

2016 PRORODEO ADVERTISING KIT

THE ONLY OFFICIAL MEDIA THAT REACHES PRCA MEMBERS AND FANS



-PRCA ProRodeo photo by Greg Westfall

CONTACT NATHAN VODEHNAL AT 214.883.1466

CATCH
THE WAVE

20,000
Circulation

100,000
Readership

80%
Renewal rate

95%
Paid
circulation



The *PSN* is the best way to reach the fans & contestants of PRCA professional rodeo

Ride the wave of excitement as the Professional Rodeo Cowboys Association (PRCA) aggressively sweeps across the country. Capture the thrills and enthusiasm created by America's original extreme sport and ride along with us on this exciting venture.

Now in its 65th year, the *ProRodeo Sports News (PSN)* delivers a host of active lifestyle consumers – the fans of professional rodeo. Consider the demographics of ProRodeo fans and spectators from 2015 Scarborough Research Data, Release 2:

- **57% of ProRodeo fans earn \$50,000+ annually**
- **61% of ProRodeo fans are between the ages of 25-54**

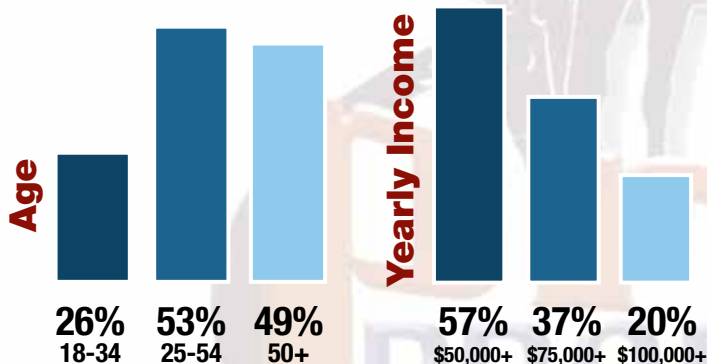
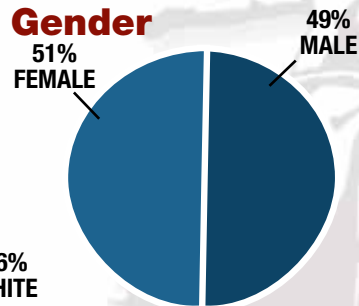
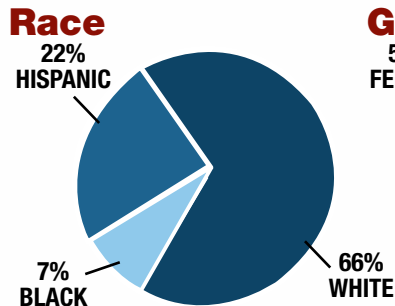
The *PSN*, ProRodeo Program and ProRodeo.com are the best ways to reach the world of ProRodeo. We can place your products and services directly into the homes of your Western consumers.

Please take a few moments to examine this information, and you'll discover that these official PRCA products are effective tools for expanding your reach and increasing your bottom line.

-PRCA ProRodeo photos by Tom Donoghue

WHY WE MATTER

PRORODEO FANS ARE ATTRACTIVE CUSTOMERS



ProRodeo fans compared to the national average

ACTIVITY AND BUYING TRENDS (past 12 months)

- 241% more likely to hunt
- 155% more likely to own an ATV
- 98% more likely to go camping
- 74% more likely to own a motorcycle
- 47% more likely to own a powerboat

ProRodeo fans live active lifestyle!

ATTENDING SPORTS EVENTS (past 12 months)

- 961% more likely to go horseback riding
- 410% more likely to go downhill skiing
- 108% more likely to go snowboarding

Television

- 60 million homes have access to the Wrangler National Finals Rodeo presented by Polaris RANGER, the Wrangler Champions Challenge presented by Justin Boots, the Justin Boots Playoffs and the Justin Boots Championships on CBS Sports Network (DirecTV channel 221, DISH Network channel 158).
- Nearly 30 million homes have access to the PRCA Xtreme Bulls Tour, the Ram National Circuit Finals Rodeo and the All American ProRodeo Finals presented by Pendleton Whisky on MAVTV (DISH Network channel 361).

