



The Cowboy Chronicle Media Kit



The Cowboy Chronicle

America's Leading Publication Dedicated to Cowboy Action Shooting™

Single Action Shooting Society®
215 Cowboy Way, Edgewood, NM 87015
Ph: 505.843.1320 / Fax: 877.770.8687
email: sasschron@sassnet.com
www.sassnet.com

Editorial Impact

The Cowboy Chronicle is published by SASS® every month, twelve times annually and distributed to the Single Action Shooting Society® (SASS®) membership. The Cowboy Chronicle is a Tabloid newspaper, with a controlled circulation.

With a loyal readership of over 75,000, The Cowboy Chronicle is the definitive guide to Cowboy Action Shooting™. Each issue includes more than 96 pages of editorial, product & service information. The Cowboy Chronicle lists SASS® affiliated clubs monthly and annual match dates and the most up to date information on our sport and the laws that affect us. The Cowboy Chronicle is an important part of membership benefits. It keeps our cowboys current and informed and is chocked full of useful information, sources and activities.

Frequency: 12 issues / year

Circulation: 30,000

Readership: 75,000

Distribution: Mailed exclusively to SASS® members. Bonus distribution sent in response to membership inquiries, made available to SASS® Clubs, sporting goods stores, handed-out at select trade shows, gun shows, and Western lifestyle events.

Publishers

The Wild Bunch

Editor in Chief

Tex



The Cowboy Chronicle

Single Action Shooting Society®

Phone: 505.843.1320 / Fax: 877.770.8687

www.sassnet.com

Event Opportunities

The Benefits of Event Marketing

The Single Action Shooting Society® leverages its many relationships, resources and expertise to produce first-class events every year. As a sponsor you enjoy the benefit of The Single Action Shooting Society's planning and promotion of the event on your behalf.

Event marketing allows you to reach a potential consumer when they are open and willing to experience your product or service first hand. Events allow you to cut through the everyday clutter and get immediate feedback. Many of our sponsors have developed solid customer relationship selling leads.



Buffalo Stampede

Spring

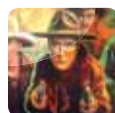
Web Site: www.sassnet.com/buffalo

Location: Founders Ranch in Edgewood, New Mexico

Est Attendance: 300+ Action & Mounted Shooters

Buffalo Stampede is open to the public at no charge.

Buffalo Stampede is the SASS® Four Corners Regional Match. Being a part of the SASS® Championship Program, it brings the best of the Regional Shooters to compete in a twelve stage match designed to test the competitors' skill in all facets of the game. The match includes a Wild Bunch Action Shooting™ Match, Long Range Match, Side Matches and SASS® University Classes.



Outlaw Trail

Early Fall

Web Site: www.sassnet.com/outlaw

Location: Founders Ranch in Edgewood, New Mexico

Est Attendance: 200+ Action & Mounted Shooters

Outlaw Trail is open to the public at no charge.

The Outlaw Trail is one of the friendliest small matches of the fall. The match is known for its great shooting and an opportunity to relax with friends. The match is eighteen stages shot over three days. The match includes a Wild Bunch Action Shooting™ Match, Long Range Match, Side Matches and SASS® University Classes.



END of TRAIL & Wild West Jubilee!

End of June

Web Site: www.sassnet.com/EoT

Location: Founders Ranch in Edgewood, New Mexico

Est Attendance: 1000+ Action & Mounted Shooters

END of TRAIL is open to the public for an entry fee. The Nation's oldest and largest Cowboy Action Shooting competition and Wild West festival, END of TRAIL® draws authentically dressed competitors from around the world to vie for the World Championship of Cowboy Action Shooting™, Cowboy Mounted Shooting, and Wild Bunch Action Shooting™. A western United States tradition dedicated to preserving the history of the Old West, END of TRAIL® is a celebration of the Old West Cowboy lifestyle, surrounded by a four-day festival open to the public and featuring Best of the West entertainment and activities for the entire family.



