

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, 2x4 or 3x5 Display Ad to advertise statewide. Your ad will appear one time during a designated week in newspapers statewide or by region.

Reach nearly 450,000 newspaper 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, out-pacing all other media including TV and radio, according to a 2021 statewide survey of 446 South Dakota households conducted by Coda Ventures for SDNA.

Statewide:

(104 newspapers statewide)

2x2: \$800.00

2x4: \$1,600.00

3x5*: \$4,600.00

East River Newspapers:

(80 newspapers east of Missouri River)

2x2: \$525.00

2x4: \$1,050.00

3x5*: \$3,000.00

West River Newspapers:

(24 newspapers west of Missouri River)

2x2: \$375.00

2x4: \$750.00

3x5*: \$1,600.00

Daily newspapers may vary which day of the week the ad runs.

*3x5 size is limited to one (1) advertiser per week. Please check for availability.

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

Requirements:

- Advance payment is required.
- 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 (or 800 number to refer to a 900 number) must include a disclaimer telling readers what the basic, per minute and average telephone charge will be.
- 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, please follow specs listed below.

Specs:

A 2x2 Display Ad is 3.2 inches wide by 2 inches deep.

A 2x4 Display Ad is 3.2 inches wide by 4 inches deep.

A 3x5 Display Ad is 4.9 inches wide x 5 inches deep.

NEW SPECS!

Deadline: 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



DISPLAY AD NETWORK

2x4

When you need assistance, we have you covered.



Dakota at Home is the one resource for older adults and people with disabilities. Don't scurry around. Call today.

SD's Aging and Disability Resource Center

1-833-663-9673

Dakota at Home

One Call
Countless Resources

Vacation See Famous Sights + the Countryside Turnkey Travel with Peace of Mind

Oberammergau - Passion Play • Germany • Switzerland • France • Austria
Premium Event Tickets • International Airfare • Professional Tour Guide • Luxury Coach
This is your last chance to see this performance until 2030! Act Now - July 20 - 31!

Ireland, England, & Scotland

Stonehenge • Blarney Castle
Cliffs of Moher • Titanic Mus.
Farms • Guinness Brewery

Europe

Germany • Belgium • Austria
Netherlands • Switzerland
Austria • Czech Republic

Southern Charm

Visit Historic Charleston &
Farms w/ Tobacco, Cotton,
Sweet Potatoes, Rice & More

National Parks

Grand Canyon • Zion Park
Yellowstone • Farm & Ranch
Bryce Canyon • Horseshoe Bend

Mississippi Cruise

Elvis' Graceland • Beale St.
Airboat Ride in the Bayou
French Quarter • WWII Mus.

Fall Colors

Boston • Cranberry Farm
MA • VT • RI • NH • ME

Call for Brochure 1-888-414-4177 RupiperTours.com



2x2

Ads above are examples of 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: nicole@sdna.com

www.sdna.com

Nicole Herring, Network Coordinator

PARTICIPATING SOUTH DAKOTA NEWSPAPERS

East River Region

Aberdeen News
Alcester Union & Hudsonite
Alexandria Hanson County Herald
Arlington Sun
Armour Chronicle
Avon Clarion
Beresford Republic
Bowdle Pride
Brandon Valley Journal
Britton Marshall County Journal
Brookings Register
Canton Sioux Valley News
Castlewood Hamlin County Republican
Chamberlain Central Dakota Times
Clark County Courier
Clear Lake Courier
Corsica Globe
Dakota Dunes / North Sioux City Times
De Smet Kingsbury Journal
Dells City Journal
Elk Point Southern Union
County Leader-Courier
Elkton Record
Estelline Journal
Eureka Northwest Blade
Faulkton Faulk County Record
Flandreau Moody County Enterprise
Freeman Courier
Garretson Gazette
Geddes Charles Mix County News
Gettysburg Potter County News
Groton Independent
Hartford Minnehaha Messenger
Hayti Hamlin County Herald Enterprise
Highmore Herald
Hoven Review
Howard Miner County Pioneer
Huron Plainsman
Ipswich Tribune
Lake Andes Wave

Lennox Independent
Leola McPherson County Herald
Madison Daily Leader
Milbank Grant County Review
Miller Press
Mitchell Republic
Mobridge Tribune
Onida Watchman
Parker New Era
Parkston Advance
Pierre Capital Journal
Plankinton South Dakota Mail
Platte Enterprise
Pollock Prairie Pioneer
Redfield Press
Roscoe-Hosmer Independent
Rosholt Review
Salem The 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
Volga Tribune
Wagner Post
Watertown Public Opinion
Waubay Clipper
Webster Reporter & Farmer
Wessington Springs True Dakotan
White Lake Aurora County Standard
White Tri-City Star
Wilmot Enterprise
Woonsocket Sanborn County Journal
Yankton County 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
Faith Independent
Gregory Times-Advocate
Hill City Prevailer News
Hot Springs Fall River County Herald
Lemmon Dakota Herald
Martin Bennett County Booster II
McLaughlin Corson/Sioux County
News-Messenger
Mission Todd County Tribune
Murdo Coyote
Philip Pioneer Review
Presho Lyman County Herald
Rapid City Journal
Rapid City Native Sun News Today
Spearfish Black Hills Pioneer
Timber Lake Topic
Wall Pennington County Courant
White River Mellette County News
Winner Advocate