



2012 Retail Prophet & Legislative Bulletin Advertising Rates

Retail Prophet Two-Color Advertising Rates (Green PMS 5555 and Blue PMS 2758)
Legislative Bulletin Black-and-White Advertising Rates

Ad size	Ad Measurements	1 to 3 time rate per ad	4 or more time rate per ad
Full page	7-1/2 inches wide 10 inches high	\$455	\$380
Half page	7-1/2 inches wide 5 inches high	\$330	\$255
One-third page	2-1/4 inches wide 9-3/4 inches high	\$280	\$180
One-quarter page (A)	2-1/4 inches wide 7-1/2 inches high	\$230	\$155
One-quarter page (B)	3-1/2 inches wide 4-3/4 inches high	\$230	\$155
One-eighth page	3-1/2 inches wide 2-1/4 inches high	\$130	\$80

Spot color: add \$300 to the ad price for each additional ink color, each time the ad is published.
Full-color: add \$1,150 if ad runs once; add \$1,050 per ad if it runs 3 or more times.

South Dakota Retailers Association

The South Dakota Retailers Association is a 3,700-member statewide trade association representing all types of retail businesses. The Association was established in 1897 to represent retail interests in the legislative process, to provide money-saving member services, and to provide information and education.

Retail Prophet

This is SDR's regular newsletter, published monthly with the exception of February and March. This publication features information regarding state and federal laws and regulations that impact retailers, an FAQ section, updates on trends, monthly sales tax reports, our training calendar, and more. The newsletter is mailed the first week of the month, and is also posted on SDR's website.

Legislative Bulletins

This publication is printed weekly during the state legislative session, beginning the last week of January and running through February. The *Bulletins* contain information regarding legislative proposals which impact retailers. The *Bulletins* are mailed on Thursdays, and are also posted on SDR's website.

Circulation: 4,150

The *Retail Prophet* and *Legislative Bulletins* are mailed to SDR's members, as well as to state legislators and officials, other associations, and prospective members.

Deadlines

Retail Prophet: Ads must be ordered by the 15th of the month to appear in the following month's issue. Camera-ready ads must be at the Pierre SDR office by the 20th of the month for the following month's *Prophet*.

Legislative Bulletin: Ads must be ordered at least one week prior to publication, and must be furnished to SDR by Monday of the week in which the ad is to be published.

Format

Electronic submission of advertisements is preferred. High-resolution ads in JPEG, PDF, TIF or EPS format may be emailed -or- mailed on CD or flash drive to the address below.

Subject to Approval

All advertising is subject to approval by SDR. Ads will not be accepted from any companies offering products or services in direct competition with SDR's endorsed service providers, or which appear to be in competition with SDR's endorsed service providers.

Billing

Advertisers will be billed following publication. Rates shown above are net to SDR.

For More Information / To Order or Submit Ads

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