

What is the Display Ad Network?

The Display Ad Network is a cooperative ad network of the state's weekly and daily newspapers.

Choose from either a 2x2 Display Ad or a 2x4 Display Ad to advertise statewide. Your ad will appear one time during a designated week in newspapers statewide or by region.

Reach more than 600,000 newspapers readers with this incredibly affordable and effective statewide advertising program. The South Dakota Display Ad Network offers a 75 percent savings over buying the same size ad in every newspaper in the state.

Why advertise in South Dakota newspapers?

South Dakota newspapers are the #1 source for local advertising information, outpacing all other media including TV and radio, according to a 2016 statewide survey of 500 South Dakota households conducted by Pulse Research for SDNA.

Statewide:

(121 newspapers statewide)

2x2: \$800.00

2x4: \$1,600.00

East River Newspapers:

(95 newspapers east of Missouri River)

2x2: \$525.00

2x4: \$1,050.00

West River Newspapers:

(26 newspapers west of Missouri River)

2x2: \$375.00

2x4: \$750.00

A 2x2 Display Ad is 3.79 inches wide by 2 inches deep.

A 2x4 Display Ad is 3.79 inches wide by 4 inches deep.

Daily newspapers may vary which day of the week the ad runs. A few daily newspapers may not accept employment recruitment ads. Contact SDNA for details.

SDNA can also place Network Display Ads in many other states.

Requirements:

- Advance payment by cashier's check, money order, Visa, Mastercard or Discover.
- We do not accept advertising for "Work-At-Home" enterprises or offers requiring readers to send money before seeing complete and detailed information about the advertised product.
- Any ad using a 900 telephone number must include a disclaimer telling readers what the basic, per minute and average telephone charge will be.
- Any ad using an 800 number to refer to a 900 number, must include the disclaimer mentioned above.
- Political advertising is not permitted.
- SDNA and individual publishers reserve the right to reject any ad, at any time.
- You can send your camera ready ad, or we can help you design an ad. If sending the ad camera ready, it should measure 3.79" wide by 2" or 4" deep.

Deadline: Tuesday

The deadline is Tuesday noon for ads appearing in newspapers the following week

How do I get started?

- Contact your local newspaper.
- Contact SDNA at 1-800-658-3697
- Order online at www.sdna.com



DISPLAY AD NETWORK

Experience Lapland Reindeer
Photo ©VisitFinland.com

Experience the World!

DON'T WAIT - TOURS FILL UP FAST!

WWII Tour-Memorial Day on Beaches of Normandy, France

\$3,450 All veterans receive \$100 discount.

Includes Battle of the Bulge sights in Belgium, plus Germany with Remagan Bridge, Hitler's Eagle's Nest, Dachau Concentration Camp
12-day tour departs May 23, 2019 (All inclusive from Sioux Falls.)

Land of the Midnight Sun - Iceland, Finland & Lapland

\$3,979 PRICE REDUCED!

12-day extravagant adventure departs July 25, 2019. (All inclusive from Mpls.)

Celebrity Cruise - Alaska

\$2,850 All inclusive from Sioux Falls. Deposit due February 1, 2019.

Newly redecored ship. 8-day/7-night cruise departs August 8, 2019

Tours designed & escorted by Vi Ranney, Yankton, tour designer for GRHS.



WINTER DISCOUNT

WET BASEMENT? LEAKY DIRT CRAWL SPACE?
BASEMENT WALL BOWED? FOUNDATION SETTLING?
TESTED FOR RADON GAS?

Blackburn Basement Systems
Waterproofing & Repair
Basement & Foundation Specialists™

Toll Free 1-800-392-3389
www.blackburnbasementrepair.com

FREE Estimates! Financing Available!
Cannot be combined with any other offers. Expires 3/31/2019.

Ads above are actual size ads that have run in our network.



SDNA
SOUTH DAKOTA NEWSPAPER ASSOCIATION

We've got South Dakota covered.

