

## What is the Print Display Ad Network?

The Print 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 400,000 newspaper readers with this incredibly affordable and effective statewide advertising program. The South Dakota Print 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 2024 statewide survey of 406 South Dakota households conducted by Coda Ventures for SDNA.

### Statewide:

(99 newspapers statewide)

2x2: \$800.00

2x4: \$1,600.00

**3x5\*: \$4,600.00**

### East River Newspapers:

(77 newspapers east of Missouri River)

2x2: \$525.00

2x4: \$1,050.00

**3x5\*: \$3,000.00**

### West River Newspapers:

(22 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.

## Deadline: Tuesday, Noon

For ads appearing in newspapers the following week.

## SOUTH DAKOTA PRINT DISPLAY AD NETWORK



800.658.3697 | [www.sdna.com](http://www.sdna.com)

Nicole Herrig, Network Coordinator

[nicole@sdna.com](mailto:nicole@sdna.com)



---

## PARTICIPATING SOUTH DAKOTA NEWSPAPERS

---

### East River Region

Aberdeen News  
Arlington Sun  
Armour Chronicle  
Avon Clarion  
(Beresford) The Republic  
(Bowdle) Pride of the Prairie  
(Brandon) 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  
(Dell Rapids) 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) Edmunds County 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  
Rosholt Review  
(Salem) The Special  
Scotland Journal  
Selby Record  
(Sioux Falls) Argus Leader  
(Sioux Falls) Dakota Scout  
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  
(Woonsocket) Sanborn County Journal  
Yankton County Observer  
(Yankton) 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  
(Rapid City) Native Sun News Today  
(Spearfish) Black Hills Pioneer  
Timber Lake Topic  
(Wall) Pennington County Courant  
(White River) Mellette County News  
Winner Advocate