

SDADA Report

2018 Advertising Rates & Contract

Circulation:

Approximately 410 monthly subscribers including: all South Dakota Automobile Dealers Association member businesses, allied member companies, advertisers and other persons associated with the automotive industry in South Dakota and neighboring states.

Mechanical Requirements:

Page size is 8-1/2 x 11 inches, printable area is 7-1/2 x 10 inches.

Ad Specifications:

Ads will be accepted by email.

- Print Quality: Acrobat File (PDF), Jpeg, Tiff or EPS
- Minimum of 300 dpi @ 100% of the size.
- Design services available at a rate of \$35.00 per hour.

Ad Deadline, Changes and Cancellations:

Ads are due on the first Friday of every month. No cancellations can be made after the first Friday of each month. If changed, additional fees will be charged to the advertiser.

Ad Rates

**All prices shown are at a per month rate.*

AD SIZE	1 ISSUE		2 ISSUES		3 ISSUES		6 ISSUES	
	B&W	FULL COLOR	B&W	FULL COLOR	B&W	FULL COLOR	B&W	FULL COLOR
Business Card (2-1/2 x 3)	\$75.00	\$105.00	\$65.00	\$95.00	\$55.00	\$85.00	\$45.00	\$75.00
Quarter Page (3-1/2 x 5)	\$95.00	\$125.00	\$85.00	\$115.00	\$75.00	\$105.00	\$65.00	\$95.00
Half Page (3-1/4 x 10 or 7-1/2 x 5)	\$115.00	\$145.00	\$105.00	\$135.00	\$95.00	\$125.00	\$85.00	\$115.00
Full Page (7-1/2 x 10)	\$135.00	\$165.00	\$125.00	\$155.00	\$115.00	\$145.00	\$105.00	\$135.00

Please Run Same Ad as Last Year

Contract for the "SDADA Report" Publication

(Contract valid from January 1, 2018 through December 31, 2018)

Contact: _____ Company: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone Number: _____

Ad Size: _____ Number of Months: _____

Authorized Signature: _____ Bill Us Check Enclosed

PLEASE CHARGE TO THIS CREDIT CARD: Discover MasterCard Visa Am. Express

Card Number: _____ Expiration Date: _____

Printed Name of Card Holder: _____ CCV# _____

Signature of Card Holder: _____

Please return to:

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 Sioux Falls, SD 57109-9008
 Phone: (605) 336-2616 • Fax: (605) 334-1938
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