

The All-Around

The Southwest's source for rodeo, roping & barrel racing news and information.

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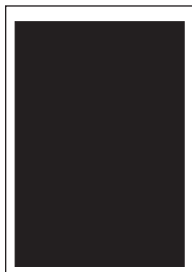
DEADLINE for all advertising is the 5th of the previous month,

DEADLINE for advertisement materials is the 8th.

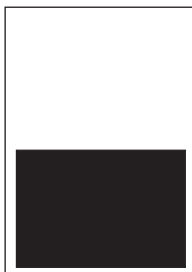
The All-Around
The All-Around is published monthly, providing the most timely coverage for rodeo, team roping and barrel racing news and information in the Southwest.
 With a reputation of more than 30 years of great service, it is the most widely read publication of its kind in the country.

AD SIZES (image area)

FULL PAGE, NO BLEED
 7 x 9-3/4 inches
 (42 x 58p6 picas)



HALF PAGE HORIZONTAL
 7 x 4-3/4 inches
 (42 x 28p6 picas)



HALF PAGE VERTICAL
 4-5/8 x 7 inches
 (27p8 x 42 picas)



1/6 PAGE VERTICAL
 2-5/16 x 4-3/4 inches
 13p4 x 28p6 picas

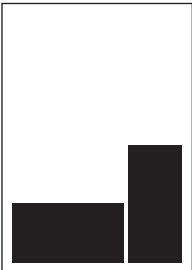
QUARTER PAGE VERTICAL
 3-3/8 x 4-3/4 inches
 20p3 x 28p6 picas



QUARTER PAGE HORIZONTAL
 4-5/8 x 3-3/8 inches
 27p8 x 20p6 picas



1/6 PAGE HORIZONTAL
 4-5/8 x 2-1/2 inches
 27p8 x 15 picas



Display Advertising 2012 AD RATES

	Spot Color	4-color
2-pg spread ...	\$425	\$500
full page	225	300
1/2 page	155	230
1/4 page	110	185
1/6 page	60	135
additional spot color \$75/color		
4-color Covers		
2nd	\$495	
3rd495	
4th695	

OFFICIAL PUBLICATION OF:

New Mexico Rodeo Association, NBHA, Bosque Farms, New Mexico, Jr. Rodeo Associations,
 All Indian Rodeo Cowboys Association, Grand Canyon Pro Rodeo Association,
 and Cibola County Rodeo Series

Reaching over 10,000 readers monthly, throughout the Southwest!

The most efficient and affordable way to advertise your events, products and services within the competitive cowboy and cowgirl industry. We offer custom layout and design, to meet all of your advertising needs.