



Advertising Rate Card

Your community newspapers serving you and your neighbors

207 Kasan Ave • PO Box 18 • Volga, SD 57071

(605) 627-9471 • RFD@RFDnewsgroup.com • www.rfdnewsgroup.com

RFD Newspapers' Affiliates

Volga Tribune

Address: 207 Kasan Ave • PO Box 18
Volga, SD 57071-0018
Editor: Mary Ford
Phone: 605-627-9471
Email: RFD@RFDnewsgroup.com

Arlington Sun

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

Tri City Star

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

Elkton Record

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

Circulation

Full Circulation: 1,500 issues

Issues by Affiliate:

Volga Tribune: 475 issues
Arlington Sun: 500 issues
Tri-City Star: 300 issues
Elkton Record: 225 issues

Advertising Guidelines

Deadline - Closing time for all ads is 5:00 p.m. on Monday of the week of publication.

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

Copy Corrections - In spite of our best efforts, copy errors occasionally occur in material we typeset 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

Advertising Rates

One Newspaper

\$7.00 per column inch

All RFD Newspapers

(Volga Tribune, Arlington Sun,
Tri City Star, Elkton Record)

\$13.00 per column inch

*All RFD Newspapers will design ads at no extra cost to the advertiser. Please send premade ads as .pdf files

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.

Mechanical Information

Column Inches	Pica	Inches
One column	11	1.83"
Two column	23	3.83"
Three column	35	5.875"
Four column	47	7.875"
Five column	59	9.875"

1/4 page vertical	2 col. x 9"
1/2 page vertical	3 col. x 12.5"
1/2 page horizontal	5 col. x 7.5"

Quarter Page 3 col. x 6 in. or 2 col. x 9 in. (18 inches) \$126.00	2 col. x 2 in. (4 inches) \$28.00
	2 col. x 5 in. (10 inches) \$70.00
Half Page 5 col. x 7.5 in. (37.5 inches) \$262.50	

General Advertising

Thank You

20 words or less	\$8.00
each additional word	\$0.10

Sunshine Ads

(Birthday, anniversary, baby or bridal shower, birth or wedding announcement, graduation)

1 col. x 3 in. box (with or w/o photo)	\$18.00
Text only (no photo or bounding box)	\$8.00

Classified Line Ads

20 words or less	\$8.00
each additional word	\$0.10

Obituaries

With or without photo	FREE
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Business & Professional Directory

One space (6 months)	\$120.00
One Space (1 year)	\$200.00

Inserts

Single Sheet	\$0.20/insert +\$0.14 if needs to be folded
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Common Display Ad Sizes and Pricing

Size	One Paper	Four Papers
Per Column Inch.....	\$7.00	\$13.00
Quarter Page (18")	\$126.00	\$234.00
Half Page (37.5")	\$262.50	\$487.50
3/4 Page (56")	\$490.00	\$910.00
Full Page (75")	\$525.00	\$975.00
1 col. x 1 inch	\$7.00	\$13.00
2 col. x 2 inches	\$28.00	\$52.00
3 col. x 3 inches	\$63.00	\$117.00
2 col. x 5 inches	\$70.00	\$130.00
3 col. x 6 inches	\$126.00	\$234.00

COLOR advertising

Per pagecolumn inch price + \$80.00

Front Page 5 Column Banner

5 col. x 1 inch	\$50.00
5 col. x 2 inch	\$90.00
*save \$10 per week with an annual contract	

Actual Size 2 column x 2 inch Ad \$28.00 in one newspaper \$52.00 in four newspapers	Actual Size 3 column x 2 inch Ad \$42.00 in one newspaper \$78.00 in four newspapers
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