SOUTH DAKOTA RETAILERS
HOSPITALITY • RETAIL • TRADES

2027

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

$460^{00} black and white ad

PREMIER AD SPACE -
INSIDE COVERS - FULL COLOR:
Full page inside front cover-color: $525
Full page inside back cover-color: $490

Businesses that had advertising space on the inside front or inside back cover in 2026 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

$330^{00} black and white ad

PREMIER AD SPACE -
INSIDE COVERS - FULL COLOR:
1/2 page inside front cover - color: $360
1/2 page inside back cover - color: $350

Businesses that had advertising space on the inside front or back cover in 2026 have first consideration for those spaces again this year.

Half-page sponsors receive 10 FREE *Lineups*

ALL ADVERTISERS GENERAL INFORMATION

- **Your ad will appear in approximately 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 1, 2026
  - Email your ad (or changes to an existing ad) to SDRA by November 1, 2026

REGULAR 1/4-PAGE AD

3.25 inches wide x 1.75 inches high

$230^{00} black and white ad

Quarter-page sponsors receive 5 FREE *Lineups*

RESERVE YOUR SPACE BY NOV. 1ST!

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

2027 LEGISLATIVE LINEUP
Ad Order Form

Pictured above: 2025 Legislative Lineup for the 100th session.

The Lineup is in it's 45th 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)
❑ Full page (black ink)	$460	3.25 wide x 7.75 high
❑ 1/2 page (black ink)	$330	3.25 wide x 3.75 high
❑ 1/4 page (black ink)	$230	3.25 wide x 1.75 high
Premier ad space (businesses who had these spots last year have first right this year)		
❑ Inside **front** cover-full page (color)	$525	3.25 wide x 7.75 high
❑ Inside **front** cover-1/2 page (color)	$360	3.25 wide x 3.75 high
❑ Inside **back** cover-full page (color)	$490	3.25 wide x 7.75 high
❑ Inside **back** cover-1/2 page (color)	$350	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. 1, 2026)

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

STEP 5: SUBMIT YOUR AD ORDER ONLINE, BY MAIL, EMAIL, OR PHONE BY NOVEMBER 1, 2026

Online Complete and submit a form online at https://sdra.wufoo.com/forms/2027-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 bbohnenkamp@sdra.org

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

Questions bbohnenkamp@sdra.org -or- call 605.224.5050 and ask for Brooke

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