

2027 RANCH HAND



The Official Annual Dude Ranchers' Association Convention Program



2027
ADVERTISING
INFORMATION



**SUPPORT THE DUDE RANCHERS' ASSOCIATION
AND ADVERTISE YOUR BUSINESS!**

As the Dude Ranchers' Association members and supporters gather for the 101st annual convention in Wickenburg, Arizona, in January 2027, the association is thrilled to again offer a special opportunity to our members, sponsors, and allied industry partners. Our *Ranch Hand* publication not only serves as our official convention program, but this magazine style membership guide also highlights the history and heritage of the dude ranching industry through educational and inspirational editorial.

As a supporter of our organization, you have the unique opportunity to advertise your business in the 2027 edition of the *Ranch Hand*, putting your business in front of the direct audience that needs the products you offer.

In addition to the convention attendees



who receive the publication, it is also sent to all members of the DRA, ensuring the best reach possible for your advertisement.

We hope you will consider promoting your brand to a wide, engaged audience that shares your passion for the dude ranching industry!

DON'T MISS THIS OPPORTUNITY!

MATERIALS & DEADLINES:

Please reserve your ad space by Oct. 31, 2026.
Ad files in PDF, CMYK format are due by Nov. 13, 2026.
Ad design assistance available on request by Oct. 1, 2026.

Size	Rate	Trim size (actual page size)	Bleed size (trim size + bleed area)
2-page spread	\$2,000	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 101st Annual Convention January 25-29, 2027 in Wickenburg, Arizona!
If you have any questions, don't hesitate to contact DRA staff anytime!