

SDADA Update

2021 Advertising Rates & Contract

Circulation:

Approximately 300 subscribers including: all South Dakota Automobile Dealers Association which includes auto, heavy truck, recreational vehicle, power sport dealers, 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.

Ad Specifications:

- Ads will be accepted by email.
- Print Quality: Acrobat File (PDF), Jpeg, Tiff or EPS
- Minimum of 150 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 10th & 25th of each month. No cancellations can be made after the 1st of each month.

AD RATES

\$50 Per Month / \$500 Per Year

The SDADA Update is a bi-monthly e-publication.

Ad Size:

7-1/2 x 10
All ads will be full color.

PUBLICATION MONTHS - Please check all that apply.

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

Full Year

Please Run Same Ad as Last Year

Contract for the "SDADA Update" Publication

(Contract valid from March 1, 2021 through February 28, 2022)

Date: _____

Contact: _____ Company: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone Number: _____

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:

Patty Hinz • South Dakota Automobile Dealers Association
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