Live events

- 5.5 million spectators attended a PRCA rodeo in 2015

Web

- 6.3 million-plus page views at ProRodeo.com during the 2015 Wrangler NFR
- 3.6 million-plus page views per month at ProRodeo.com

The fans of ProRodeo

FAMILY UNIT

- 53% are married
- 47% have children in the household
- 65% own their home

EDUCATIONAL TRAINING

- 59% attended college
- 24% graduated from college

TECHNOLOGY

- 97% own a cell phone
- 90% own a computer/tablet

FINANCE

- 81% have used a credit card in the past three months
- 70% use a debit card

Source: Scarborough Research

READERS

2016 PSN RATE CARD

Four-color ad rates (per issue)

	1 time	6 times	12 times	24 times
Back cover	\$3,655	\$3,109	\$2,928	\$2,560
Inside cover	\$3,337	\$3,000	\$2,838	\$2,500
Full page	\$2,615	\$2,545	\$2,480	\$2,222
1/2 page	\$1,930	\$1,900	\$1,860	\$1,738
1/4 page	\$970	\$955	\$934	\$895

Black-and-white ad rates (per issue)

	1 time	6 times	12 times	24 times
Full page	\$1,730	\$1,557	\$1,470	\$1,298
1/2 page	\$968	\$920	\$871	\$775
1/4 page	\$495	\$477	\$457	\$420
1/8 page	\$273	\$263	\$258	\$247

There is a 15% production charge for building ads.

Specifications

300-DPI PDF, JPG OR TIF FILES
ARE THE ONLY ACCEPTED FORMATS.

Optimum format is a flattened PDF. Distiller settings need to be set on "press settings."

Additional information

No multiple discounts. No cash discounts. All advertising subject to approval of publisher. Publisher reserves the right to deny, change or reject ad material.

E-mail

Ads that are smaller than 12 MB may be sent to ads@prorodeo.com.



**The only magazine
that reaches the fans
of ProRodeo**

Sponsors contact:

Kim Krueger
719.528.4791
kkrueger@prorodeo.com



2016 publication dates

Vol.	Publication date	Space deadline	Materials deadline
1	Jan. 15	Dec. 31, 2015	Jan. 1
2	Jan. 29	Jan. 7	Jan. 14
3	Feb. 12	Jan. 22	Jan. 29
4	Feb. 26	Feb. 4	Feb. 11
5	March 11	Feb. 18	Feb. 25
6	March 25	March 3	March 10
7	April 8	March 17	March 24
8	April 22	March 31	April 7
9	May 6	April 14	April 21
10	May 20	April 28	May 5
11	June 3	May 12	May 19
12	June 17	May 26	June 2
13	July 1	June 9	June 16
14	July 15	June 23	July 1
15	July 29	July 8	July 15
16	Aug. 12	July 23	July 30
17	Aug. 26	Aug. 5	Aug. 12
18	Sept. 9	Aug. 19	Aug. 26
19	Sept. 23	Sept. 2	Sept. 9
20	Oct. 7	Sept. 16	Sept. 23
21	Oct. 21	Sept. 30	Oct. 7
22	Nov. 4	Oct. 14	Oct. 21
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24	Dec. 31	Nov. 25	Dec. 2

Ad sizes

For special sizes, contact Advertising.

Full page non-bleed 7.375" x 9.875"

Full page with bleed 8.625" x 11.125"
trim: 8.375" x 10.875"

1/2 page horizontal
7.375" x 4.75"
with bleed
8.625" x 5.375"

1/8 page vertical
1.875" x 4.75"

NOTE: On ads with full page bleed, type and images must be 3/8" in from the edge of the ad to ensure nothing is cut off in printing.

1/2 page vertical
3.75" x 9.875"
with bleed
4.125" x 11.125"

1/4 page vertical
3.75" x 4.75"

1/8 page horizontal
3.625" x 2.375"

PRORODEO SPORTS NEWS RATE CARD

THE PLACE TO SELL AND BUY WESTERN PRODUCTS

AD SIZE

2.375" x 2.75" (width x height)

RATES

1 time	6 times	12 times	24 times
\$175	\$150	\$125	\$100

Specifications

300-DPI PDF, JPG OR TIF FILES
ARE THE ONLY ACCEPTED FORMATS.

Optimum format is a flattened PDF. Distiller settings should be "press settings."
Ads are accepted by e-mail if file size is less than 12 megabytes. Four-color ads must have a maximum ink density that should not exceed 240-260%.

Shipping information

All ad materials should be sent to:
PRCA Properties, Inc. Attn: Advertising
101 ProRodeo Drive
Colorado Springs, CO 80919

E-mail

Ads smaller than 12 MB may be sent to
ads@prorodeo.com

Additional information

No multiple discounts; no cash discounts.
All advertising copy subject to approval of publisher.
Publisher reserves the right to deny, change or reject ad material.

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24	Dec. 31	Nov. 25	Dec. 2



THE ONLY RODEO PROGRAM READ BY FANS FROM COAST TO COAST

Program deadlines

Volume	Publication date	Space deadline	Materials deadline
1	1/12/16	12/5/15	12/11/15
2	5/25/16	5/13/16	5/20/16

The ProRodeo Program is printed annually in two separate print runs: January and May. Advertisers have the opportunity to change their ad at either of these print runs without incremental expense.

