

What is the Display Ad Network?

The Display Ad Network is a cooperative ad network of the state's weekly and daily newspapers.

Choose from either a 2x2, 2x4 or 3x5 Display Ad to advertise statewide. Your ad will appear one time during a designated week in newspapers statewide or by region.

Reach nearly 400,000 newspaper readers with this incredibly affordable and effective statewide advertising program. The South Dakota Display Ad Network offers a 75 percent savings over buying the same size ad in every newspaper in the state.

Why advertise in South Dakota newspapers?

South Dakota newspapers are the #1 source for local advertising information, out-pacing all other media including TV and radio, according to a 2024 statewide survey of 406 South Dakota households conducted by Coda Ventures for SDNA.

Statewide:

(100 newspapers statewide)

2x2: \$800.00

2x4: \$1,600.00

3x5*: \$4,600.00

East River Newspapers:

(78 newspapers east of Missouri River)

2x2: \$525.00

2x4: \$1,050.00

3x5*: \$3,000.00

West River Newspapers:

(22 newspapers west of Missouri River)

2x2: \$375.00

2x4: \$750.00

3x5*: \$1,600.00

Daily newspapers may vary which day of the week the ad runs.

*3x5 size is limited to one (1) advertiser per week. Please check for availability.

SDNA can also place Network Display Ads in many other states.

Requirements:

- Advance payment is required.
- We do not accept advertising for "Work-At-Home" enterprises or offers requiring readers to send money before seeing complete and detailed information about the advertised product.
- Any ad using a 900 telephone number (or 800 number to refer to a 900 number) must include a disclaimer telling readers what the basic, per minute and average telephone charge will be.
- Political advertising is not permitted.
- SDNA and individual publishers reserve the right to reject any ad, at any time.
- You can send your camera ready ad, or we can help you design an ad. If sending the ad camera ready, please follow specs listed below.

Specs:

A 2x2 Display Ad is 3.2 inches wide by 2 inches deep.

A 2x4 Display Ad is 3.2 inches wide by 4 inches deep.

A 3x5 Display Ad is 4.9 inches wide x 5 inches deep.

Deadline: Tuesday, Noon

For ads appearing in newspapers the following week.



SDNA

SOUTH DAKOTA
NewsMedia
ASSOCIATION

800.658.3697 | www.sdna.com

Nicole Herrig, Network Coordinator

nicole@sdna.com



PARTICIPATING SOUTH DAKOTA NEWSPAPERS

East River Region

Aberdeen News
 Arlington Sun
 Armour Chronicle
 Avon Clarion
 (Beresford) The Republic
 (Bowdle) Pride of the Prairie
 (Brandon) Brandon Valley Journal
 (Britton) Marshall County Journal
 Brookings Register
 (Canton) Sioux Valley News
 (Castlewood) Hamlin County Republican
 (Chamberlain) Central Dakota Times
 Clark County Courier
 Clear Lake Courier
 Corsica Globe
 Dakota Dunes / North Sioux City Times
 (De Smet) Kingsbury Journal
 (Dell Rapids) Dells City Journal
 (Elk Point) Southern Union
 County Leader-Courier
 Elkton Record
 Estelline Journal
 (Eureka) Northwest Blade
 (Faulkton) Faulk County Record
 (Flandreau) Moody County Enterprise
 Freeman Courier
 Garretson Gazette
 (Geddes) Charles Mix County News
 (Gettysburg) Potter County News
 Groton Independent
 (Hartford) Minnehaha Messenger
 (Hayti) Hamlin County Herald Enterprise
 Highmore Herald
 Hoven Review
 (Howard) Miner County Pioneer
 Huron Plainsman
 (Ipswich) Edmunds County Tribune
 Lake Andes Wave
 Lennox Independent

(Leola) McPherson County Herald
 Madison Daily Leader
 (Milbank) Grant County Review
 Miller Press
 Mitchell Republic
 Mobridge Tribune
 Onida Watchman
 (Parker) New Era
 Parkston Advance
 (Pierre) Capital Journal
 (Plankinton) South Dakota Mail
 Platte Enterprise
 (Pollock) Prairie Pioneer
 Redfield Press
 Rosholt Review
 (Salem) The Special
 Scotland Journal
 Selby Record
 (Sioux Falls) Argus Leader
 (Sioux Falls) Dakota Scout
 Sisseton Courier
 South Shore Gazette
 Springfield Times
 Stickney Argus
 Tea Weekly
 (Tripp) Star Ledger
 (Tyndall) Tribune and Register
 (Vermillion) Plain Talk
 Volga Tribune
 Wagner Post
 (Watertown) Public Opinion
 Waubay Clipper
 (Webster) Reporter & Farmer
 (Wessington Springs) True Dakotan
 (White Lake) Aurora County Standard
 (White) Tri-City Star
 Wilmot Enterprise
 (Woonsocket) Sanborn County Journal
 Yankton County Observer
 (Yankton) Press & Dakotan

West River Region

Bison Courier
 Bonesteel Enterprise
 (Buffalo) Nation's Center News
 Burke Gazette
 (Custer) County Chronicle
 (Eagle Butte) West River Eagle
 Faith Independent
 Gregory Times-Advocate
 (Hill City) Prevailer News
 (Hot Springs) Fall River County Herald
 (Lemmon) Dakota Herald
 (Martin) Bennett County Booster II
 (McLaughlin) Corson/Sioux County
 News-Messenger
 (Mission) Todd County Tribune
 Murdo Coyote
 (Philip) Pioneer Review
 (Rapid City) Native Sun News Today
 (Spearfish) Black Hills Pioneer
 Timber Lake Topic
 (Wall) Pennington County Courant
 (White River) Mellette County News
 Winner Advocate