

# RETAIL PROPHET

A publication of the South  
Dakota Retailers Association



## 2025 Retail Prophet 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	\$665	\$575
Half page	7-1/2 inches wide 5 inches high	\$490	\$430
One-third page	2-1/4 inches wide 9-3/4 inches high	\$420	\$375
One-quarter page (A)	2-1/4 inches wide 7-1/2 inches high	\$370	\$325
One-quarter page (B)	3-1/2 inches wide 4-3/4 inches high	\$370	\$325
One-eighth page	3-1/2 inches wide 2-1/4 inches high	\$280	\$250

### South Dakota Retailers Association

The South Dakota Retailers Association is a 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

Our 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: 4,000

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

### For More Information / To Order or Submit Ads

Lauren Klapka • PO Box 638 • Pierre, SD 57501  
lklapka@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.

### Format

Email submission of advertisements is preferred. High-resolution ads (300ppi) in PDF (preferred) or Vector file format may be emailed to lklapka@sdra.org.

### 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.

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## 2025 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

2025 Issues	Ad Size	Cost Per Ad		Ink
<input type="checkbox"/> Feb/March	<input type="checkbox"/> Full page	\$665 (1-3x)	\$575 (4+ x)	<b>Ink</b> Four color process  <b>Key</b> 1-3x = ad is to run in one, two or three issues 4+ x = ad is to run in four or more issues  <b>Invoicing</b> Invoices for ads in the <i>Retail Prophet</i> will be mailed following publication.
<input type="checkbox"/> April/May	<input type="checkbox"/> 1/2 page	\$490 (1-3x)	\$430 (4+ x)	
<input type="checkbox"/> June/July	<input type="checkbox"/> 1/3 page	\$420 (1-3x)	\$375 (4+ x)	
<input type="checkbox"/> Aug/Sept	<input type="checkbox"/> 1/4 page (A)	\$370 (1-3x)	\$325 (4+ x)	
<input type="checkbox"/> Oct/Nov	<input type="checkbox"/> 1/4 page (B)	\$370 (1-3x)	\$325 (4+ x)	
<input type="checkbox"/> Dec 25/Jan 26	<input type="checkbox"/> 1/8 page	\$280 (1-3x)	\$250 (4+ x)	

### Special instructions

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