



saddlebag DISPATCHES

THE AWARD-WINNING HOME OF GREAT WESTERN FICTION

2023 Net Advertising Rates (Print/Online)

Color	1x	2x	3x	4x
Double Truck	\$744	\$631	\$607	\$583
Full Page	\$469	\$402	\$395	\$388
3/4 Page	\$379	\$326	\$321	\$315
1/2 Page	\$259	\$227	\$224	\$221
1/4 Page	\$95	\$81	\$73	\$62

Covers

Back Cover	\$844	\$731	\$707	\$683
Inside Front Cover	\$569	\$502	\$496	\$488
Inside Back Cover	\$493	\$446	\$419	\$360

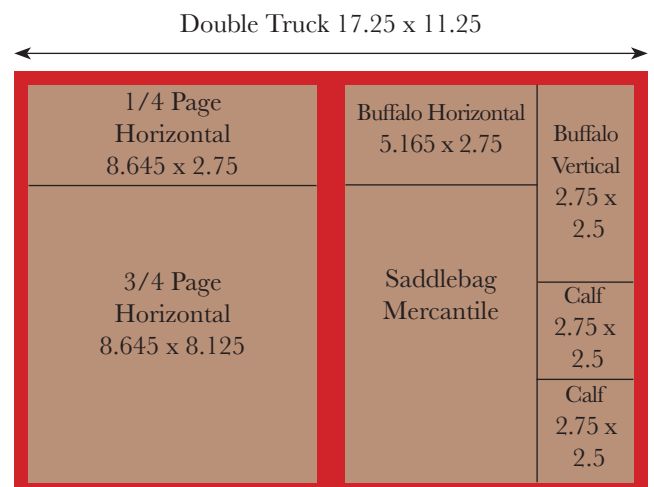
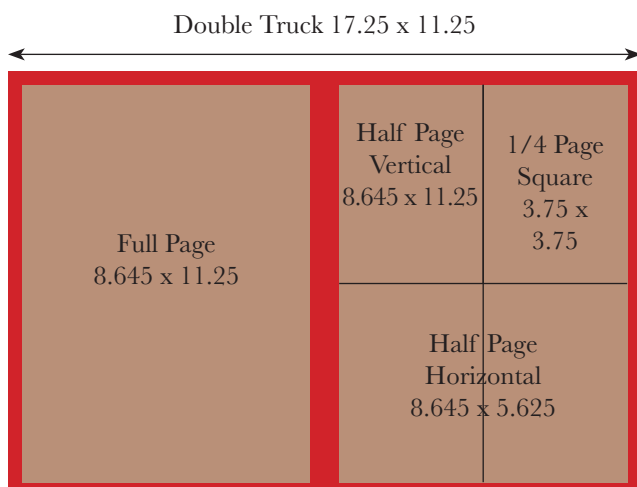
Build Ads

Our Advertising Services staff is happy to build your ad. Talk to one of our graphic design professionals, send us your high-resolution materials, and let our experience work for you. E-mail today to find out how: casey@oghmacreative.com.

Build Ad Fees

10% of contracted rate for specified ad size. Changes to ad will be billed at 5% of contracted ad rate. Stock art fees will apply if necessary.

**Special rates available upon request.*





saddlebag DISPATCHES

THE AWARD-WINNING HOME OF GREAT WESTERN FICTION

Information and Advertising Policies

Advertising Policies

- Until credit is established, all customer orders must be accompanied with payment. We accept most major credit cards, checks, or money orders.
- *Saddlebag Dispatches* will insert a previously-run ad if a contracted advertiser does not submit a new ad by the ad close deadline.
- Placement: *Saddlebag Dispatches* will make every effort to comply with placement requests, but will not guarantee placement location if it conflicts with the editorial integrity of the magazine.
- Balances past due will be assessed a 1.5% monthly fee (not to exceed 18% per year). Balances more than 120 days past due will be turned over for collection and the debtor will be liable for all costs accrued by the collection process. Advertisers who have taken over 90 days to pay for an ad must prepay all future ads.
- Publisher reserves the right to reject any ad for any reason at any time.
- Advertisers and their agencies are solely responsible for the contents and claims of their advertisements.
- Cancellations will not be accepted after deadline. Cancellations must be received in writing on or before deadline.
- Frequency discounts are earned within a six-issue period. Advertisers with contracts will be billed at contract rate. Those who fail to fulfill their contract within the twelve-month term will be charged back the difference between earned and contracted rate.
- Unless requested in writing, electronic files will be stored for six months and then destroyed.

Mechanical Data

Magazine trim size is 8.5" x 11"
Full-Page size is 8.645" x 11.25" (Includes Bleed)
Two-Page Spread is 17.25" x 11.25" (Includes Bleed)

All ads must be submitted digitally as high-resolution PDF, TIFF, or JPG files. Other file formats are not acceptable.

- 300 ppi
- CMYK Color Profile
- All fonts and placed graphics embedded
- Total ink density of 300

Files should be e-mailed to casey@oghmacreative.com or submitted on Mac-formatted CDs.

Due to the inconsistency of computer monitors, Saddlebag Dispatches cannot guarantee the colors you see on your screen will reproduce accurately on press.

If You Need Help

Ad design services are available upon request—supply text and images along with a suggested layout. Materials must be received prior to ad close date.

Build Ad Fees: 10% of contracted rate for specified ad size. Changes to ad will be billed at 5% of contracted ad rate.

For technical questions, contact Art Director Casey Cowan at casey@oghmacreative.com.

For ad rates, contact Advertising Sales Manager Chris Enss gvcenss@aol.com



saddlebag DISPATCHES

THE AWARD-WINNING HOME OF GREAT WESTERN FICTION

Publication and Closing Schedule

Issue	Ad Close	Materials Due	On Sale
Summer	February 1	March 1	mid-June
Winter	August 1	September 1	mid-December

Frequency of Publication: Two Times Per Year

Cover Price: \$24.99

Founders: Dusty Richards & Casey W. Cowan

Home Office: 2401 Beth Lane, Bentonville, AR 72712

Website: www.saddlebagdispatches.com

Saddlebag Dispatches Staff

Dennis Doty
Publisher
dennis@oghmacreative.com

Bob Giel
Managing Editor
bob@oghmacreative.com

Chris Enss
Advertising Sales Manage
gvcenss@aol.com

George "Clay" Mitchell
Associate Editor
clay@oghmacreative.com

Anthony Wood
Associate Editor
anthony@oghmacreative.com

Barbara Clouse
Research Director
barbara@oghmacreative.com

Casey W. Cowan
Art Director
casey@oghmacreative.com

Amy Cowan
Business Manager
amy@oghmacreative.com

Andre Guirard
Webmaster
webmaster@oghmacreative.com