Toll Free: 800.658.3697

Phone: 605.692.4300

Email: networkads@sdna.com

www.sdna.com

Nicole Herrig, Network Coordinator



PARTICIPATING SOUTH DAKOTA NEWSPAPERS

EAST RIVER REGION

Aberdeen American News
 Alcester Union
 Alexandria Herald
 Arlington Sun
 Armour Chronicle
 Avon Clarion
 Beresford Republic
 Bowdle Pride
 Brandon Valley Challenger
 Brandon Valley Journal
 Bridgewater Tribune
 Britton Journal
Brookings Register
 Bryant Dakotan
 Canistota Clipper
 Canton Sioux Valley News
 Castlewood Hamlin Co. Republican
 Centerville Journal
 Chamberlain Central Dakota Times
 Chamberlain Oacoma-Sun
 Clark County Courier
 Clear Lake Courier
 Conde News
 Corsica Globe
 De Smet News
 Dell Rapids Tribune
 Dells City Journal
 Delmont Record
 Doland Times-Record
 Elk Point Southern Union Co. Leader-Courier
 Elkton Record
 Emery Enterprise

Estelline Journal
 Eureka Northwest Blade
 Faulkton Faulk Co. Record
 Flandreau Moody Co. Enterprise
 Freeman Courier
 Garretson Gazette
 Geddes Charles Mix Co. News
 Gettysburg Potter Co. News
 Groton Independent
 Hartford Minnehaha Messenger
 Hayti Hamlin County Herald Enterprise
 Highmore Herald
 Hoven Review
 Howard Miner Co. Pioneer
Huron Plainsman
 Ipswich Tribune
 Irene Tri-County News
 Lake Andes Wave
 Lake Preston Times
 Langford Bugle
 Lennox Independent
 Leola McPherson Co. Herald
Madison Daily Leader
 Marion Record
 Milbank Grant Co. Review
 Miller Press
Mitchell Daily Republic
 Mobridge Tribune
 Montrose Herald
 North Sioux City Dakota Dunes / North
 Sioux City Times
 Onida Watchman
 Parker New Era

Parkston Advance
Pierre Capital Journal
 Plankinton South Dakota Mail
 Platte Enterprise
 Pollock Prairie Pioneer
 Roscoe-Hosmer Independent
 Rosholt Review
 Salem Special
 Scotland Journal
 Selby Record
Sioux Falls Argus Leader
 Sisseton Courier
 South Shore Gazette
 Springfield Times
 Stickney Argus
 Tea Weekly
 Tripp Star Ledger
 Tyndall Tribune and Register
 Vermillion Plain Talk
 Viborg Enterprise
 Volga Tribune
 Wagner Post
Watertown Public Opinion
 Webster Reporter & Farmer
 White Lake Aurora Co. Standard
 White Tri-City Star
 Wilmot Enterprise
 Woonsocket Sanborn Co. Journal
 Yankton Co. Observer
Yankton Daily Press & Dakotan

WEST RIVER REGION

Bison Courier
 Bonesteel Enterprise
 Buffalo Nation's Center News
 Burke Gazette
 Custer County Chronicle
 Eagle Butte West River Eagle
 Edgemont Fall River Co. Herald
 Faith Independent
 Gregory Times-Advocate
 Hill City Prevalier News
 Hot Springs Star
 Kadoka Press
 Lemmon Dakota Herald
 Martin Bennett Co. Booster II
 McLaughlin Corson/Sioux Co.
 News-Messenger
 Mission Todd Co. Tribune
 Murdo Coyote
 Philip Pioneer Review
 Presho Lyman Co. Herald
Rapid City Journal
 Rapid City Native Sun News
Spearfish Black Hills Pioneer
 Timber Lake Topic
 Wall Pennington Co. Courant
 White River Mellette Co. News
 Winner Advocate

Underlined papers are Dailies.
All others are published weekly.