If you want to add new avenues to your marketing strategy then consider one of the many event sponsorships the Single Action Shooting Society® has to offer. From events to supplements to customized programs, the Single Action Shooting Society® has varied options to suit your marketing needs and budget.

Be a Part of These Exciting Events!

For more information on being a sponsor or participating please call the SASS® office at 505.843.1320.



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Publishing Schedule

January	February	March	April
Space Reservation: Nov 15 Ad Materials Due: Dec 01 Payments Due: Dec 01 Publication Mailed: Jan 01	Space Reservation: Dec 15 Ad Materials Due: Jan 01 Payments Due: Jan 01 Publication Mailed: Feb 01	Space Reservation: Jan 15 Ad Materials Due: Feb 01 Payments Due: Feb 01 Publication Mailed: Mar 01	Space Reservation: Feb 15 Ad Materials Due: Mar 01 Payments Due: Mar 01 Publication Mailed: Apr 01
May	June	July	August
Space Reservation: Mar 15 Ad Materials Due: Apr 01 Payments Due: Apr 01 Publication Mailed: May 01	Space Reservation: Apr 15 Ad Materials Due: May 01 Payments Due: May 01 Publication Mailed: Jun 01	Space Reservation: May 15 Ad Materials Due: Jun 01 Payments Due: Jun 01 Publication Mailed: Jul 01	Space Reservation: Jun 15 Ad Materials Due: Jul 01 Payments Due: Jul 01 Publication Mailed: Aug 01
September	October	November	December
Space Reservation: Jul 15 Ad Materials Due: Aug 01 Payments Due: Aug 01 Publication Mailed: Sep 01	Space Reservation: Aug 15 Ad Materials Due: Sep 01 Payments Due: Sep 01 Publication Mailed: Oct 01	Space Reservation: Sep 15 Ad Materials Due: Oct 01 Payments Due: Oct 01 Publication Mailed: Nov 01	Space Reservation: Oct 15 Ad Materials Due: Nov 01 Payments Due: Nov 01 Publication Mailed: Dec 01

If any deadline falls on a weekend or holiday, the business day prior would be applicable.

Space reservation is 45 days before date of issue. Completed insertion order must be received.

Artwork and payment must be received by the SASS office 30 days before date of issue.



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Advertising Rate Card

(The costs shown are monthly costs)

Premium Positions	1x	3x	6x	9x	12x / <small>SASS club rate</small>
Two Page Spread.....	\$4,784.00.....	\$4,472.00.....	\$4,160.00.....	\$3,848.00.....	\$3,328.00
Back Cover.....	\$2,894.32.....	\$2,705.56.....	\$2,516.80.....	\$2,328.04.....	\$2,013.44
Inside Front Cover & Inside Back Cover.....	\$2,631.20.....	\$2,459.60.....	\$2,288.00.....	\$2,116.40.....	\$1,830.40

4-Color

Full Page.....	\$2,392.00.....	\$2,236.00.....	\$2,080.00.....	\$1,924.00.....	\$1,664.00
3/4 Page.....	\$1,794.00.....	\$1,677.00.....	\$1,560.00.....	\$1,443.00.....	\$1,248.00
2/3 Page.....	\$1,610.00.....	\$1,505.00.....	\$1,400.00.....	\$1,295.00.....	\$1,120.00
1/2 Page.....	\$1,196.00.....	\$1,118.00.....	\$1,040.00.....	\$962.00.....	\$832.00
1/3 Page.....	\$782.00.....	\$731.00.....	\$680.00.....	\$629.00.....	\$544.00
1/4 Page.....	\$598.00.....	\$559.00.....	\$520.00.....	\$481.00.....	\$416.00

