

Advertising Rates & Information

Published Weekly - Wednesday - Circulation: 825

Display Open Rate

\$7.00 per column inch

Annual Bulk Agreements Available

Birthday, Memorial & Thank You Ad Display Rate

\$5.00 per column inch

Classified Word Ad Rate

\$7.00 for 20 words, 25¢ per additional word, per insertion.

Statewide Ads (Display & Classified)

Place your ad in every newspaper in South Dakota

Color

Spot (Cyan, Magenta) \$75; 4 Color/Full color \$175

Advertising Deadline

4 p.m. Friday for following week

Pre-Printed Inserts:

Full Run, includes all states: 825

Local Retail Trading Zone: 600

Pre-Print Pricing per piece:

Single Sheet – 11¢

4 pg tab - 8 pg tab or 4 pg standard – 12¢

12 pg tab - 24 pg tab or 6-12 pg standard – 15¢

28 pg tab - 36 pg tab or 14-16 pg standard – 15¢

40 pg tab - 48 pg tab = or 20-24 pg standard – 20¢

52 pg tab - 60 pg tab or 26-30 pg standard – 20¢

Tiered pre-print pricing available for multiple newspapers.

Maximum Size of Insert: 11"x12"

Insert Shipping Address:

Bennett County Booster, 502 Second Ave, Martin, SD 57551

Mechanicals:

6 column format – 21" depth of full page

Gutters = 1 pica

1 column = 1.7778" or 10p8 pic

2 columns = 3.75" or 22p6 pica

3 columns = 5.75" or 34p6 pica

4 columns = 7.7639" or 46p7 pica

5 columns = 9.75" or 58p6 pica

6 columns = 11.75" or 70p5 pica

E-Mail Advertising: e-mail your ads to booster@gwtc.net.
 We use Adobe InDesign but can accept pdf's, and many other
 methods of downloading. Call us for more information.

Effective January 1, 2024

Annual Bulk Display Ad Rates

These rates are based on a signed advertising agreement for a period of one year for the specified dollar volume.

Open Rate \$7.00

\$1,000 — \$2,499 \$5.95

\$2,500 — \$4,499 \$5.55

\$4,500 — \$5,999 \$5.25

\$6,000 — \$7,499 \$5.05

\$7,500 — \$8,999 \$4.95

\$9,000 — \$10,499 \$4.90

\$10,500 and up \$4.80

Advertiser may use preprint and commercial printing to meet these dollar volume contracts. We do not credit advertisers who meet the next contract level.

Combination Buy!

Get Regional Coverage
 with a discounted rate!

Over 10,000 square mile coverage

36% OFF pickup ads*

Advertise in one newspaper at regular rate and save by placing the same ad in one or more of the following newspapers.

Bennett County Booster

Martin, SD Area

Circulation 825

Fall River County Herald Star

Hot Springs & Edgemont, SD Area

Circulation 1,450

Mellette County News

White River, SD Area

Circulation 350

Todd County Tribune

Rosebud Reservation - Mission, SD Area

Circulation 775

Sheridan County Journal Star

Gordon, Rushville, Hay Springs, Nebr. Area

Circulation 1,100

*Pick up any additional newspaper with the same ad for only \$4.50 per column inch. Local advertisers only, does not apply to multi-store businesses or national advertisers.