



2011 Advertising Opportunities

CS

Calgary Stampede

JULY 8 - 17, 2011

PHONE 403.828.0226
FAX 403.261.0299

Souvenir Programs

The Calgary Stampede's two souvenir programs are premiere publications that include everything consumers need to know about the rodeo and the evening show. Day sheets are also included with each program providing consumers with rodeo and chuckwagon competitor and event details on a daily basis, allowing consumers to keep track of the results from each event.

Advertisements in these full colour, glossy collectible magazines are a great way to get your message to affluent fans of western lifestyle and sport and international guests.

Projected 2011 sales:
30,000 programs

Programs distributed through corporate hosting and premium seating venues:
10,000 programs



Stampede Planner

The Stampede Planner features opportunities with guaranteed high reach and frequency. The booklet is the comprehensive guide to all events happening during the ten days of the Calgary Stampede.

This digest-size publication is distributed to Calgary and area households, malls, hotels, tourism visitor centres and at Stampede Park during the ten days.

This booklet provides a complete source of information, including who's performing, where to eat, what's new, kids' activities, ticket information and more.



Day Sheets

An average of 30,000 day sheets are handed out to guests on Park each day. The sheets are distributed at entrances and information booths and include details about events and activities specific to that day.




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Advertising Specifications

Souvenir Programs

AD SPECIFICATION:

All ads will be full colour process
Full Page (trim) 8 3/8" x 10 7/8"
Bleed Area 8 5/8" x 11 1/8"
Live Area 7 3/4" x 10 3/8"

Stampede Planner

AD SPECIFICATION:

All ads will be full colour process
Full Page (trim) 5 3/8" x 7 3/8"
Bleed Area 5 7/8" x 7 7/8"
Live Area 4 7/8" x 6 7/8"

Day Sheets

AD SPECIFICATION:

All ads will be full colour process
Page (trim) 3 3/8" x 8 1/16"
Bleed Area 4 3/8" x 9/16"
Live Area 2 7/8" x 7 9/16"

Mechanical Requirements

Ads supplied by the client must be created in Adobe InDesign, Adobe Illustrator, or Adobe Photoshop. Linescreen 175, scans at 300 dpi.

All support files and fonts must accompany the ad and a colour proof must be provided.

Deadlines

Ad materials are due to the Calgary Stampede **April 4, 2011.**

Rates

See attached contract.

Upload

Final artwork should be posted to **ftp://ftp.calgarystampede.com**
user: cd
password: Stamp3d3

Once the ad has been uploaded please email **production@calgarystampede.com** to confirm.



Stampede Superscreens

The technology used for the On Park SuperScreens is a high brightness modular LED video display system that utilizes almost 12,000 Red, Green, and Blue LED's per square meter. This level of pixel density makes it possible for this product to reproduce video or computer signals with a high degree of clarity and colour uniformity across the entire screen.

This state of the art technology is capable of operating both indoors and outdoors in all forms of weather and in direct sunlight. LED video screens are increasingly being utilized in all forms of Special Events to assist in enhancing the audience's experience by making clear, larger than life images of performers or products as intimate in live public applications as watching on their home television system.

The Facts

- 1.15 million visitors over 10 days (3 locations)
- 142 hours of public broadcasting time - Prime Time (public park hours)
- 96 hours of Non-Prime Broadcasting - included with contract
- Each spot will be thirty (30) seconds and run on all three (3) full motion, full sound, LED screens
- 3 full motion, full sound, LED screens
- Screens measure 15' x 23'; 15' x 23'; 10' x 17'
- Advertising space is limited

Mechanical Requirements:

Ads must be provided in 16:9 format on either Betacam SP in NTSC or DVD format.

Deadlines:

Ad materials are due to the Calgary Stampede June 1, 2011.



Package A

3 spots per 1-hour cycle
(20 minute rotations)