Black & White

Full Page.....	\$1,976.00.....	\$1,820.00.....	\$1,664.00.....	\$1,508.00.....	\$1,248.00
3/4 Page.....	\$1,482.00.....	\$1,365.00.....	\$1,248.00.....	\$1,131.00.....	\$936.00
2/3 Page.....	\$1,330.00.....	\$1,225.00.....	\$1,120.00.....	\$1,015.00.....	\$840.00
1/2 Page.....	\$988.00.....	\$910.00.....	\$832.00.....	\$754.00.....	\$624.00
1/3 Page.....	\$646.00.....	\$595.00.....	\$544.00.....	\$493.00.....	\$408.00
1/4 Page.....	\$494.00.....	\$455.00.....	\$416.00.....	\$377.00.....	\$312.00
1/6 Page.....	\$330.60.....	\$304.50.....	\$278.40.....	\$252.30.....	\$208.80
1/8 Page.....	\$247.00.....	\$227.50.....	\$208.00.....	\$188.50.....	\$156.00

General Store

4 Column Inches.....	\$152.00.....	\$140.00.....	\$128.00.....	\$116.00.....	\$96.00
3 Column Inches.....	\$114.00.....	\$105.00.....	\$96.00.....	\$87.00.....	\$72.00
2 Column Inches.....	\$76.00.....	\$70.00.....	\$64.00.....	\$58.00.....	\$48.00
1 Column Inch.....	\$38.00.....	\$35.00.....	\$32.00.....	\$29.00.....	\$24.00

Cancellations must be received in writing on or before space reservation deadline. Short rates may apply.

Guaranteed positions add 15%

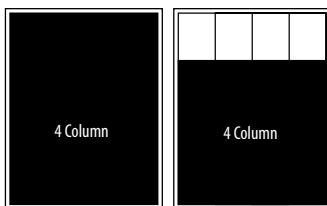


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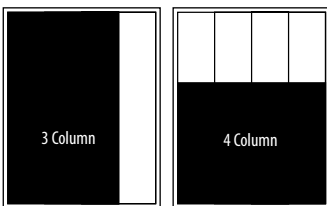
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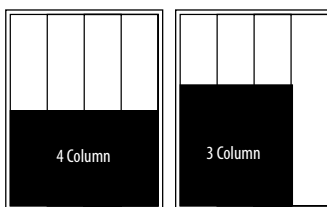
www.sassnet.com



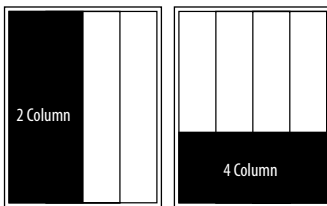
Full Page - 4 Column 9.75" x 12.625"
3/4 Page - 4 Column 9.75" x 9.75"



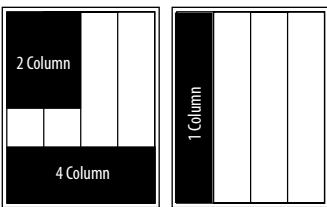
3/4 Page - 3 Column 7.25" x 12.625"
2/3 Page - 4 Column 9.75" x 8.25"



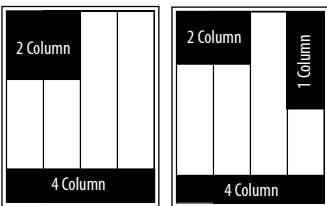
1/2 Page - 4 Column 9.75" x 6.125"
1/2 Page - 3 Column 7.25" x 8.25"



1/2 Page - 2 Column 4.75" x 12.625"
1/3 Page - 4 Column 9.75" x 4"



1/4 Pg - 4 Col 9.75" x 3"
1/4 Pg - 2 Col 4.75" x 6.125"
1/4 Page - 1 Column 2.25" x 12.625"



1/6 Page - 2 Column 4.75" x 4"
1/6 Page - 4 Column 9.75" x 2"
1/8 Pg - 2 Col 4.75" x 3"
1/8 Pg - 4 Col 9.75" x 1.5"
1/8 Pg - 1 Col 2.25" x 6.125"

Ad Dimensions

Publication Trim Size is 10 1/2" x 13 3/4" (10.5" x 13.75")

All materials must be submitted according to specifications below.

