



OFFICIAL GUIDE TO INTERNATIONAL GAY RODEO ASSOCIATION'S 2010 WORLD GAY RODEO FINALS

ADVERTISER INFORMATION & MEDIA KIT

International Gay Rodeo Association (IGRA) and Nevada Gay Rodeo Association (NGRA) have teamed up with Stonewall Publishing, Inc. (publisher of *QVegas* magazine) this year to produce the only official guide to the 2010 World Gay Rodeo Finals, to be held in Laughlin, Nevada.

WORLD GAY RODEO FINALS • OCTOBER 21-24, 2010

RATES AND SIZES

FULL PAGE \$575

4.875" W x 7.875" H Non-Bleed
5.625" W x 8.625" H Bleed

HALF PAGE \$345

4.875" W x 3.875" H Non-Bleed

QUARTER PAGE \$200

2.365" W x 3.875" H Non-Bleed

BACK COVER (full page w/bleed) \$1100

INSIDE FRONT COVER (full page w/bleed) \$1100

INSIDE BACK COVER (full page w/bleed) \$800

CENTER SPREAD (2 full pages w/bleed) \$1035

Early Bird Discount 15% off prices listed above

DEADLINES

Early Bird Ad Reservations August 1, 2010

Ad Reservations and Ad Builds..... August 25, 2010

Digital-Ready Ads.....September 1, 2010

ABOUT THE GUIDE

The *Official Guide to IGRA 2010 World Gay Rodeo Finals* is an entertaining and informative guide to the weekend of events surrounding the Finals in Laughlin, Nevada. Distributed beginning mid-September alongside *QVegas* magazine, in other cities served by IGRA member associations, and to an estimated 3,000 attendees at the rodeo, this visually stimulating, highly informative souvenir guide reaches a diverse and wide audience long after the close of World Gay Rodeo Finals.



**To advertise
in the guide,
please call
702-650-0636.**

PRODUCTION REQUIREMENTS

The *Official Guide to IGRA 2010 World Gay Rodeo Finals* is produced 100% digitally and printed on glossy paper. All rates quoted are for ads supplied in electronic form. Ads should be sent as a high-resolution PDF, EPS, TIF or JPG file. No native application files are accepted. All files should be at least 300 dpi CMYK set to the exact print size. Files may be submitted on CD, DVD or preferably by e-mail to art@qvegas.com. Clearly label the digital media or include company name and "Rodeo Guide" in the subject line when e-mailed. Access to our FTP server for uploading files is available upon request. If needed, Stonewall Publishing has a complete graphics department and is ready to assist with your design and art preparation.

TERMS

Guaranteed ad placement (other than covers) must be pre-approved, and an additional charge of 10% will be added. All space is available on a first-come, first-served basis. Advance payment is required on all ads. Stonewall Publishing is pleased to offer a 10% discount for non-profit 501(c)(3) organizations. Proof of non-profit status may be required. Stonewall Publishing will not accept any advertising known to violate federal, state or local laws. Acceptance of advertising is at the discretion of the publisher. Advertisers accept responsibility for content and all claims made in their advertisements.

LIABILITY

Stonewall Publishing will not be responsible for incorrect ads, and no restitution will be made to the advertiser if the ad runs incorrectly. Ad design/changes made by Stonewall Publishing will be faxed, e-mailed or hand-delivered to the advertiser for proof. Advertiser must respond within 24 hours for any changes/errors; otherwise, the ad will run as-is. Stonewall Publishing reserves the right to edit and/or refuse any advertising for any reason. The client is fully liable for supplied media material and warrants that it does not violate or infringe upon any copyright or trademark laws.