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:
(102 newspapers statewide)
2x2: $800.00
2x4: $1,600.00
3x5*: $4,600.00

East River Newspapers:
(78 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

Ads above are examples of ads that have run in our network.

SDNA
SOUTH DAKOTA
NewsMedia
ASSOCIATION

800.658.3697 | www.sdna.com

Nicole Herrig, Network Coordinator

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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
Wilmot Enterprise
(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
(Presho) Lyman County Herald
(Rapid City) Native Sun News Today
Rapid City Journal
(Spearfish) Black Hills Pioneer
Timber Lake Topic
(Wall) Pennington County Courant
(White River) Mellette County News
Winner Advocate