

2010 ABBI Member Rates



Bull Pen Magazine
 "The Authority on Breeding, Buying and Bucking Bulls."

6 Editions in 2010.

Bull Pen - Readership: 30,000 ea.			
4-COLOR PAGES (add 20% for guaranteed position)			
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1/2	745	645	545
1/4	445	395	345
1/6	260	240	220
Biz Card	225	195	170

*ANNUAL BREEDERS GUIDE COLLECTIBLE CARD.
 †\$395 for both sides (art by Feb. 1)

Bull Pen Deadlines			
Edition	Reservation	Art	Publication
2010 Preview issue			
Jan/Feb	11/25	12/15	12/31
Annual Breeders Guide			
Mar/Apr	1/15	2/1	2/15
Anniversary Issue			
May/Jun	3/15	4/1	4/15
Futurity Issue			
Jul/Aug	5/15	6/1	6/15
Classic Issue - Vegas Preview			
Sep/Oct	7/15	8/1	8/15
Las Vegas Recap Issue			
Nov/Dec	10/15	10/31	11/15

Distributed directly to thousands of fans, riders, judges, contractors and breeders, The Bull Pen brings you the news, the people, the stories and the technical direction to breed the best bucking bulls possible—and we bring it to you six times a year.

By making your operation a part of this authoritative publication, you will reap the benefits of an audience vitally interested in the past, present and future of bucking bulls.

American Bucking Bull, Inc. represents the stock contractors and bull breeders whose four-legged athletes

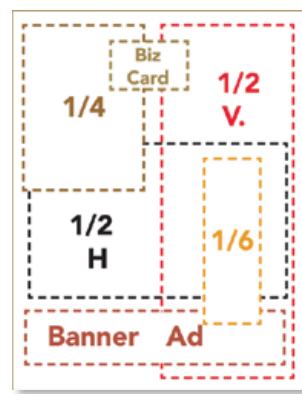
compete in arenas all over the world. It is revolutionizing the bucking bull industry for both breeders and stock contractors. ABBI tracks the DNA of champion bucking cattle to assure buyers and breeders of the authenticity of a bloodline.

USBBA is also the official fan club for lovers of good bucking stock worldwide. Bull Pen is the official publication for the ABBI and USBBA and covers all phases of bucking bull competition from the PBR to the PRCA, including all ABBI-sanctioned events and PBR Bull Team competition. **Join us today!**



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1/6	450		
Stock Market SPECIAL (color business card)	150		
Edition	Reservation	Art	Publication
Annual ABBI Bucking Bull Classic Program			
Las Vegas	9/25	10/10	10/22

Cover advertisements
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