



**South Dakota Newspaper Association
ADVERTISING OPPORTUNITIES**



Toll free: (800) 658-3697 • Fax: (605) 692-6388 • darlam@sdna.com • www.sdna.com

Frequently asked Questions...	Statewide Classifieds	2x2 Network	Custom Advertising
What is the ad size?	You decide	3.75" w x 2" h	You decide
What will the circulation be?	303,000	Up to 303,000	You decide
How many papers will my ad run in?	128 Newspapers	128 Newspapers	You decide
Can I choose the Papers I want?	No	No, however you can choose from 2 region options: East or West river as well as Statewide	Yes
How much does it cost?	\$150.00 (up to 25 words) \$5.00 for each additional word	\$800 Statewide \$375 West River \$525 East River	Please contact SDNA for a quote.
Can I choose the position of my ad?	Ads run in classifieds. Either in the specific category or under a statewide banner	The ads will be placed in an appropriate section, chosen by the newspaper	Specific position requests may require additional payment.
Can I choose the run dates?	You choose the week the ad runs; newspapers select the exact date during that week	You choose the week the ad runs; newspapers select the exact date during that week	Yes
What are my design options?	Text only	Text and / or graphics	Text, graphics, color and preprinted inserts
Do I get proof of publication?	SDNA affidavit if requested. (One tearsheet)	SDNA affidavit if requested. (One tearsheet)	One tearsheet per newspaper insertion; sworn affidavits for preprinted inserts
What are my payment options?	Pre-payment is required via check, cash, money order, MasterCard, Visa or Discover	Pre-payment is required via check, cash, money order, MasterCard, Visa or Discover	Billing is available pending credit check approval