

PROGRAM AD SPECS

JUNE 25 – JULY 1, 2026



Reach tens of thousands of potential customers by placing an advertisement in the Official Ponoka Stampede Program. Advertise to over 50,000 people. Our loyal rodeo, chuckwagon and PBR fans are a perfect audience for you. Contact us for more information and explore an advertising partnership with the Ponoka Stampede.

All ads are full color and include a FREE POST of your program ad on our Facebook and Instagram, reaching millions organically.

MECHANICAL REQUIREMENTS

FULL PAGE W/ BLEED **8.5" X 10.875"**
(Includes back cover, inside covers & pages)

TRIM SIZE **8.25" X 10.625"**

LIVE AREA **7.25" X 9.625"**
(Keep all text & important content within .5" from edge)

HALF PAGE **7.75" X 4.875"**
(Horizontal)

LIVE AREA **7.5" X 4.375"**
(Keep all text & important content within .5" from edge)

AD COSTS

- ~~BACK COVER FULL PAGE~~ **SOLD** \$1,500
- FRONT INSIDE COVER FULL PAGE** **\$1,250**
- BACK INSIDE COVER FULL PAGE** **\$1,250**
- FULL PAGE** **\$800**
- HALF PAGE** **\$450**

MATERIAL REQUIREMENTS

PRODUCTION SERVICES

Ad design services are available at an additional charge at \$50 (half page) and \$100 (full page)

DIGITAL FILE REQUIREMENTS

- Print-ready high resolution PDFs
- TIF (300 dpi resolution for photos/600 dpi for line art)
- JPEG (300 dpi)

COVERS INSIDE OR BACK FULL PAGE INSIDE 8.25" X 10.625" W/ BLEED 8.5" X 10.875"	1/2 PAGE HORIZONTAL 7.75" X 4.875" 1/2 PAGE HORIZONTAL 7.75" X 4.875"
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PUBLICATION DEADLINES

**** AD MATERIALS DUE NO LATER THAN MARCH 31 ****

FOR ADVERTISING RESERVATIONS, PLEASE CONTACT:

ADVERTISE@PONOKASTAMPEDE.COM

EMAIL FILES TO

advertise@ponokastampede.com
(Files must be under 25 MB)

**** ALL FILES MUST HAVE FONTS OUTLINED AND NO LINKS TO FILES ****