

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 **Town & Country Weekly News** is delivered to 14,000 non-subscriber homes every Tuesday. With paid coverage of the Yankton Daily Press & Dakotan, these provide total market coverage of 22,500+ area homes (57,500+ readers).

NATIONAL ADVERTISING REPRESENTATIVES

The **Yankton Daily Press & Dakotan** is represented nationally by Morris Communications Company.

National Advertising
P O Box 936
Augusta GA 30903-0936
706-823-3261

The **Yankton Daily Press & Dakotan** is represented statewide by The South Dakota Newspaper Association.

Box 2230
Communications Center, SDSU
Brookings SD 57007-2230
605-692-4300

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 1 1/2% 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

Yankton Daily Press & Dakotan	\$15.86/inch
Yankton Daily Press & Dakotan/ Town & Country Combination	\$19.80/inch

B/W RETAIL ADVERTISING RATES

Non Contract	P&D Rates*	Town & Country Pickup Rate
Open Rate	\$13.98	\$4.42

ANNUAL CONTRACT BULK SPACE RATES

Dollar Volume	P&D Rates*	Town & Country Pickup Rate
\$60,000 and Up	\$6.34	\$3.03
\$30,000 to \$59,999	\$6.65	\$3.06
\$17,500 to \$29,999	\$7.48	\$3.37
\$12,500 to \$17,499	\$7.82	\$3.47
\$8,000 to \$12,499	\$8.52	\$3.67
\$6,500 to \$7,999	\$8.96	\$3.76
\$5,000 to \$6,499	\$9.19	\$3.82
\$3,500 to \$4,999	\$9.42	\$3.92
\$2,000 to \$3,499	\$9.84	\$3.99
\$750 to \$1,999	\$10.24	\$4.09

Contact Advertising Director for contracts above \$86,000.00.
*For **Town & Country Weekly News** only, rate is same as regular **Yankton Daily Press & Dakotan** rates.

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 40% 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** \$ 7.35/inch
Available to recognized local organizations with nonprofit certification.

• **Political Advertising**
Rate Card applies in all instances, cash advance payment is required.

• **Guaranteed Page Charge**
An additional 25% over regular price.

• **Out On The Town** \$11.00/inch
Runs Town & Country Tuesday, 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 50% 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 Town & Country Weekly News.

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 rep for details.

• **Business/Professional Directory**
Minimum 13 week contract required. Ads run on the classified page every Monday in the **Yankton Daily Press & Dakotan**, and every Tuesday in the **Town & Country Weekly News PLUS Internet for one week**

Size	Total Cost	Per Week
1X1	\$136.50	\$10.50
1X2	\$273.00	\$21.00
1X3	\$409.50	\$31.50