



2020 Retail Prophet Advertising Rates Full-Color Advertising Rates

Ad size	Ad Measurements	1 to 3 times rate per ad	4 or more times rate per ad
Full page	7-1/2 inches wide 10 inches high	\$635	\$545
Half page	7-1/2 inches wide 5 inches high	\$460	\$400
One-third page	2-1/4 inches wide 9-3/4 inches high	\$390	\$345
One-quarter page (A)	2-1/4 inches wide 7-1/2 inches high	\$340	\$295
One-quarter page (B)	3-1/2 inches wide 4-3/4 inches high	\$340	\$295
One-eighth page	3-1/2 inches wide 2-1/4 inches high	\$250	\$220

South Dakota Retailers Association

The South Dakota Retailers Association is a nearly-4,000 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

SDRA's regular newsletter, published six times annually. 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.

Circulation: 3,900

The *Retail Prophet* and *Legislative Bulletins* are mailed to the 3,300 SDRA members who have requested a hard copy, as well as to state legislators and officials, other associations, and prospective members. They are emailed to all members.

For More Information / To Order or Submit Ads

Shuree Mortenson • PO Box 638 • Pierre, SD 57501
smortenson@sdra.org | (605) 224-5050

Deadlines

Retail Prophet: Ads must be ordered by the 1st of the month to appear in the next bi-monthly issue (i.e. April 1st for the April/May issue). Camera-ready ads must be at the Pierre SDRA office by the 5th of the month for that issue.

Legislative Bulletin: Ads must be ordered at least one week prior to publication, and must be furnished to SDRA 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 SDRA. Ads will not be accepted from any companies offering products or services in direct competition with SDRA's endorsed service providers, or which appear to be in competition with SDRA's endorsed service providers.

Billing

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

2020 RETAIL PROPHET AD ORDER FORM

Advertiser _____

Address _____ City _____

State _____ Zip _____ Phone _____

Name of person ordering advertising (please print) _____

E-mail _____ Date advertising ordered _____

Advertising order specifications - Retail Prophet

2019 Issues	Ad Size	Cost Per Ad		Ink
<input type="checkbox"/> Feb/March	<input type="checkbox"/> Full page	\$635 (1-3x)	\$545 (4+ x)	Ink Four color process Key 1-3x = ad is to run in one, two or three issues 4+ x = ad is to run in four or more issues Invoicing Invoices for ads in the <i>Retail Prophet</i> and <i>Legislative Bulletin</i> will be mailed following publication.
<input type="checkbox"/> April/May	<input type="checkbox"/> 1/2 page	\$460 (1-3x)	\$400 (4+ x)	
<input type="checkbox"/> June/July	<input type="checkbox"/> 1/3 page	\$390 (1-3x)	\$345 (4+ x)	
<input type="checkbox"/> Aug/Sept	<input type="checkbox"/> 1/4 page (A)	\$340 (1-3x)	\$295 (4+ x)	
<input type="checkbox"/> Oct/Nov	<input type="checkbox"/> 1/4 page (B)	\$340 (1-3x)	\$295 (4+ x)	
<input type="checkbox"/> Dec 20/Jan 21	<input type="checkbox"/> 1/8 page	\$250 (1-3x)	\$220 (4+ x)	



Special instructions