Ad Dimensions (width is given as the first dimension)

	<i>width x height</i>
Two Page Spread (w/Bleed)	21" x 13.75" with .25" bleeds
Two Page Spread	20.25" x 12.625"
Full Page (w/Bleed)	10.5" x 13.75" with .25" bleeds
Full Page - 4 Column Wide	9.75" x 12.625"
3/4 Page - 4 Column Wide	9.75" x 9.75"
3/4 Page - 3 Column Wide	7.25" x 12.625"
2/3 Page - 4 Column Wide	9.75" x 8.25"
1/2 Page - 4 Column Wide	9.75" x 6.125"
1/2 Page - 3 Column Wide	7.25" x 8.25"
1/2 Page - 2 Column Wide	4.75" x 12.625"
1/3 Page - 4 Column Wide	9.75" x 4"
1/4 Page - 4 Column Wide	9.75" x 3"
1/4 Page - 2 Column Wide	4.75" x 6.125"
1/4 Page - 1 Column Wide	2.25" x 12.625"
1/6 Page - 4 Column Wide	9.75" x 2"
1/6 Page - 2 Column Wide	4.75" x 4"
1/8 Page - 4 Column Wide	9.75" x 1.5"
1/8 Page - 2 Column Wide	4.75" x 3"
1/8 Page - 1 Column Wide	2.25" x 6.125"

General Store (Bought by the Column Inch)

4 Column Inches Ad	2.25" x 4"
4 Column Inches Ad	4.75" x 2"
4 Column Inches Ad	9.75" x 1"
3 Column Inches Ad	2.25" x 3"
3 Column Inches Ad	4.75" x 1.5"
3 Column Inches Ad	7.25" x 1"
2 Column Inches Ad	2.25" x 2"
2 Column Inches Ad	4.75" x 1"
1 Column Inch Ad	2.25" x 1"



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File Requirements

High-Quality Print PDF – PREFERRED FORMAT

- Embed fonts — Do not use TrueType fonts Use Type 1 or Open Type fonts only
- Must be saved as CMYK or Grayscale
- High-resolution images — 300dpi

Adobe Illustrator CS2 or newer

- Save as PDF
- Convert text to paths or outlines
- Must be saved as CMYK or Grayscale

Adobe Photoshop CS2 or newer

- Save as PDF, TIFF OR JPEG
- Construct ad at 300 dpi
- Must be saved as CMYK or Grayscale

Graphics

- Must be saved as CMYK or Grayscale
- PDF OR TIFF images preferred
- Resolution: 300 dpi for photos, 600 dpi for bitmap files
- Digital cameras: set camera's resolution at it's highest setting or 1600 x 1200 pixels
- Make sure bleeds extend 0.25"

Fonts

- Adobe Illustrator files should have type converted to paths or outlines
- No PC fonts — Supply ad as high-resolution PDF, TIFF, or outlined Adobe Illustrator file

Build Ads

The Single Action Shooting Society and The Cowboy Chronicle are equipped to help those advertisers in need of design and production services.

Please provide:

- preferred copy/text in an email or a Microsoft Word Document (.doc)
- graphics & photos saved to above requirements
- basic layout Sample-Sketch for reference
- All in one email to sasschron@sassnet.com
- Email must include Company Name, the month the ad is to run and your account executives name.

The Single Action Shooting Society and The Cowboy Chronicle will build your ad and provide proof for your approval prior to being inserted into the publication.

Where to Send:

Preferred via Email

Email: sasschron@sassnet.com

Subject line must include your company's name, the month ad is to run, and your account executive's name.

By MAIL:

SASS Cowboy Chronicle
215 Cowboy Way
Edgewood, NM 87015

Acceptable Media

- CD or DVD
- E-mail

Supply ad at 100% & always include a hard copy or digital color proof.



