

South Dakota Trucking News

2017 Advertising Contract & Rates

Circulation:

Over 650 monthly subscribers including: all South Dakota Trucking Association member companies, associate member companies, advertisers and persons associated with the trucking 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. Publication is printed on 60# white offset paper.

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 MONTH		4 MONTH		6 MONTH		12 MONTH	
	B&W	FULL COLOR	B&W	FULL COLOR	B&W	FULL COLOR	B&W	FULL COLOR
Business Card (2-1/2 x 3)	\$85.00	\$155.00	\$75.00	\$145.00	\$65.00	\$135.00	\$55.00	\$125.00
Quarter Page (3-1/2 x 5)	\$105.00	\$175.00	\$95.00	\$165.00	\$85.00	\$155.00	\$75.00	\$145.00
Half Page (3-1/4 x 10 or 7-1/2 x 5)	\$125.00	\$195.00	\$115.00	\$185.00	\$105.00	\$175.00	\$95.00	\$165.00
Full Page (7-1/2 x 10)	\$145.00	\$215.00	\$135.00	\$205.00	\$125.00	\$195.00	\$115.00	\$185.00

Please Run Same Ad as Last Year

Contract for the "South Dakota Trucking News" Publication

(Contract valid from January 1, 2017 through December 31, 2017)

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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 Phone: (605) 334-8871 • Fax: (605) 334-1938
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