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Thank you for your interest in advertising in the *Cowboy Sports News*. Below are our ad rates, sizes and prices. We offer both black and white and four-color processed ads. We prefer for all advertising information to come via e-mail in pdf format. Please call our office for any additional information required. Deadline for all advertising is the 15th of the preceding month. Ads for the glossy covers need to be in before the 10th of the preceding month. The *Cowboy Sports News* is mailed around the 25th of each month and depending on the postal service is usually in the customers hands by the 1st of each month.

The *Cowboy Sports News* has been in circulation since August 1990. The average press run is 15,000 papers on a monthly basis. Our main distribution is Texas and the surrounding states. Our readership extends nationally and into many foreign countries. Estimated readership is 50,000 readers per month. We are one of the few rodeo related publications to have our entire hard copy version available online free thru our website at cowboysportsnews.com which is currently averaging over 600,000 page hits per month. For the last ten years we have been improving our website and have many new changes in store for the future. With the increasing popularity of the internet, we are looking forward to the future and are taking every effort to make cowboysportsnews.com the #1 source for rodeo information and another avenue for you to reach your potential customers.

We pride ourselves as being the #1 read paper in Texas and the surrounding regions pertaining to rodeos and associated events. In rodeo circles we are commonly referred to as "the bible" of rodeo. We can offer your business or event the largest coverage of any publication in Texas and the surrounding areas. In addition to our extensive paid and free distribution we are also the "official publication" of the United Pro Rodeo Association (UPRA), the Cowboys Pro Rodeo Association (CPRA), the Cowboys Regional Rodeo Association (CRRA), the American Cowboys Rodeo Association (ACRA) and the Louisiana Rodeo Cowboys Association (LRCA). With the membership base of these associations you can rest assured that your message will be heard in Texas, Oklahoma, Louisiana, Arkansas and parts of Kansas, Missouri and Mississippi.

We are the only regional rodeo publication with advertising and readers from every facet of rodeo. Amateur, Youth, College, Professional rodeo and event specific associations and events use our services on a monthly basis.

AD RATES

Black and White ads

	1X	4X	12X	Size – all sizes are quoted height x width
<i>Frequency Discounts</i>		<i>10% off</i>	<i>20% off</i>	
Full Page	\$350	\$315	\$280	9.875" x 7.5"
Half Page	\$250	\$225	\$200	4.875" x 7.5" (Horizontal) or 9.875" x 3.688" (Vertical)
Quarter Page	\$150	\$135	\$120	4.875" x 3.688"
Eighth Page	\$ 90	\$ 81	\$ 72	2.4" x 3.688"
Business Card	\$ 40			

Processed Four Color ads

	1X	4X	12X	Size – all sizes are quoted height x width
<i>Frequency Discounts</i>		<i>10% off</i>	<i>20% off</i>	
Back Cover	\$700	\$630	\$560	10" x 7.5" with full bleed on glossy paper
Inside Front	\$650	\$585	\$520	10" x 7.5" with full bleed on glossy paper
Inside Back	\$650	\$585	\$520	10" x 7.5" with full bleed on glossy paper
Full Page	\$450	\$405	\$360	9.875" x 7.5"
Half Page	\$325	\$290	\$260	4.875" x 7.5" (Horizontal) or 9.875" x 3.688" (Vertical)
Quarter Page	\$225	\$200	\$180	4.875" x 3.688"
Eighth Page	\$145	\$130	\$115	2.4" x 3.688"

All inside color pages are 50# hibrite paper for better color absorption and a sharper color ad.

The remainder of our publication is printed on quality 35# hibrite paper, not standard newsprint for a much nicer finished product and a better overall appearance.