



2018

Program Advertising Sales Kit
Rose Parade® & Rose Bowl Game®

2018 Official Rose Parade® Program



KEY DATES

Insertion order deadline:
10.2.17

Low-res pdf proof deadline:
10.23.17

Final artwork deadline:
11.1.17

*Right of first refusal for covers and first page is given to advertisers holding those positions in the 2017 program.

**Fixed full pages may be selected by advertisers desiring a particular position in the publication. See Terms & Conditions for more information.

AD Rates

PLACEMENT

2 Page Spread

Back Cover*

Inside Front or Back Cover*

First Page*

Fixed Full Page**

Full Page

Partial-run Special Cover

RATES

\$9,750

\$8,500

\$6,500

\$6,300

\$6,000

\$5,800

Price available on request

AD Specifications

AD SIZE

Full page
without bleed

Full page
with bleed

Double page spread

BLEED

NA

8³/₄" x 11¹/₄"

17¹/₄" x 11¹/₄"

TRIM

8" x 10¹/₂" (safe area)

8¹/₂" x 11"

17" x 11"

LIVE

7¹/₂" x 10"

8" x 10¹/₂"

16¹/₂" x 10¹/₂"

Requirements

Insertion Order Deadline: All insertion orders must be placed by October 2, 2017, to be included in the 2018 Rose Parade Program.

Artwork Deadline: All final ad artwork must be submitted to the Tournament of Roses no later than November 1, 2017.

Mechanical Requirements: The Rose Parade program is printed in four color process, web offset and perfect bound. See ad size requirements above.

Submission Requirements: All advertisers must submit a low-resolution PDF proof for review and approval by the Tournament of Roses to ads@tournamentofroses.com. If revisions are required, the advertiser(s) will need to submit an updated PDF for final approval.

Once final approval is given, advertisers must submit final ads as a high-resolution PDF that is PDF/X-1a:2001 compliant with ample bleed (1/8" all sides) and trim marks. All images and colors must be converted to CMYK.



For more information about advertising opportunities please contact:

Strategic Partnerships

626.817.9321

ads@tournamentofroses.com

2018 Digital Rose Parade® Program



2017 ROSE PARADE PROGRAM CIRCULATION STATS

Printed Parade
Program Distribution:

38,400

Digital Parade
Program Downloads:

42,447

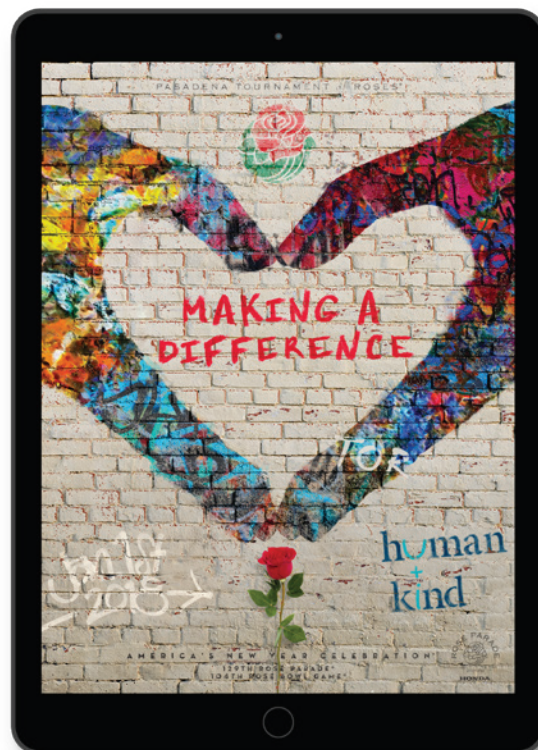
Digital Parade Program

All insertion orders include placement in the 2018 Digital Rose Parade Program. Ads appear exactly as in print. The digital ads include a link to a website or landing page you specify. If no URL is provided, the digital ad will go to your main website's homepage.

Availability

The digital parade program for tablets and smart phones is available for free download in the App Store (iPhone & iPad versions), and in Google Play (Android phones). The Digital Parade Program can also be accessed at www.tournamentofroses.com.

The Digital Parade Program will be available mid-December through mid-January.



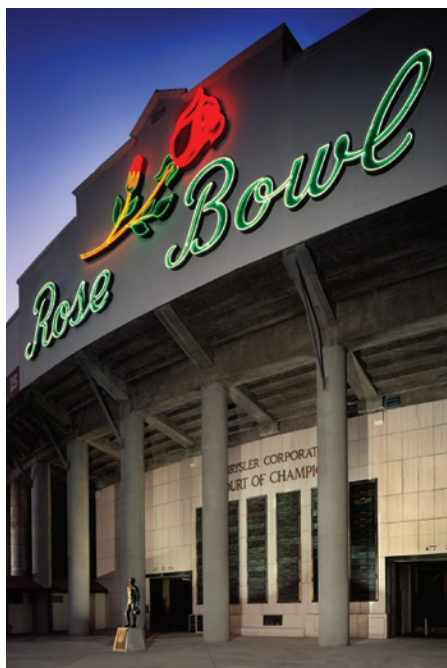
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2018 Official Rose Bowl Game® Program



