

FALL RIVER COUNTY HERALD STAR

107 S River St, Hot Springs, SD 57747 • 605-745-3930

ads.frcHerald@gmail.com
news.frcHerald@gmail.com

Advertising Rate Information

Effective January 1, 2024

- **Published Weekly - Thursday**
- **Display Open Rate:** \$7.00 per column inch
- Annual Bulk Agreements Available.
- **Classified Display Open Rate:** \$7.00 per column inch
- **Color: Spot \$75, Full Color \$175**
- **Classified Word Ad Rate:** \$7 for first 20 words, 25¢ per word after, per insertion. 13 consecutive weeks receive 10% discount.
- **Birthday, Memorial, Charity, Church,**
and Thank You Display Rate: \$5.00 per column inch
- **Advertising Deadline:** 4 p.m. Thursday for following week
- **Business Card Directory:** \$40 per month (minimum 3 months)

Circulation: 1,680 (1,500 print + 180 e-edition)

- **Pre-Printed Inserts:**
Full Run, includes all states: 1,500
Local Retail Trading Zone: 1,400
- **Pre-Print Pricing per piece:**
Single Sheet11¢
4 pg tab - 8 pg tab or 4 pg standard 12¢
12 pg tab - 24 pg tab or 6-12 pg standard15¢
28 pg tab - 36 pg tab or 14-16 pg standard 15¢
40 pg tab - 48 pg tab = or 20-24 pg standard20¢
52 pg tab - 60 pg tab or 26-30 pg standard20¢

Tiered Multiple Paper Insert Rate Available (ex: 4-8 page tab):

1 paper - 12¢ / 2 papers - 11¢ / 3 papers - 10¢ / 4 papers - 9¢

Maximum Size of Insert: 10.5"x13"

Larger sizes, \$25 folding charge will apply.

Insert Shipping Address:

107 S. River Street, Ste. 1, Hot Springs, SD 57747

Mechanicals:

6 column format: display and Classified Sections

21" depth of full page / Gutters = 1 pica

1 column = 1.82" or 10p10 pica

2 columns = 3.75" or 22p9 pica

3 columns = 5.8" or 34p8 pica

4 columns = 7.78" or 46p7 pica

5 columns = 9.75" or 58p6 pica

6 columns = 11.7" or 70p5 pica

E-Mail Advertising: e-mail your ads to us at:

ads.frcHerald@gmail.com (PDF or JPG files preferred)

Combination Buy!

Get Regional Coverage with a discounted rate!

36% Off pickup ads*

Advertise in the

Fall River County Herald Star

and place your same ad in:

Sheridan Co. Journal Star

Gordon/Rushville/Hay Springs, Neb

Mellette County News

White River, SD area

Bennett County Booster

Martin, SD Area

Todd County Tribune

Rosebud Reservation - Mission, SD

*Pick up any additional newspaper for only \$4.50 per column inch.

Annual Bulk Rates

Display and Classified Display Rate

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.