



Making
every job a

Masterpiece

2020

Madison  Daily Leader

Index

Total Market Coverage	3
Special Days	3
Special Sections & ROP	3
Color Rates	4
Display Advertising	4-5
Inserts	5
Classified Advertising	6
Digital Advertising	7
Statewide Advertising	7
Eastern South Dakota Peach	7
General Guidelines	8
Specifications	8

Contact Information

Office Hours: Monday - Friday; 8 a.m. - 5 p.m.

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Retail/National Advertising: Ads@MadisonDailyLeader.com

Classified Advertising: Classifieds@MadisonDailyLeader.com

Personnel

Publisher Jon Hunter

Advertising Manager Melissa Hegg

Accounts Receivable Aubrey Larsen

BE AN ORIGINAL. BE REMEMBERED.

For many businesses and organizations, getting noticed can be a challenge. Competitors are everywhere, and customers can be busy or distracted with other things.

But getting noticed is important to your success. You need to stand out from the crowd, with a message that suits you, and is targeted to the people you want to reach.

That's where we can help. We have many products and services to help you get noticed, to stand out from the crowd. We can help get that message in front of the best audience for you.

Besides reaching your favorite audience, we can create an image or campaign that helps define your business or promote a particular product with its own advantages.

We're eager to help you stand out and get noticed. Let's talk about it today.

TOTAL MARKET COVERAGE



WITH
LEADER-LAND
AND THE
**MADISON
DAILY LEADER**

Leader-Land is an advertising product delivered on Tuesdays to area non-subscribers. In combination with the Madison Daily Leader, we deliver total distribution of 9,000 homes (see map for coverage area).

If you would like to reach virtually every household in our area, the combination of the Madison Daily Leader and Leader-Land is the perfect choice.

Rates for both publications are shown in "Display Advertising" on page 4.

Special Days

Special days provide an opportunity to reach targeted audiences, providing unique advertising possibilities.

Business Focus	Monday	Early Retail	Thursday
Grocery	Tuesday	Real Estate	Friday
Agriculture	Wednesday		

Special Sections & ROP

First Baby, Health & Wellness, Senior Living January
 Wedding, Community Impact, Valentine's Day February
 St. Patrick's Day, Prom Special, Friday the 13th March
 Home & Garden, Spring Car Care, Restaurant Guide April
 Cinco de Mayo, Mother's Day, Graduation,

State Park, Memorial Day May
 Father's Day, Photographer's Special,

Wedding, Miss Prairie Princess/Village June
 Madison Day, Photographer's Special July

Prairie Village, Back to School, Photographer's Special August
 Labor Day, Senior Living, Homecoming Banners,

Farm Safety September
 Fall Car Care, Leading Ladies, Salute to Firemen,

Halloween, Breast Cancer Awareness, Hunting October
 Veterans Day, Turkey Giveaway, Thanksgiving,

Santa Shops Madison, Hot Friday, Friday the 13th November
 Holiday Greetings, Countdown to Christmas December

Coupon Strip Quarterly
 Ask the Experts Monthly

On the Menu Weekly

DISPLAY

ADVERTISING

DISPLAY DEADLINES

ORDER DEADLINE

Thursday BEFORE 3 P.M. in Tuesday's *Leader-Land*
 Thursday BEFORE 3 P.M. Monday
 Friday BEFORE 3 P.M. Tuesday
 Monday BEFORE 3 P.M. Wednesday
 Tuesday BEFORE 3 P.M. Thursday
 Wednesday BEFORE 3 P.M. Friday

ADS TO APPEAR

FULL COLOR FRONT PAGE ADVERTISING

on the
Madison Daily Leader

\$250/day

\$200/day
 If scheduled four times in a
 one-month period

REACH MORE with the *Leader-Land* COMBO

Additional \$50/run

Proportionally scaled to
 5 column x 1.662"
 No guaranteed placement in
Leader-Land

