

# YANKTON DAILY PRESS & DAKOTAN

## CIRCULATION

The **Yankton Daily Press & Dakotan**, established in 1861, is the oldest daily newspaper of the Dakota Territory. The **Yankton Daily Press & Dakotan** is published Monday through Saturday, except for the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

The **Missouri Valley Shopper** is delivered to 22,000 non-subscriber homes every Tuesday. With paid coverage of the Yankton Daily Press & Dakotan, these provide total market coverage of 30,600+ area homes (76,500+ readers).

## NATIONAL ADVERTISING REPRESENTATIVES

The **Yankton Daily Press & Dakotan** is represented by

Yankton Media Inc.  
319 Walnut  
Yankton, SD 57078  
605-665-7811

The **Yankton Daily Press & Dakotan** is represented statewide by the

South Dakota Newspaper Association  
PO Box 8100  
Brookings SD 57006-8100  
800-658-3697

## COMMISSIONS AND CASH DISCOUNTS

The national and agency commissionable rate is commissionable at 15 percent. No cash discount is allowed. The agency placing the advertising will be responsible for payment, regardless of the financial status of the client for whom the advertising is placed. Service charge of 1½% per month on unpaid balance. Annual percentage rate is 18%. Accounts are due and payable on receipt of monthly billing and become delinquent after the 30th day of the month. A delinquent account is subject to suspension of advertising until the account is paid in full, plus all future advertising may be subject to a Cash-With-Order basis. A personal guaranty may be required.

## GENERAL RATE POLICY

Advertising simulating news must be labeled as "advertising." Publisher may change advertising rates. All contracts are accepted subject to this reservation. Cash-in-advance on all advertising until approved credit has been established. Credit applications are available at the Yankton Daily Press & Dakotan Business Office. The Yankton Daily Press & Dakotan reserves the right to refuse advertising.

All rates are based on a per column inch rate.

## NATIONAL/AGENCY COMMISSIONABLE RATE

Available upon request.

## B/W RETAIL ADVERTISING RATES

Non Contract	P&D Rates*
Open Rate	\$17.48

## ANNUAL CONTRACT BULK SPACE RATES

Dollar Volume	P&D Rates*
\$950 to \$1,999	\$12.76
\$2,000 to \$3,499	\$12.20
\$3,500 to \$4,999	\$11.66
\$5,000 to \$6,499	\$11.35
\$6,500 to \$7,999	\$11.10
\$8,000 to \$12,499	\$10.55
\$12,500 to \$17,499	\$9.71
\$17,500 to \$29,999	\$9.27
\$30,000 to \$59,999	\$8.24
\$60,000 and up	\$7.85

Contact Advertising Director for contracts above \$86,000.00.

**Today's Ad On-line:** These rates include on line advertising.

## REPEAT DISCOUNT

Advertising appearing in the Yankton Daily Press & Dakotan can be rerun with no copy changes at 25% off the second run and 25% off the third run. Ads must run no more than 6 days between first, second and third insertion. Discount line-age applies toward contract fulfillment.

## SPECIAL ADVERTISING RATES

- Nonprofit Rate**.....\$ 9.10/inch  
Available to recognized local organizations with nonprofit certification.
- Political Advertising**  
Rate Card applies in all instances, cash advance payment is required.
- Out On The Town**.....\$13.50/inch  
Runs Online at Yankton.net, Press & Dakotan Tuesday, and Press & Dakotan Thursday.
- Anniversary/New Business Discount**  
Advertisers are entitled to a 25% discount on an ad 30" or larger, and a 35% discount to repeat the same ad within one week. Ads can be placed in the Yankton Daily Press & Dakotan only, or in combination with the Missouri Valley Shopper.
- Front Page Strip or Printed Post-It**  
Ask your sales representative for details.

## CLASSIFIED RATES

- All display classified advertising will be billed at the same rates as regular local non-contract open or annual bulk contract display rates.
- Classified On-Line Display** Ask your sales representative for details.
- Business/Professional Directory**  
Ask your sales representative for details.

**Yankton Daily Press & Dakotan**  
319 Walnut  
Yankton, SD 57078  
605-665-7811

# YANKTON DAILY PRESS & DAKOTAN

## COLOR RATES

### Requirements

Available any publishing day.

### Rates Single Ad

	P&D		
Black plus one color	\$2.00 pci	\$48.00 min.	\$75.00 max.
Black plus three colors	\$4.00 pci	\$75.00 min.	\$175.00 max.

### P&D

## MEASUREMENTS

### ROP & CLASSIFIED DISPLAY

Columns	Inches
1 column	1.562
2 columns	3.25
3 columns	4.937
4 columns	6.625
5 columns	8.312
6 columns	10.00

**Split Runs-** Not available.

## CLOSING SCHEDULE & COPY DEADLINES

### ROP - 5 PM daily unless otherwise noted

Saturday Edition.....	Wednesday
Neighbors.....	Monday
River City Entertainment.....	Friday
Monday Edition.....	Wednesday
Tuesday Edition.....	Thursday
Missouri Valley Shopper.....	Noon Friday
Out On The Town (OOT).....	5PM Thursday
Wednesday Edition.....	Friday
Thursday Edition.....	Monday
Friday Edition.....	Tuesday

### Special Sections

Sections printed by the **Yankton Daily Press & Dakotan**, other than regular daily publications, deadlines available upon request.

