



Retailers Association 2025 Legislative Lineup Ad Rates



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

Regular full-page ad

3.25 inches wide x 7.75 inches high

\$440⁰⁰ black and white ad

PREMIER AD SPACE - INSIDE COVERS - FULL COLOR:

Full page inside front cover-color: \$500

Full page inside back cover-color: \$465

Businesses that had advertising space on the inside front or inside back cover in 2024 have first consideration for those spaces this year.

Full page sponsors receive 20 FREE *Lineups*

Regular 1/2-page ad

3.25 inches wide x 3.75 inches high

\$315⁰⁰ black and white ad

PREMIER AD SPACE - INSIDE COVERS - FULL COLOR:

1/2 page inside front cover - color: \$345

1/2 page inside back cover - color: \$335

Businesses that had advertising space on the inside front or back cover in 2024 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 5,500 copies of the *Legislative Lineup*
- The *Lineup* contains photos and information about South Dakota's 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 15, 2024
 - Email your ad (or changes to an existing ad) to SDRA by November 22, 2024

1/4-page ad

3.25 inches wide x 1.75 inches high

\$220⁰⁰ black and white ad

Quarter-page sponsors receive 5 FREE *Lineups*

Reserve your space by Nov. 15!

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

2025 Legislative Lineup Ad Order Form



43rd year of publication!

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)	\$440	3.25 wide x 7.75 high
<input type="checkbox"/> 1/2 page (black ink)	\$315	3.25 wide x 3.75 high
<input type="checkbox"/> 1/4 page (black ink)	\$220	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)	\$500	3.25 wide x 7.75 high
<input type="checkbox"/> Inside front cover-1/2 page (color)	\$345	3.25 wide x 3.75 high
<input type="checkbox"/> Inside back cover-full page (color)	\$465	3.25 wide x 7.75 high
<input type="checkbox"/> Inside back cover-1/2 page (color)	\$335	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 submit by Nov. 22, 2024)

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 \$5.00 each _____ copies @ \$5.00 = \$ _____
 10-49 copies \$4.50 each _____ copies @ \$4.50 = \$ _____
 50 or more \$4.00 each _____ copies @ \$4.00 = \$ _____

- 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 15, 2024

Online Complete and submit a form online at sdra.wufoo.com/forms/2025-legislative-lineup-ad-order-form
 (or go to sdra.org - select the Advocacy tab - click on Legislative Lineup - scroll down to Place an Advertisement)

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

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

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

Questions donna@sdra.org -or- call 605.224.5050 and ask for Donna