Four-color rates

Rate is quoted for a four-color, full-bleed, full-page ad that appears in both print runs. Discounts are available for packages that include ads in the *ProRodeo Sports News*.

	Rate
Full page	\$5,475

(all rates are net)

There is a 15% production charge for building ads.

Specifications

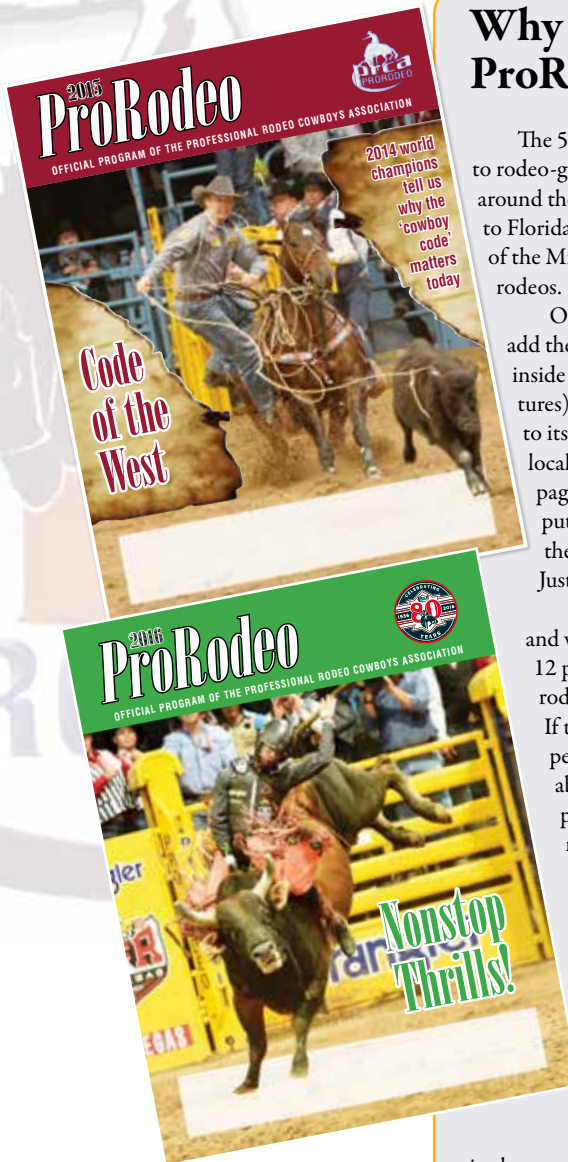
300-DPI PDF, JPG OR TIF FILES ARE THE ONLY ACCEPTED FORMATS.

All ProRodeo Program ads are full page, full bleed, trim size 8-3/8" x 10-7/8" with 3/8" trim beyond that finished size.

Optimum format is a flattened PDF. Distiller settings should be "press settings." Ads are accepted by e-mail if file size is less than 12 megabytes. Four-color ads must have a maximum ink density that should not exceed 240-260%.

Additional information

No multiple discounts; no cash discounts. All advertising copy subject to approval of publisher. Publisher reserves the right to deny, change or reject ad material.



Why advertise in the ProRodeo Program?

The 52-page ProRodeo Program® is sold to rodeo-goers at more than 60 PRCA rodeos around the country – from Washington State to Florida, including 20 of the 21 states west of the Mississippi as well as three Eastern rodeos.

Over 90 percent of those rodeos add their own pages of advertising to the inside of their programs (between signatures), customizing each rodeo's program to its own area. Many try to coordinate local ads with the ads in the national pages – for example, they might try to put local Western wear retailers near the national ads for Wrangler and Justin.

Who buys the ProRodeo Program and will see your ad? Generally, eight to 12 percent of the ticket sales at these rodeos also show up in program sales. If the average ticket party is three people, that means readership is about a third of the gate – and the program always includes features to make sure it gets read by die-hard rodeo fans, first-time rodeo-goers, and everyone in between. The content is refreshed every year, even the kids' page.

Advertisers in the ProRodeo Program get double exposure – many of our program customer rodeos tell us that they do not find these programs left behind

in the stands or filling up trash cans. That means they're going home with rodeo-goers, to be looked at again and again. The official souvenir program of ProRodeo represents a unique opportunity to reach a wide audience segment of the Western lifestyle demographic.

Shipping information

All ad materials should be sent to:
PRCA Media Department
Attn: Advertising
101 ProRodeo Drive
Colorado Springs, CO 80919

ProRodeo.com

ProRodeo.com, the official web site of the Professional Rodeo Cowboys Association, is the ultimate information source for rodeo athletes, fans and anyone who enjoys the Western lifestyle. ProRodeo.com is updated daily with the latest news, video and feature stories focusing on the sport's people and issues.

