

Rate Card
Effective Jan. 1, 2014
Published Thursdays

Timber Lake TOPIC

Established in 1910
web site: timberlakesouthdakota.com

PO Box 10 • 806 Main St.
Timber Lake, SD 57656-0010
Phone: (605) 865-3546
Toll-Free: 1-800-664-3546
Fax: (605) 865-3787
E-mail: timtopic@lakotanetwork.com

1. PERSONNEL

Kathy Nelson, publisher, advertising manager

2. CONTACT INFO:

PO Box 10, Timber Lake, SD 57656-0010

Located at 806 Main Street

Phone: (605) 865-3546 or 1-800-664-3546

Cell: (605) 850-8346

Fax: (605) 865-3787

E-mail: timtopic@lakotanetwork.com

Website: www.timberlakesouthdakota.com

3. COMMISSION POLICY

Inquire to ad manager.

4. ADVERTISING RATES

Display rate: \$5.20 per column inch.

Volume discounts as follows:

Column inches/month	% discount	Rate
160 col. in.	8%	\$4.78
80 col. in.	5%	\$4.94

Color: Half page or more, 10% mark-up. Less than half page, 20% mark-up. For more information contact us.

Contract rates available: For more information contact us.

Special 25% discount rate: Display ad (8" or larger) that repeats is discounted 25% after the first week.

Classified ads: \$4.00 for 30 words or less (\$5.00 if billed) plus 10¢ each additional word. \$3.00 each additional week. Tear sheets mailed, \$1.00.

Card of Thanks: \$5.00 up to 50 words. If more than 50 words, display rate applies.

Photo ads (Birthdays, anniversaries, etc.):

\$5.00 for photo if ad is less than 6 inches

Statewide Classified: Place your classified ad in every South Dakota newspaper plus the world wide web for only \$150. (Some exceptions apply)

Classified Display: \$6.00 per column inch

Business and Professional Directory:

\$40 per inch per quarter

Website advertising: Contact us for rate information

5. PREPRINTED INSERT RATES

- Single 8 1/2"x11" page (40"-160"), 9¢ each
- 4 page tab (161"-320"), 10¢ each
- 321"- 480", 11¢ each
- 8 page tab (481"- 640"), 12¢ each
(Other sizes, please inquire)

6. SPECIAL SERVICES

- Printing
- Ad layout and placement
- Bulk mailing
- Tear sheets furnished upon request
- Complete printing and graphics service

7. SPECIAL EDITIONS

April: Health Care

May: West River Summer

July: Days of 1910 Rodeo/Celebration

August: Back to School

December: Holiday Cookbook

8. AD DEADLINE: Noon Monday

9. MECHANICAL MEASUREMENTS

Web offset, 10 1/2"x16" tab, 5 column SAU

10. CIRCULATION INFORMATION

- Established in 1910
- Published every Thursday except last week of the year.
- Single copy \$ 1.00 plus tax
- Subscription \$37.00 in South Dakota (plus tax), \$41.00 out of state
- Circulation area: Primarily Dewey, Corson and Ziebach counties. Zip codes: 57656, 57630, 57633, 57657, 57625, 57652, 57661, 57623, 57642, 57601