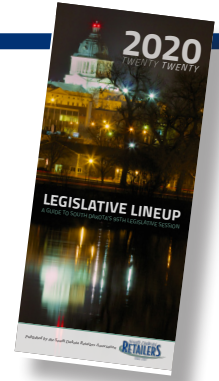


# SDRA Legislative Lineup 2021 Ad Rates



*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 | black ink

**\$420<sup>00</sup>**

### PREMIER AD SPACE - FULL COLOR:

Full page inside front cover: \$470

Full page inside back cover: \$445

Businesses who had advertising space on the inside front or back cover in 2020 have first consideration for those spaces again this year

Full page sponsors receive 20 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 13, 2020
  - Email or mail your ad (or changes to an existing ad) to SDRA by November 20, 2020

## 1/2 page ad

3.25 inches wide x 3.75 inches high | black ink

**\$295<sup>00</sup>**

### PREMIER AD SPACE - FULL COLOR:

1/2 page inside front cover: \$325

1/2 page inside back cover: \$315

Businesses who had advertising space on the inside front or back cover in 2020 have first consideration for those spaces again this year

Half-page sponsors receive 10 FREE *Lineups*

## 1/4 page ad

3.25 inches wide x 1.75 inches high | black ink

**\$200<sup>00</sup>**

Quarter-page sponsors receive 5 FREE *Lineups*

**Reserve your space today!**

**South Dakota Retailers Association  
PO Box 638 • Pierre, SD 57501  
605.224.5050  
donna@sdra.org**

# 2021 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 \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Phone (\_\_\_\_\_) \_\_\_\_\_ Date advertising ordered \_\_\_\_\_

## STEP 2: Select your ad size

✓ Ad Size	Cost Per Ad	Measurements (inches)
<input type="checkbox"/> Full page (black ink)	\$420	3.25 wide x 7.75 high
<input type="checkbox"/> 1/2 page (black ink)	\$295	3.25 wide x 3.75 high
<input type="checkbox"/> 1/4 page (black ink)	\$200	3.25 wide x 1.75 high
<b>Premier ad space (businesses who had these spots last year have first right this year)</b>		
<input type="checkbox"/> Inside <b>front</b> cover-full page (color)	\$470	3.25 wide x 7.75 high
<input type="checkbox"/> Inside <b>front</b> cover-1/2 page (color)	\$325	3.25 wide x 3.75 high
<input type="checkbox"/> Inside <b>back</b> cover-full page (color)	\$445	3.25 wide x 7.75 high
<input type="checkbox"/> Inside <b>back</b> cover-1/2 page (color)	\$315	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:

Format: 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. 20, 2020)

## 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 \$4.50 each \_\_\_\_\_ copies @ \$4.25 = \$ \_\_\_\_\_  
 10-49 copies \$4.00 each \_\_\_\_\_ copies @ \$3.75 = \$ \_\_\_\_\_  
 50 or more \$3.50 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 13, 2020

**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](mailto:donna@sdra.org)

**Phone** Call SDRA with your ad order at 605.224.5050 - ask for Donna

**Questions? Call the South Dakota Retailers Association at 605.224.5050 and ask for Donna -or- email [donna@sdra.org](mailto:donna@sdra.org).**

