



## Alabama Junior Rodeo Association State Finals Program Ad & Award Sales

Contestant Name: \_\_\_\_\_ Back #: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Ad Size: \_\_\_\_\_ and/or Award Sponsoring: \_\_\_\_\_

Total Amount: \_\_\_\_\_ Check Amount: \_\_\_\_\_ Check # (\_\_\_\_\_) Cash \_\_\_\_\_ Money Order: \_\_\_\_\_

INITIAL BOX NEXT TO AD SIZE YOU HAVE CHOSEN	ADVERTISEMENT TYPE	COST	NOTES
	INSIDE FRONT COVER	\$250	8x10 page size
	INSIDE BACK COVER	\$250	8x10 page size
	BACK COVER	\$300	8x10 page size
	FULL PAGE AD	\$100	8x10 page size
	HALF PAGE AD	\$50	No larger than 5 inches tall and 4 inches wide
	EIGHT PAGE AD (BUSINESS CARD SIZE)	\$25	Attach Business card (NO STAPLES) or ad in the appropriate size No larger than 2.5 inches tall and 4 inches wide
	EVENT SADDLE	\$350	CIRCLE EVENT BELOW
	EVENT BUCKLE	\$100	CIRCLE EVENT BELOW
	QUEEN'S CROWN	\$100	CIRCLE EVENT BELOW
	CHUTE GATE BANNER	\$500	Banner will be no larger than 6ft by 2.5 tall
	ARENA BANNER	\$200	Banner will be 6ft by 2.5 Tall

Please attach business card if applicable. All ads must be legible. Please print or type if possible. Pictures can be used. Ad copy may be subject to change due to poor quality or legibility, etc. No Pictures on 1/8<sup>th</sup> page ads. If you choose to email your ad please email to [AJRAADBOOK@therodeozone.com](mailto:AJRAADBOOK@therodeozone.com). Please be sure to include company name, contestants name and the size of the ad.

ADS THAT REQUIRE DESIGN BY OUR STAFF WILL REQUIRE AN ADDITIONAL \$4.00 charge per ad.

Full payment must be made at time of ad purchase. Checks should be made payable to AJRA. Mail this form along with ad copy and payment to:

**LORI HODGES AJRA Secretary**  
121 Autumn View Drive  
Sterrett, AL 35147

*Please Note: One – Half of ad money is due by February 1, 2012. The balance is due by April 1, 2012. Entire ad is due at the time of purchase. Pictures will NOT BE returned. Ads can be brought to the Rodeo prior to the deadline.*

\*IF SPONSORING EVENT SADDLE OR EVENT BUCKLE, PLEASE CIRCLE THE EVENT YOU HAVE CHOSEN TO SPONSOR:

Boys Breakaway	Calf Roping	Chute Dogging	Team Roping Header	Ribbon Roping Roper	Pole Bending
Jr. Bull Riding	Barrel Racing	Girl's Break Away Roping	Team Roping Heeler	Ribbon Roping Runner	Goat Tying
All Around Cowboy	All Around Cowgirl	Queen	K-5 <sup>th</sup> Grade Rookie Buckle Boys	K-5 <sup>th</sup> Grade Rookie Buckle Girls	
Rookie Boys Saddle	Rookie Girls Saddle				

## INFORMATION ON ADS:

**PAYMENT, AD FORMS AND ADS:** Payment, ad forms and ads must be submitted at the same time. Partial information will not be accepted.

**CD:** CD is the best means of providing your ad that you created. It ensures the best quality and keep all of the information together. Place the CD in a protective envelope with the Contestants Name, and size of the ad written on the CD. Multiple ads can be placed on the CD. Files on the CD must be in JPEG (Picture) or PDF (adobe) format. *These file types are extremely common and available on most computers.* Attach the ad form, payment and the CD envelope together.

**EMAIL:** Emailing is the second best means of ensuring the quality of the ad. If you are emailing your ad, please email to [AJRAADBOOK@THERODEOZONE.com](mailto:AJRAADBOOK@THERODEOZONE.com) ensure that you have included the Contestants Name, Company Name and the size of the ad. Failure to do so can result in the ad not being placed in the book. Please ensure that the ad is in .jpeg (picture) or .pdf (adobe) format. Emailed ads without the ad form or payment being submitted will result in the ad not being placed in the book.

**HARD COPIES OF ADS:** Hard copies of the ads are acceptable. Please ensure that they are submitted with the payment and ad form. When submitting a hard copy of the ad, please ensure that they are the exact size of the ad. This will ensure minimal editing.

**1/8<sup>th</sup> page Ad:** If providing hard copy of a 1/8<sup>th</sup> page ad, please ensure that the ad is no larger than 2.5 inches tall and 4 inches wide.

**CAN YOU CREATE AN AD FOR ME:** Yes, we can create an ad for you. Ad creations are limited to 2 pictures for a full page ad, 1 picture for a ½ page ad and no picture for a 1/8<sup>th</sup> page ad. There is a \$4.00 additional fee for ads that are created. The fee is paid to the Alabama Junior Rodeo Association. Proofs of ads that are created will not be provided.

**IF I PROVIDE YOU WITH A PICTURE WILL I GET IT BACK:** We will do our best to ensure that all pictures are returned however there is no guarantee.

**Arena Banner and Chute Gate Banner:** We can design the Arena Banner and Chute Gate Banners for you. The \$4.00 charge is required. If emailing or providing the banner graphics on CD the specifications are Full Bleed Size (starting document size) 71.80" x 30.20" or 1824mm x 767mm or 5385 x 2265 pixels. Minimal Resolution is 75 DPI. If the sizes do not make sense to you and you have sold or are purchasing a banner, please do not hesitate to let us know and we will be happy to assist.

**What do people normally put on their ads?** Please go to [www.alabamajuniorrodeo.com](http://www.alabamajuniorrodeo.com) and click on our pictures page. You will see a PDF version of the prior year's ad book to get some ideas.

**I don't want to mail my ad and money.** –No problem, you can bring your ad and money to the Rodeo prior to each deadline date. Please remember that if the deadlines are not met, the contestant cannot Rodeo until the requirements are met. Contestants will be not considered in the line up the evening of "Call In Call Out" if requirements / deadlines are not met.