Our site is vital to PRCA contestants, contract members and rodeo committees. ProRodeo.com targets the entire rodeo community. Content is generated by rodeo-minded journalists, including the *ProRodeo Sports News* staff. If you want more, we have real-time coverage of our biggest events online, including the Ram National Circuit Finals Rodeo and the Wrangler National Finals Rodeo.

Available Ad Positions

A • \$400/month • \$600/peak month

B • \$400/month • \$600/peak month

C • \$250/month • \$350/peak month

Designated peak months are July, August, September & December

ABOUT PRORODEO.COM:

- 3.6 million-plus page views per month
- 6.3 million page views during the 2015 Wrangler NFR

COMPARED WITH THE NATIONAL AVERAGE, PRORODEO.COM FANS ARE:

- 212% more likely to buy a truck in the next year
 - 81% more like to go fishing
 - 86% more like to go power boating
 - 56% more like to go hiking/backpacking
 - 97% more like to own an RV
- (Source: Scarborough Research)

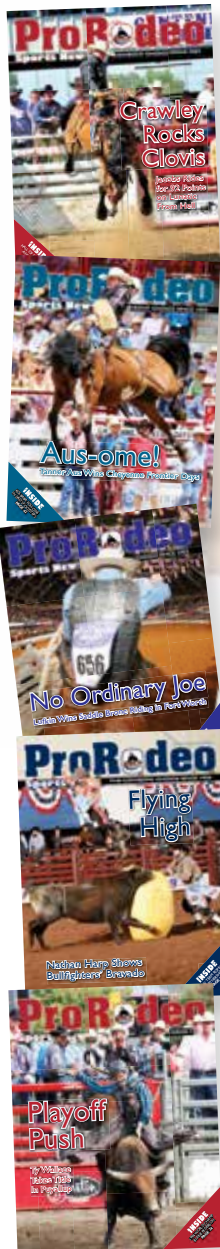
OUR BASE:

- 31 million fans in the United States
- More than 5.5 million fans attended PRCA rodeos last year
- 60 million homes have access to the Wrangler NFR and other PRCA-sanctioned rodeos on CBS Sports Network



Every issue of the *PSN* is packed
with the latest ProRodeo and rodeo community news!

2016 PRORODEO SPORTS NEWS PUBLICATION DATES AND NOTES



VOLUME	PUBLICATION DATE	SPACE DEADLINE	MATERIALS DEADLINE	ISSUE NOTES
1	Jan. 15	Dec. 31, 2015	Jan. 1	Ram Texas Circuit Finals recap
2	Jan. 29	Jan. 7	Jan. 14	Odessa coverage; RAM Circuit Finals recaps
3	Feb. 12	Jan. 22	Jan. 29	Denver coverage
4	Feb. 26	Feb. 4	Feb. 11	Fort Worth and Rapid City coverage
5	March 12	Feb. 18	Feb. 25	San Antonio, Tucson & San Angelo coverage; Scottsdale Champions Challenge
6	March 25	March 3	March 10	Austin coverage
7	April 8	March 17	March 24	Fort Mojave Xtreme Bulls coverage
8	April 22	March 31	April 7	RNCFR and Logandale coverage
9	May 6	April 14	April 21	Red Bluff, Corpus Christi and Clovis coverage
10	May 20	April 28	May 5	Guymon coverage
11	June 3	May 12	May 19	Redding Champions Challenge
12	June 17	May 26	June 2	Spanish Fork Champions Challenge
13	July 1	June 9	June 16	Reno Xtreme Bulls
14	July 15	June 23	July 1	Cowboy Christmas wrap-up; Reno coverage
15	July 29	July 8	July 15	Salinas coverage
16	Aug. 12	July 23	July 30	Cheyenne and Dodge City coverage
17	Aug. 26	Aug. 5	Aug. 12	Caldwell, Hermiston and Lovington coverage ProRodeo Hall of Fame Induction
18	Sept. 9	Aug. 19	Aug. 26	Xtreme Bulls Finale recap; Ellensburg coverage
19	Sept. 23	Sept. 2	Sept. 9	Puyallup, Pendleton coverage Amarillo Champions Challenge
20	Oct. 7	Sept. 16	Sept. 23	Omaha coverage
21	Oct. 21	Sept. 30	Oct. 7	NFSR preview; All American ProRodeo Finals, presented by Pendleton Whisky
22	Nov. 4	Oct. 14	Oct. 21	RAM Circuit Finals Rodeo recaps
23	Nov. 18	Oct. 25	Nov. 4	Wrangler NFR preview; Clem McSpadden NFSR coverage
24	Dec. 31	Nov. 25	Dec. 2	Wrangler NFR coverage



DEADLINES & EDITORIAL CALENDAR