

SDRA Legislative Lineup 2020 Ad Rates



*as an advertiser, you get visibility PLUS
receive complimentary copies of the Lineup!*

Full page ad

3.25 inches wide x 7.75 inches high

\$410⁰⁰

PREMIER AD SPACE - FULL COLOR:

Full page inside front cover: \$460

Full page inside back cover: \$435

Businesses who had advertising space on the inside front or back cover in 2019 have first consideration for those spaces again this year

Full page sponsors receive 20 FREE Lineups

1/2 page ad

3.25 inches wide x 3.75 inches high

\$285⁰⁰

PREMIER AD SPACE - FULL COLOR:

1/2 page inside front cover: \$315

1/2 page inside back cover: \$305

Businesses who had advertising space on the inside front or back cover in 2019 have first consideration for those spaces again this year

Half-page sponsors receive 10 FREE Lineups

ALL ADVERTISERS - general info

- **Your ad will appear in 5,800 copies** of the *Legislative Lineup*
- The *Lineup* contains photos and information about South Dakota's state legislators and constitutional officers — legislative committee meeting times and locations — maps of the State Capitol and legislative districts — and more
- **Deadlines:**
 - Reserve your ad space by November 8, 2019
 - Email or mail your ad (or changes to an existing ad) to SDRA by November 15, 2019

1/4 page ad

3.25 inches wide x 1.75 inches high

\$190⁰⁰

Quarter-page sponsors receive 5 FREE Lineups

Reserve your space today!

South Dakota Retailers Association
PO Box 638 • Pierre, SD 57501
605.224.5050 / toll-free 1.800.658.5545
donna@sdra.org • www.sdra.org

2020 Legislative Lineup Ad Order Form



The South Dakota Retailers Association has been publishing the Legislative Lineup annually for nearly 40 years!

STEP 1: Your information

Advertiser _____

Name of Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone Number (_____) _____

E-mail _____ Date advertising ordered _____

STEP 2: Select your ad size

✓ Ad Size	Cost Per Ad	Measurements (inches)
<input type="checkbox"/> Full page (black ink)	\$410	3.25 wide x 7.75 high
<input type="checkbox"/> 1/2 page (black ink)	\$285	3.25 wide x 3.75 high
<input type="checkbox"/> 1/4 page (black ink)	\$190	3.25 wide x 1.75 high
Premier ad space (businesses who had these spots last year have first right this year)		
<input type="checkbox"/> Inside front cover-full page (color)	\$460	3.25 wide x 7.75 high
<input type="checkbox"/> Inside front cover-1/2 page (color)	\$315	3.25 wide x 3.75 high
<input type="checkbox"/> Inside back cover-full page (color)	\$435	3.25 wide x 7.75 high
<input type="checkbox"/> Inside back cover-1/2 page (color)	\$305	3.25 wide x 3.75 high

PAYMENT:

You will be invoiced after publication.

PAPER / INK:

The *Lineup* is printed in black ink on white paper.

Ads on the inside front and back cover are full color.

AD FORMAT:

Preferred formats are high resolution PDF, JPEG, TIF or EPS.

STEP 3: Ad content

- Use same ad as last year
- Same ad as last year with changes noted
- New ad (please provide to SDRA by Nov. 15, 2019)

STEP 4: Would you like to order extra copies?

Advertisers receive free copies of the Lineup (20 copies with a full page ad, 10 with a 1/2 page ad and 5 with a 1/4 page ad). You can order extra copies. (Price includes tax; we will bill you at the same time we bill you for the ad.) EXTRA COPIES:

1-9 copies \$4.25 each _____ copies @ \$4.25 = \$ _____
 10-49 copies \$3.75 each _____ copies @ \$3.75 = \$ _____
 50 or more \$3.25 each _____ copies @ \$3.25 = \$ _____

- Please mail the Lineups to the address shown above
- We will pick up the Lineups from the SDRA office (320 E. Capitol Ave.)

STEP 5: Submit your ad order online, by mail, email, or phone by November 8, 2019

Online Complete and submit a form online at <https://bit.ly/2noRSz3>

Mail Mail this completed form to SDRA • PO Box 638 • Pierre, SD 57501

Email Complete this form, scan and email to donna@sdra.org

Phone Call SDRA with your ad order at 800.658.5545 / 224.5050 in Pierre - ask for Donna

Questions? Call the South Dakota Retailers Association at 800.658.5545 and ask for Donna -or- email Donna@sdra.org.

