

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 Tuesday 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 15,105 non-subscriber homes every Tuesday. With paid coverage of the *Yankton Daily Press & Dakotan*, these provide total market coverage of 21,000+ area homes (53,000+ readers).

NATIONAL ADVERTISING REPRESENTATIVES

The *Yankton Daily Press & Dakotan* is represented by
Yankton Media Inc.
319 Walnut Street
Yankton, SD 57078
605-665-7811

The *Yankton Daily Press & Dakotan* is represented statewide by
South Dakota Newspaper Association
1125 32nd Avenue
Brookings, SD 57006
800-658-3697

COMMISSIONS AND CASH DISCOUNTS

The national and agency commissionable rate is commissionable at 15 %. 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.

NATIONAL/AGENCY COMMISSIONABLE RATE

Available upon request.

B/W RETAIL ADVERTISING RATES

Open Rate \$18.35

ANNUAL CONTRACT BULK SPACE RATES

Dollar Volume	P&D Rates
\$950 to \$1,999	\$13.40
\$2,000 to \$3,499	\$12.81
\$3,500 to \$4,999	\$12.24
\$5,000 to \$6,499	\$11.92
\$6,500 to \$ 7,999	\$11.66
\$8,000 to \$12,499	\$11.08
\$12,500 to \$17,499	\$10.20
\$17,500 to \$29,999	\$ 9.73
\$30,000 to \$59,999	\$ 8.65
\$60,000 and up	\$ 8.24

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

All rates are based on a per column inch rate.

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 lineage applies toward contract fulfillment.

SPECIAL ADVERTISING RATES

Nonprofit Rate.....\$ 9.55/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\$14.20/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. Ask your sales representative for details.

- **Classified On-Line Display**
- **Business/Professional Directory**

YANKTON DAILY PRESS & DAKOTAN

COLOR RATES

Requirements

Available any publishing day.

Rates Single Ad

Black plus one color **P&D**
(Cyan, Magenta or Yellow) \$2.00 pci \$48 min./\$75 max

Black plus two or more colors \$4.00 pci \$75 min*/\$175 max

*Black plus two or more colors,
ads 12" or smaller

\$50.00

MEASUREMENTS

Height of the page is: 20"

Column Measurements	Inches
1 column	1.667
2 columns	3.4583
3 columns	5.25
4 columns	7.0417
5 columns	8.8333
6 columns	10.625
Double truck	22x20

CLOSING SCHEDULES & COPY DEADLINES

ROP - 5 PM daily unless otherwise noted

Saturday Edition	Wednesday
Tuesday Edition	Thursday
Missouri Valley Shopper	Noon Friday
Out On the Town (OOTT)	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 SECTIONS

Dining and Entertainment - "Out On the Town" Runs Tuesday and Thursday in the *Yankton Daily Press & Dakotan* and online at yankton.net.

Church Listings and Religion News - Runs every Friday.

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*. 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

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. Please call for delivery information.

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 re-publication 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.