RECAP

Rodeo fans follow contestant standings daily, making the Daily Recap a valuable part of their CFR experience. Contestant times and stock scores are listed from the previous day's performance and fans can see the leaders to date. The Daily Recap is successfully sold as an independent item.

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**CONTACT JENNIFER LOVALLO  
AT 780.491.3434 FOR MORE DETAILS**

#### **PAYMENT & ARTWORK DEADLINE:**

**Wednesday, September 1, 2010.**

Note: Positions are not guaranteed for full and half page ads in the Souvenir Program. All ads in both products are full colour.