	DL or L-L	Combo	Full Color DL/L-L	Full Color Combo
OPEN RATE	\$7.75 pci	\$11.75 pci	\$85 flat rate	\$110 flat rate
CONTRACT RATES				
\$32,000/year (\$2,667/month)	\$3.50 pci	\$5.30 pci	\$45 flat rate	\$60 flat rate
\$24,000/year (\$2,000/month)	\$3.75 pci	\$5.60 pci	\$45 flat rate	\$60 flat rate
\$16,000/year (\$1,334/month)	\$4.00 pci	\$6.05 pci	\$50 flat rate	\$65 flat rate
\$10,000/year (\$834/month)	\$4.30 pci	\$6.55 pci	\$50 flat rate	\$65 flat rate
\$4,500/year (\$375/month)	\$4.60 pci	\$7.00 pci	\$60 flat rate	\$75 flat rate
\$2,400/year (\$200/month)	\$5.00 pci	\$7.55 pci	\$60 flat rate	\$75 flat rate
\$1,200/year (\$100/month)	\$5.45 pci	\$8.20 pci	\$65 flat rate	\$85 flat rate
NON-PROFIT RATE To qualify, advertiser must provide tax-exempt certificate number.	\$5.80 pci	\$8.75 pci	\$70 flat rate	\$90 flat rate

Advertisement rates are per column inch (pci). Ad sizes are referred to in terms of number of columns wide by number of inches high. For example, a "two by five" ad counts as 10 column inches. For production purposes, however, the ad would be 3.722" wide by 5" high.

Display Guidelines

Ads that are placed at open rate qualify for a 20% repeat discount (no change) during a 5-day period.

Advertising measuring 5 column x 18" or more column inches will be billed at 6 column x 21" (full page).

Brokered advertising is not accepted.

Composition

As a customer service, we will compose advertisements for customers at no cost. Particularly complex ads will require an additional charge.

Ads which are composed and scheduled, but cancelled after ad deadline, will be charged at 50% of actual rate. Advertising that is composed on behalf of the advertiser and not scheduled will be billed at 25% of actual rate.

DAILY LEADER Column Widths	1-Column 1.778"	2-Column 3.722"	3-Column 5.667"	4-Column 7.611"	5-Column 9.556"	6-Column 11.5"
LEADER-LAND Column Widths	1-Column 1.778"	2-Column 3.722"	3-Column 5.667"	4-Column 7.611"	5-Column 9.556"	

Advertising Contracts & Copy Regulations

Advertising contracts cover only advertising relating to the advertiser's regular business. The advertiser cannot transfer the agreement or any of its privileges.

If an advertiser exceeds their advertising agreement obligation, the account will be credited to reflect the better contract rate. To receive the credit, the customer must sign a new advertising contract at the new level by July 1st.

Advertisers who do not meet their advertising contract will not be allowed to sign a new agreement the following year and will be back billed at open rate.

Agency Commissionable Rate

Either open or contract rates divided by 0.85. For example, the agency open rate, normally \$11.50 per column inch for the combination of Daily Leader and Leader-Land, is \$13.52.

INSERTS

Daily Leader & Leader-Land

MAX SIZE: 8" x 11" MIN SIZE: 5.5" x 8.5"
Weight over 1oz. may cost extra.

TOTAL MARKET FREQUENCY

(35 + insertions per year) 5.0¢ each

FULL CIRCULATION (Daily Leader 2,400) **OR** TOTAL MARKET COVERAGE

(Daily Leader and Leader-Land 9,000) 6.0¢ each

CITY DELIVERY ONLY —

(Daily Leader and Leader-Land 2,500) 6.5¢ each

INSERT DEADLINES

Inserts must be scheduled and received FIVE DAYS PRIOR to their insertion.

CLASSIFIED ADVERTISING

CLASSIFIED DEADLINES

WORD CLASSIFIEDS 9:30 a.m. the day of publication
DISPLAY CLASSIFIEDS 3 p.m. the day before publication

Word Classifieds

	Per Word		Per Word
5 days in <i>Daily Leader</i> , 1 day in <i>Leader-Land</i> and displayed on DailyLeaderExtra.com	\$1.50	1 day	\$0.34
<i>Leader-Land</i> only	\$0.34	2 days	\$0.62
Bold	\$0.10	3 days	\$0.90
ALL CAPS	\$0.10	4 days	\$1.03
		5 days	\$1.16
		10 days	\$2.10
		15 days	\$3.02
		20 days	\$3.93
		21 days	\$4.12
		22 days	\$4.31

\$5 minimum order. Classified word ads paid on a per word basis running in the Daily Leader and Leader-Land will receive a 25% discount for a continuous calendar one-month run. Ads with copy changes during the month are not eligible for the monthly discount.

Our Best Deal

Place your 15-word classified ad for one week in the Daily Leader and Leader-Land and a full week on DailyLeaderExtra.com for only \$18. Add 25¢ per additional word per day.

Classifieds Guidelines

The Daily Leader is not responsible for errors in classified ads after the first insertion, and we reserve the right to correct an error in the next edition of the Daily Leader.