Total number of spots:
1,503

Total Cost: \$14,950

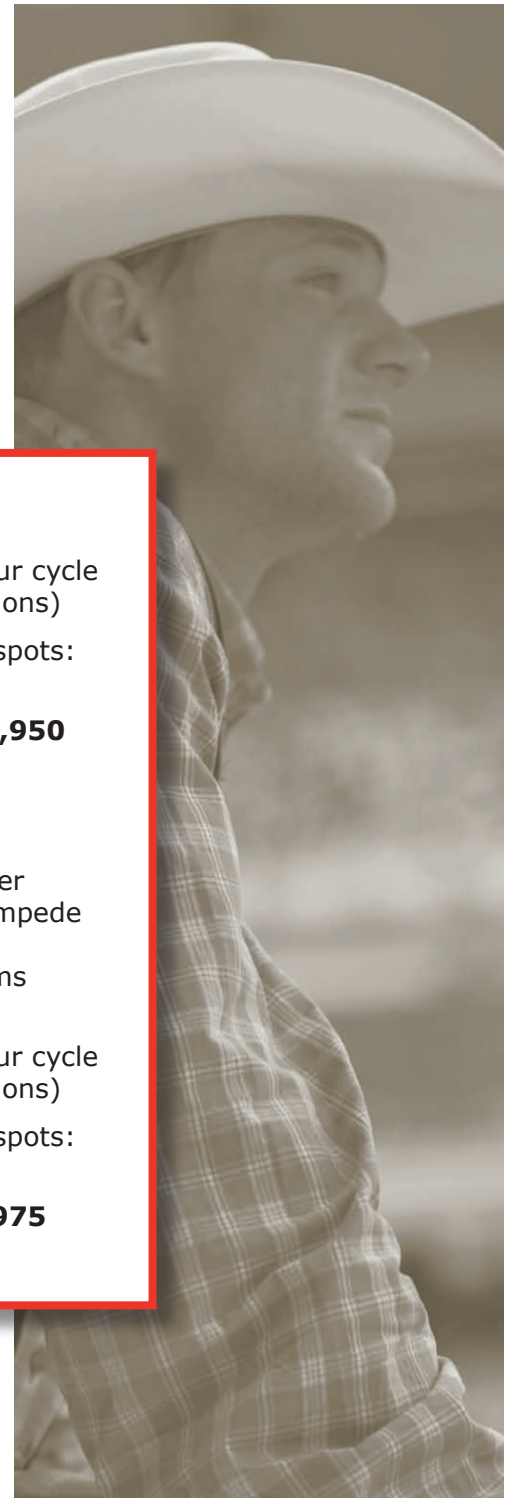
Package B

33% discount over
package A if Stampede
Planner and both
Souvenir Programs
purchased

3 spots per 1-hour cycle
(20 minute rotations)

Total number of spots:
1,503

Total Cost: \$9,975



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Stampede Facts

Attendance 2010

Calgary Stampede Attendance	1,145,394
Rodeo Attendance	130,418
Chuckwagon/Evening Attendance	115,920

Gender

Male	49%
Female	51%

Age

13-17 years	7%
18-34 years	36%
35-54 years	35%
55+ years	22%

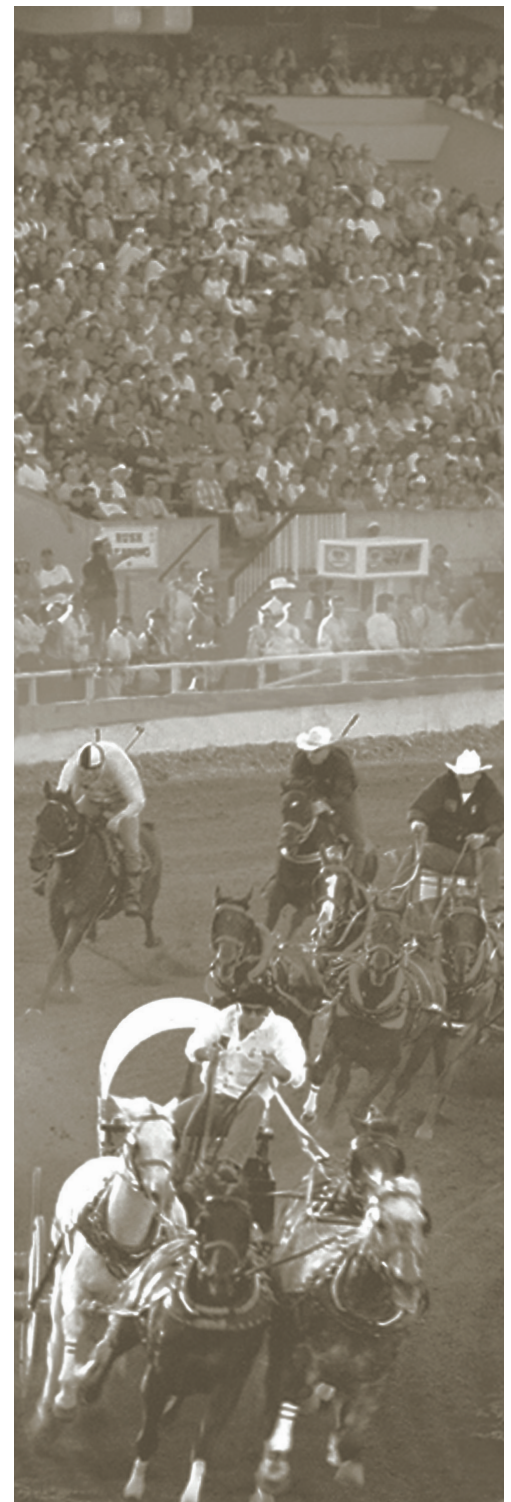
Origin

Calgary and Surrounding Area	71%
Alberta (not including Calgary)	10%
Canada (not including Alberta)	10%
Country other than Canada	9%

