

2025 RANCH HAND



The Official Annual Dude Ranchers' Association Convention Program



2025 ADVERTISING INFORMATION



www.duderanch.org | 307.587.2339 | info@duderanch.org



NEWS FROM RANCH HEADQUARTERS

As the Dude Rancher's Association approaches its centennial celebration, we are thrilled to announce the launch of the *Ranch Hand*, a magazine-style convention program that will be unveiled for the 99th Annual Dude Ranchers' Association Convention in 2025. Not only will this new and innovative program provide you with comprehensive convention details to navigate your way at the annual event, it will provide education pertinent to your family

business and it is also a unique opportunity to showcase your business!

Complete with articles, advertorials and your business ads, this new convention program will serve the DRA membership while helping you promote your business. This new publication will also be distributed to members not attending the convention, helping your ad dollars reach a broader audience of like-minded western lifestyle affiliates.

DON'T MISS THIS OPPORTUNITY!

MATERIALS & DEADLINES:

Please reserve your ad space by Oct. 1, 2024.

Ad files in PDF and CMYK format are due by Nov. 1, 2024.

Ad design assistance available on request by Sept. 20.

Size	Rate	Trim size (actual page size)	Bleed size (trim size + bleed area)
2-page spread	\$2,500	16" x 10.75" or each page at 8.25" x 10.75"	16.5" x 11" or each page at 8.5" x 11"
full page	\$1,000	8.25" x 10.75"	8.5" x 11"
half page	\$600	7.125" x 4.687"	N/A
quarter page	\$350	3.625" x 4.75"	N/A

We hope to see you at our 99th Annual Convention January 27-31, 2025 in Phoenix!
If you have any questions, don't hesitate to contact DRA staff anytime!