## SPECIAL FEATURES

- **Dining and Entertainment** - "Out on the Town" Runs Tuesday and Thursday in the **Yankton Daily Press & Dakotan** and online at [yankton.net](http://yankton.net).
- **Church Listings and Religion News** - Runs every Friday.
- **River City** - Runs every Friday. The area entertainment guide to arts and activities.
- **Healthlines** - Runs every 1st & 3rd Monday.
- **MVS** - PU, \$7.73 pci.

## SPECIAL SERVICES

### Proofs

A Fax or Email Proof will be available for all ads. All advertising will be available for proofing at the plant.

### Photographs

Photographs taken within the city limits for ads are no charge. Outside city limits charged at .60 cents per mile, round trip.

### Ad Cancellations

Ads ordered and produced, but not published, will be billed at 75% of published cost.

### Special Positioning

If position is to be guaranteed, a 25% charge will be assessed in addition to the cost of the ad. All ad position guarantees are subject to publisher's prior approval. If a 25% fee is not paid, then position is NOT guaranteed. No refunds or credits will be given if position on request is not fulfilled.

## PREPRINTED INSERT RATES

Preprints can be inserted in the **Yankton Daily Press & Dakotan** and/or the **Missouri Valley Shopper** from 1,000 copies to 30,600 copies. All copies are inserted by zip code areas covered by the **Yankton Daily Press & Dakotan**.

### Insert Lineage

Advertising dollars generated by preprint inserts apply directly toward fulfillment of annual bulk dollar contracts.

### Insert Delivery

Preprint inserts can be delivered Monday - Friday in the alley behind the building from 8:30 AM to 4:00 PM. Inserts accepted boxed, bundled or on skids. Skid maximum weight 1,500 pounds. Preprint inserts must be in the plant at least three business days prior to insertion.

## ERRORS & OMISSIONS

When an ad contains an error which is not the fault of the advertiser, the liability of the Press & Dakotan shall not exceed supplying a correction letter and credit for the space occupied by the incorrect item. No responsibility is assumed for more than one incorrect insertion of any advertisement. Where proof of an ad is submitted to an advertiser, the advertiser assumes all responsibility for any errors not marked on the proof. No republication will be made on account of slight changes or typographical errors which do not lessen the value of the ad.

## CONTRACT & COPY REGULATIONS

Acceptance of all advertising is subject to the conditions set forth herein and the approval of the publisher.

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319 Walnut  
Yankton, SD 57078  
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PD\_RateCard(2)2013  
June 24, 2013

# PRESS & DAKOTAN

Leaderboard Position 'A' ROS:

\$11/1000 impressions

Size: 728 x 90

Medium Block Position 'B' ROS:

\$8/1000 impressions

Size: 300 x 250

Medium Block Position 'C' ROS:

\$5/1000 impressions

Size: 300 x 250

Medium Block Position In-Story:

\$5/1000 impressions

Size: 300 x 250

Leaderboard Position 'D' ROS:

\$3/1000 impressions

Size: 728 x 90

Top Tile ROS:

\$250/month (rotate 2 advertisers)

Size: 200 x 90

Bottom Tile ROS:

\$75/month (rotate 2 advertisers)

Size: 200 x 90

Exclusive Button Homepage #1 & #2:

\$350/month

Size: 300 x 50

Half Banner Homepage #1 & #2:

\$175/month

(each banner position rotates 2 advertisers)

Size: 300 x 90

Button Ad Homepage:

\$125/month

Size: 175 x 50

ROS: Run of Site

The screenshot shows the Press & Dakotan website homepage with several ad positions highlighted in black boxes:

- 'A' Position:** Located at the top right of the page, above the main navigation bar.
- Top Tile:** Located at the top right, below the 'A' position.
- Exclusive Button #1 & #2:** Two buttons located below the top tile, above the featured stories.
- 'B' Position:** A large rectangular area on the right side of the page, below the top tile.
- Half Banner #1 & #2:** Two horizontal banners located below the 'B' position.
- Community News:** A section on the left side of the page, below the featured stories.
- In-Story Position:** A large rectangular area on the left side of the page, overlapping the community news section.
- 'C' Position:** A large rectangular area on the right side of the page, below the 'B' position.
- Bottom Tile:** Located at the bottom right of the page, above the footer.
- 'D' Position:** Located at the bottom left of the page, above the footer.

The website content includes a main headline: "Tightening The Belt: B&G Club Takes Steps To Address Sequestration Cuts". Other visible content includes a poll, opinion section, local sites, and a calendar for April 2013.