Household Composition

Single, no children	38%
Single, with children	4%
Married or co-habiting, no children	15%
Married or co-habiting, with children	42%

Source: 2010 Calgary Stampede Entrance and Exit Research



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Advertising Contract



COMPANY: _____

MAILING ADDRESS: _____

PHONE 403.828.0226

FAX 403.261.0299

CITY: _____ PROVINCE / STATE: _____ POSTAL / ZIP CODE: _____

PHONE: (_____) _____ FAX: (_____) _____

E-MAIL: _____

CONTACT PERSON (S): _____

POSITION (S): _____

_____ SIGNED PER ADVERTISER	_____ DATE
_____ CALGARY EXHIBITION AND STAMPEDE LIMITED	_____ DATE

Publications	Price Per Full Page	()
Rodeo Program	\$3,850	
Evening Program	\$3,850	
Both Rodeo and Evening Programs	\$5,500	
Stampede Planner	\$10,000	
Day Sheet Ad*	\$3,500 (*limited availability)	
- 10% discount to buy Stampede Planner and both Souvenir Programs	\$13,950	
Super Screens	Price	()
Package A	\$14,950	
Package B - 33% discount on package A if Stampede Planner and both Souvenir Programs purchased	\$9,975	

*Please print legibly.

Send this contract to the Calgary Stampede

- By Fax to 403.261.0299
- By Mailing a copy to 1410 Olympic Way S.E. Calgary, Alberta T2G 2W1
- By Email to dhansen@calgarystampede.com

Terms and Conditions



PHONE 403.828.0226
FAX 403.261.0299

_____ (insert company name here)

"the Advertiser" hereby contracts with the Calgary Exhibition and Stampede Limited ("Calgary Stampede") for advertising at a cost of \$ _____ (insert price)

"the Price" upon the terms and conditions set out below and as attached hereto (collectively this "Contract").

The following terms and conditions are hereby incorporated into and form part of this Contract.

1. The Advertiser agrees to pay the Calgary Stampede the total amount of any invoice generated under this Contract (each, an "Invoice"), in freely available Canadian dollars (or equivalent funds at the rate of exchange prevailing at time of payment), within 30 days of receipt of such Invoice. The Invoice for 100% of the Total price (as defined above) is expected to be issued by Calgary Stampede as soon as practicable following the entering of this Contract.
2. The Advertiser acknowledges and agrees that the Price and any other amounts payable by the Advertiser under this Contract shall be net to Calgary Stampede and that such amounts shall be grossed up to contemplate any and all taxes levied in connection therewith including, without limitation, any and all good and services taxes levied pursuant to the Excise Tax Act (Canada), as amended or replaced from time to time (such grossed up Price and other amounts being the "Total Price").
3. The Advertiser agrees to provide any and all advertising materials contemplated by this Contract (the "Materials") in accordance with the mechanical guidelines communicated by Calgary Stampede to Advertiser from time to time, such complying materials to be delivered no later than April 4, 2011 or such later date as may be agreed to by Calgary Stampede in writing. If complying Materials are not furnished according to mechanical and deadline requirements, Calgary Stampede shall be entitled to charge the Advertiser for extra production work required. An estimate of such extra charges will be furnished upon request. Without limitation to the foregoing, the Advertiser agrees that, if the Materials do not comply with the digital guidelines of Calgary Stampede, Calgary Stampede shall have no liability hereunder for printed quality of advertising.

4. Calgary Stampede reserves the right: (a) to refuse any advertisement or Materials for any reason; and (b) of final approval on all Materials submitted for publication under this Contract.
5. Notwithstanding the foregoing, The Advertiser agrees that the Advertiser assumes liability for all content (including, without limitation, text representation and illustrations) of advertisements printed pursuant to this Contract as well as responsibility for any and all claims arising therefrom against Calgary Stampede.
6. Calgary Stampede shall have no liability whatsoever for any failure to print, publish or circulate all or any part of any advertisement contemplated by this Contract because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Calgary Stampede and no refunds shall be payable in connection with any such failure.
7. This Contract forms the entire agreement between the Advertiser and Calgary Stampede relating to the advertising contemplated hereby and there are no verbal representations, rights or obligations relating hereto that are not contained in this Agreement.
8. The laws of the Province of Alberta and the federal laws of Canada applicable therein, without regard to conflicts of laws principles, shall govern this Contract.
9. This Contract may be executed in multiple counterparts and by facsimile or other electronic transmission, each of which shall be deemed to be an original and all of which shall be deemed to constitute one instrument.

X _____ (Signature of authorized company representative) "the Advertiser"