Only one graphic is allowed in employment and auction ads.

All other non-qualifying ads may be placed as a display ad at display rates throughout the regular paper.

Display Classifieds

Daily Leader and Leader-Land (Tuesday Shopper) \$9.40/inch
 Daily Leader or Leader-Land \$6.35/inch
 Leader-Land (Combo Rate) \$3.05/inch

Auction Display Classifieds

Daily Leader and Leader-Land (Tuesday Shopper) \$7.85/inch
 Daily Leader or Leader-Land \$5.35/inch
 Leader-Land (Combo Rate) \$2.50/inch

Auctions are standardized at 8.5 to 9.5 point font size with headings at 14 to 16 point font size.

Vehicle For Sale Classified

Place your personal 30-word car or truck classified ad in the Daily Leader, Leader-Land and on DailyLeaderExtra.com for two months for only \$29.99. Add a picture of your vehicle for just \$10 more. Vehicle price must be included in the classified ad.

Statewide Advertising

PRINT ADVERTISING

A 25-word classified ad in 119 South Dakota newspapers — reaching over 660,000 readers — is just \$150 per week! In addition, 2x2 or 2x4 Display Ads can be run in three different variations:

2X2 DISPLAY AD 2X4 DISPLAY AD

STATEWIDE	\$800.00/week	\$1600.00/week
EAST RIVER ONLY	\$525.00/week	\$1050.00/week
WEST RIVER ONLY	\$375.00/week	\$750.00/week

DIGITAL AD NETWORK

For only \$300 a week your ad will appear in both ad sizes (300x250 and 728x90) on 40+ daily and weekly newspaper websites. That is 125,000+ weekly impressions.

Eastern South Dakota Peach

Eastern South Dakota Peach, a weekly shopper, is inserted into six subscriber-based newspapers: Canistota Clipper, Madison Daily Leader, The Marion Record, Minnehaha Messenger, The Montrose Herald and The New Era – Parker.

Advertising rate is \$6.10 per column inch. Front or back page \$475.80 (availability limited). Full color is available for an additional \$90.

EASTERN SOUTH DAKOTA PEACH

Column Widths

1-Column	2-Column	3-Column	4-Column	5-Column	6-Column
1.5"	3.25"	5"	6.5"	8.25"	10"



DIGITAL ADVERTISING



Daily Leader Extra

Our website, DailyLeaderExtra.com, gets more than 1.5 million page views a year, and is the most visited site in the area.

DailyLeaderExtra.com features content from our print edition, but also extras like video, audio, photos, blogs and more. We offer several run-of-site advertising options as well as popular inside page sponsor ads. A limited number of ads are available on each page.

Please ask for a detailed rate card for pricing on all website services.

Daily Leader Live

DailyLeaderLive.com provides live coverage of Madison Bulldog's athletic events. We offer four sponsorship packages to fit every sports enthusiast's budget. A limited number of spots are available.

Please ask for a detailed rate card for pricing on digital streaming packages.



GENERAL GUIDELINES

- The Madison Daily Leader is published daily in the afternoon, Monday through Friday, except for major holidays. The Leader-Land, a free shopper for non-subscribers, is published on Tuesdays.
- National holidays require advance scheduling and earlier deadlines.
- Advertising which looks like news content will be headed by the word "ADVERTISEMENT."
- All copy is subject to approval of publisher.
- Publisher assumes no financial responsibility for typographical errors but, if at fault, will reprint that portion of an advertisement in which error occurred.
- Advertiser agrees to indemnify publisher against any liability arising from claims of libel, unfair trade practices, infringement of trademarks, copyright, trade names or patents.
- Political and Business Closure ads must be paid in advance. State law requires a disclosure of paying customer on most political ads.
- Display advertising is placed with no position guaranteed.

Payment Terms

Payment terms are prepaid or net 30 days only upon credit approval. All balances not paid in 30 days are subject to a delinquency charge of 1.5% per month.

Specifications

- Advertisements should be supplied in Acrobat 4 (PDF 1.3) format with all fonts embedded or in PDF/X-1a format. Images should be optimized for 100 lines per inch (200 dpi for continuous-tone images, 800 to 1200 dpi for line art).
- Advertisements can be e-mailed to:

Ads@MadisonDailyLeader.com

If you prefer to upload ads, please call for details.



PO Box 348, 214 S Egan Ave, Madison, SD 57042 • (605) 256-4555 • (877) 635-7323

We are an independent
newspaper, established 1890.
Rates effective January 1, 2020.