



General Advertising

10% discount for Advance Pay on advertisers with Annual Contracts.

Thank You

20 words or less\$7.00
*\$.10 for each additional word

Sunshine Ads

1 col. x 3 inch\$18.00

Wedding Announcement

Without Photo\$5.00
With 1 col. photo\$10.00
With 1 1/2 col. photo\$15.00
With 2 col. photo\$20.00

Classified Line Ads

20 words or less\$7.00
*\$.10 for each additional word

Socials

Birth AnnouncementFREE
With 1 col. photo\$5.00
With 2 col. photo\$10.00
Bridal Shower Announcement\$5.00
With 1 col. photo\$10.00
Happy Birthdays\$5.00
With 1 col. photo\$10.00
Engagement AnnouncementFREE
With 1 col. photo\$10.00

Obituaries

With or without photoFREE

Business & Professional Directory

One space (6 months)\$100.00
One space (1 year)\$180.00

Inserts

Single Sheet \$.12/insert
*\$.14 if needed to be folded

One Paper Display Advertising

Total Column Inch\$6.25
1x1 col. inches\$6.25
2x1 col. inches\$12.50
3x1 col. inches\$18.75
Quarter page (18")\$112.50
Half Page (37.5")\$234.00
Three Quarter Page\$351.00
Full Page\$469.00

Four Paper Display Advertising

Total Column Inch\$12.25
1x1 col. inches\$12.25
2x1 col. inches\$24.50
3x1 col. inches\$36.75
Quarter page\$220.50
Half Page\$441.00
Three Quarter Page\$686.00
Full Page\$918.75

Front Page Banner

5 col x 1.5 inch (one time)\$80.00
With annual contract\$65.00

Back Page Banner

5 col x 2 inch (one time)\$65.00
With annual contract\$60.00

Color Advertising\$80.00 per page



In the interest of maintaining our standards of accuracy and good taste, we reserve the right to refuse or cancel advertising at any time. At the discretion of the publisher, rates covered on this rate card may be changed on 30 days notice to the advertiser.

Thank You for your consideration in advertising with the RFD Newspapers





RFD Newspapers, Inc.

Volga Tribune • Tri-City Star
Elkton Record • Arlington Sun

207 Kasan Avenue • P.O. Box 18 • Volga, South Dakota 57071-0018
www.rfdnewsgroup.com • rfdnews@mchsi.com

Advertising Rate Card

Your Community Newspapers
Serving You and Your Neighbors





Contact Information

Address: 207 Kasan Ave • PO Box 18
Volga, SD 57071-0018
Call: 605-627-9471 for advertising contracts
Fax: 866-904-9838
Email: rfdnews@mchsi.com
Website: www.rfdnewsgroup.com

RFD Newspapers' Affiliates

Volga Tribune

Address: 207 Kasan Ave • PO Box 18
Volga, SD 57071-0018
Editor: Kathi Granum
Phone: 605-627-9471
Email: rfdnews@mchsi.com

Arlington Sun

Address: 208 S. Main Street • PO Box 370
Arlington, SD 57212-0370
Editor: Frank Crisler
Phone: 605-983-5491
Email: asn@mchsi.com

Tri City Star

Address: PO Box 341
White, SD 57276
Editor: Paul Ekern
Phone: 605-629-2052
Email: t.c.s@itctel.com

Elkton Record

Address: PO Box K
Elkton, SD 57026
Editor: Nancy Spiering
Phone: 605-542-4831
Email: ern@itctel.com

Circulation

Full Circulation: 1,800 issues

Issues by Affiliate:

- Volga Tribune (550 issues)
- Arlington Sun (600 issues)
- Tri-City Star (400 issues)
- Elkton Record (250 issues)



Mechanical Information

Page size: 5 columns x 15 inches

Column Inches	Conversion
One column	1.83"
Two column	3.83"
Three column	5.875"
Four column	7.875"
Five column	9.875"
1/4 page vertical	(2 col. x 9")
1/2 page horizontal	(5 col. x 7.5")
1/2 page vertical	(3 col. x 12.5")

All RFD Newspapers will design ads at no extra cost to the advertiser. Send premade ads as .pdf files to rfdnews@mchsi.com

Page Layout Break Down	1 col. x 2 in (2 inches) \$12.50	1 col. x 3 in (3 inches) \$18.75
Quarter Page 3 col. x 6 in or 2 col. x 9 in (18 inches) \$112.50	2 col. x 5 in (10 inches) \$62.50	
Half Page 5 col. x 7.5 in (37.5 inches) \$235.00		



Advertising Guidelines

Copy Corrections - In spite of our best efforts, copy errors occasionally occur in material we type-set for our advertisers. If an unforeseen issue comes about, we will adjust your charges based on the actual value of the space used by the incorrect copy. Claims for the adjustment due to the error must be made before the publication of the next issue.

Placement - Advertisements will be positioned at the publisher's option. Position requests will be given consideration but nothing is guaranteed, sold or implied.

Deadline - Closing time for all ads is 5:00 p.m. on Monday the week of the publication unless previous arrangements have been made.



Multiple Paper Advertising Rates

One Paper\$6.25 (per column inch)
Two Papers\$11.00 (per column inch)
Three Papers\$11.75 (per column inch)
All RFD Papers\$12.25 (per column inch)