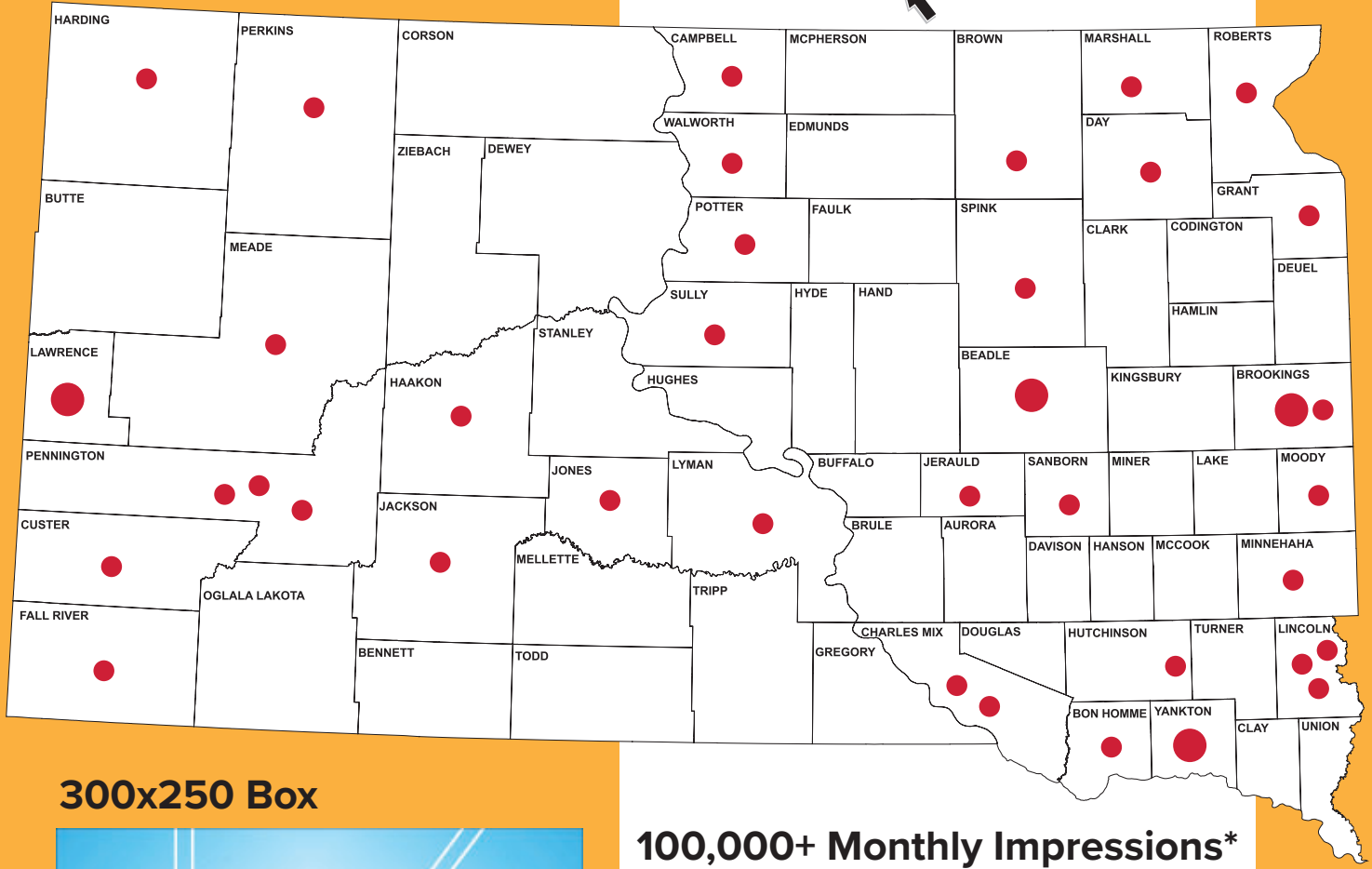




SDNA

SOUTH DAKOTA NEWSPAPER ASSOCIATION

DIGITAL AD NETWORK



300x250 Box



100,000+ Monthly Impressions*

25+ Daily & Weekly Newspaper Websites

One Low Cost of \$300/30 days

Your ad will appear in BOTH ad sizes!



728x90 Leaderboard

*Based on current participating newspaper website impressions delivered. Ads run share of voice.

Participating Newspapers/Websites

Avon Clarion
pechouspub.com

Bison Courier
ravellettepublications.com

Brandon Valley Journal
brandonvalleyjournal.com

(Britton)
Marshall County Journal
marshallcountyjournal.com

Brookings Register
brookingsregister.com

(Buffalo)
Nation's Center News
nationscenternews.com

Custer County Chronicle
custercountychronicle.com

Faith Independent
ravellettepublications.com

(Flandreau)
Moody County Enterprise
moodycountyenterprise.com

Freeman Courier
freemansd.com

Groton Independent
397news.com

(Hill City) Prevailor News
custercountychronicle.com

(Hot Springs)
Fall River County Herald Star
frcheraldstar.com

Huron Plainsman
plainsman.com

Lake Andes Wave
pechouspub.com

Lennox Independent
lennoxnews.com

(Milbank)
Grant County Review
grantcountyreview.com

Mobridge Tribune
mobridgetribune.com

Murdo Coyote
ravellettepublications.com

Onida Watchman
onidawatchman.com

(Philip) Pioneer Review
pioneer-review.com

(Presho)
Lyman County Herald
lcherald.com

(Rapid City)
Native Sun News Today
nativesunnews.today

Redfield Press
redfieldpress.com

Sisseton Courier
sissetoncourier.com

(Spearfish)
Black Hills Pioneer
bhpioneer.com

Tea Weekly
teaweekly.com

Timber Lake Topic
timberlakesouthdakota.com

Wagner Post
pechouspub.com

(Wall)
Pennington County Courant
ravellettepublications.com

(Webster)
Reporter & Farmer
reporterandfarmer.com

(Wessington Springs)
True Dakotan
truedakotan.com

(Woonsocket)
Sanborn County Journal
sanbornjournal.com

Yankton
Daily Press & Dakotan
yankton.net

What is the Digital Network?

South Dakota Digital Ad Network is a cooperative ad network of the state's weekly and daily newspaper websites.

For only \$300 your ad will run for up to 30 days. Both ad sizes - 300x250 and 728x90 - will appear on participating newspaper websites across the state of South Dakota and reach up to 100,000* digital readers!

Each newspaper will run your ads run-of-site. Homepage placement is not guaranteed. *Ads will run share of voice. Limited to three advertisers running at once.

South Dakota Newspaper Association (SDNA) coordinates all placements on participating newspaper websites. All impressions and click-thru stats are tracked by SDNA and provided at the end of the campaign, upon request.

SDNA can also place statewide digital ads in other states. Several states have networks similar to ours. Contact SDNA for costs, impressions and other information.

Why advertise on South Dakota websites?

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.

Requirements:

- Advance payment by cashier's check, money order or credit card.
- Creative should be JPEG/PNG/GIF files <100 KB sent to sandy@sdna.com. SDNA also provides creative services for a fee.
- 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.
- SDNA and individual publishers reserve the right to reject any ad, at any time.



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