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Terms & Conditions

COPY & CONTRACT POLICIES

A. PUBLISHER and/or The Single Action Shooting Society (SASS) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or SASS reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or SASS, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or SASS for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or SASS and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or SASS may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or SASS's liability shall not exceed a refund of amounts paid to PUBLISHER or SASS for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor SASS is responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor SASS will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of New Mexico applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in New Mexico and

the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or SASS, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy.

BILLING & CREDIT

Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, and Discover are accepted for payment. Make checks payable to The Single Action Shooting Society. Returned checks will be subject to penalties pursuant to New Mexico law. Credit card number, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. All advertising must be paid by issue materials close date. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment fee.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or SASS, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or SASS. The rights of PUBLISHER or SASS shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly

for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or SASS, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or SASS for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by SASS is owned by SASS, and may not be otherwise used by the Advertiser without SASS's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at SASS's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the October 2011 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or SASS and the Advertiser and/or Agency. Neither PUBLISHER nor SASS has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or SASS, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or SASS.

No cancellations will be accepted after space reservation deadline.

Cancellations must be received in writing on or before space reservation deadline.



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Insertion Order

Advertiser / Brand / Club Name

Advertiser Name: _____
 Mailing Address: _____
 City/State/Zip: _____
 Contact Name: _____
 Phone: _____
 Website: _____
 Email (required): _____

Agency or Bill-To (if different from advertiser)

Agency Name: _____
 Mailing Address: _____
 City/State/Zip: _____
 Contact Name: _____
 Phone: _____
 Website: _____
 Email (required): _____

BILL TO: Advertiser Agency ADV No. /P.O. _____

Refer to *The Cowboy Chronicle* Rate Card for Ad Rates

Ad Information 1 X Rate 3 X Rate 6 X Rate 9 X Rate 12 X Rate SASS Club Rate

Issue Month/Year	Color/BW	Ad Size	Shape - columns	Gross Rate	Ad Materials
	<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4		<input type="checkbox"/> New <input type="checkbox"/> House Built <input type="checkbox"/> Pick Up
	<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4		<input type="checkbox"/> New <input type="checkbox"/> House Built <input type="checkbox"/> Pick Up
	<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4		<input type="checkbox"/> New <input type="checkbox"/> House Built <input type="checkbox"/> Pick Up
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	<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4		<input type="checkbox"/> New <input type="checkbox"/> House Built <input type="checkbox"/> Pick Up

Bill Monthly Bill for All Insertions Guaranteed positions add 15% **Total:** _____

Materials (submission) Emailed to sasschron@sassnet.com Disk mailed to the SASS Office

In the absence of material instructions prior to ad close, ad will be picked up from previous issue. All cancellations or changes must be made in writing prior to ad close. The above schedule of space is placed in accordance with the terms and provisions of your rate card with which I/we are familiar, and which automatically shall become a part of this agreement. Please contact your sales representative should you need a copy.

any applicable insertion order. In the event advertiser does not honor its full advertising commitment as contained in this contract and any applicable insertion order, SASS® and *The Cowboy Chronicle* reserves the right to (i) shortrate or charge the advertiser the undiscounted rate for those advertisements and (ii) renege on any commitments or incentives made in reliance on Advertiser's full advertising commitment as set forth in this contract and any applicable insertion order SASS® & the Single Action Shooting Society® further reserves its right to enforce its rights under this contract and any applicable insertion order.

Advertiser agrees to honor its advertising commitment as set forth in this contract and

Payment Method

Total Enclosed \$ _____ Check Money Order (Payable to The Single Action Shooting Society)

Charge Amount \$ _____ MasterCard VISA AMEX Discover

Credit Card Number _____ Expiration Date ____/____/____

Name on Credit Card _____

Cardholder Signature _____



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ABOVE INFORMATION MUST BE PRINTED AND FILLED OUT COMPLETELY