2017 ROSE BOWL GAME PROGRAM CIRCULATION STATS

Printed Rose Bowl Game
Programs:

12,500

Amount Distributed:

12,403

KEY DATES

Insertion order deadline:
11.20.17

Low-res pdf proof deadline:
11.30.17

Final artwork deadline:
12.6.17

AD Rates

PLACEMENT	RATE
Full Page	\$10,000

AD Specifications

AD SIZE	BLEED	TRIM	LIVE
Full page	8 ⁵ / ₈ " x 11 ¹ / ₈ "	8 ³ / ₈ " x 10 ⁷ / ₈ "	7 ⁷ / ₈ " x 10 ³ / ₈ "

Requirements

Insertion Order Deadline: All insertion orders must be placed by November 20, 2017, to be included in the 2018 Rose Bowl Game Program.

Artwork Deadline: All final ad artwork must be submitted to the Tournament of Roses no later than December 6, 2017.

Mechanical Requirements: The Rose Bowl Game program is printed in four color process, web offset and perfect bound. See ad size requirements above.

Submission Requirements: All advertisers must submit a low-resolution PDF proof for review and approval by the Tournament of Roses to ads@tournamentofroses.com. If revisions are required, the advertiser(s) will need to submit an updated PDF for final approval.

Once final approval is given, advertisers must submit final ads as a high-resolution PDF that is PDF/X-1a:2001 compliant with ample bleed (1/8" all sides) and trim marks. All images and colors must be converted to CMYK.



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TERMS & CONDITIONS



Advertising Guidelines

All ads should be congratulatory in nature and related to the Tournament of Roses®, the Rose Parade®, the Rose Bowl Game®, America's New Year Celebration® or the Rose Parade theme. Including but not limited to those listed above, the registered marks of the Tournament of Roses require a ® when used. Please visit www.tournamentofroses.com to download the Tournament of Roses style guide for proper use of trademarks. All style guides are password protected, please contact us for a password. To assist advertisers with developing their program pages, the following guidelines are provided to help distinguish what may or may not be included:

- May identify and depict product and/or service
- May describe corporate mission
- May use slogans and/or logos
- May include an 800 toll free telephone number
- May include a website address or hyperlink
- May refer to partnership relationship with the Tournament of Roses
- May not use comparative or superlative language
- May not offer price discounts or financing information
- May not use any calls to action
- May not include endorsements of any kind
- Only the entity listed as 'Advertiser Name' may be represented on advertisement. No additional/3rd party brands are allowed, unless approved by Strategic Partnerships
- Registration marks MUST be included when applicable

All advertisements require Tournament of Roses approval (no exceptions).

Placement of regular full pages and double page spreads is at the discretion of the Tournament of Roses, and coupon ads may be subject to location restrictions. Orders are considered executed and final when acknowledged in writing by the Tournament of Roses. Right of first refusal for covers and first page is given to advertisers holding those positions in the 2017 program. Fixed full pages may be selected by advertisers desiring a particular position in the publication.

Cancellation: Changes in orders cannot be accepted after the order close date. Orders canceled after the order close date will be charged the full price of the order. All ads require Tournament of Roses approval, and the Tournament of Roses reserves the right to accept or reject all submitted material.

Billing: All rates are NET, thirty days from billing, 1.5% per month on overdue accounts.



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626.817.9321

ads@tournamentofroses.com

INSERTION ORDER FORM



KEY DATES ROSE PARADE PROGRAM

Insertion order deadline:
10.2.17

Low-res pdf proof deadline:
10.23.17

Final artwork deadline:
11.1.17

KEY DATES ROSE BOWL GAME PROGRAM

Insertion order deadline:
11.20.17

Low-res pdf proof deadline:
11.30.17

Final artwork deadline:
12.6.17

*All advertisers must submit a low-resolution PDF proof for approval by the Tournament of Roses before the artwork deadline.



For more information about advertising opportunities please contact:

Strategic Partnerships
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ads@tournamentofroses.com

Please Indicate Ad Type (check all that apply)

Rose Parade® Program

- ☐ 2 Page Spread: \$9,750
- ☐ Back Cover: \$8,500
- ☐ Inside Front/Back Cover: \$6,500
- ☐ First Page: \$6,300
- ☐ Fixed Full Page: \$6,000
 - 1st Option: _____
 - 2nd Option: _____
- ☐ Full Page: \$5,800
- ☐ Partial-run Special Cover (request pricing)

Rose Bowl Game® Program

- ☐ Full Page: \$10,000

Both Programs

- ☐ Advertise in Both Programs

If you are interested in advertising in both the Rose Parade® and Rose Bowl Game® programs, please contact Strategic Partnerships at 626.817.9321 for Special Pricing options.

Advertiser Information

Advertiser Name

Contact Name

Email Address

Phone

Street Address

City, State, Zip

Landing Page

Billing Information

☐ Check if billing and advertiser info are the same

☐ Invoice requested

Company Name

Contact Name

Email Address

Phone

Street Address

City, State, Zip

☐ Credit Card (select):

☐ Visa

☐ MC

☐ Discover

☐ AmEx

Name On Card

CVV

Exp Date

Cardholder Signature