

Over 130 Years of Tradition . . .

Central Dakota Times



Central Dakota Times

Digital Advertising Packages

8/30/2019

As the fourth largest newspaper in South Dakota, the Central Dakota Times is proud to provide news from around the communities in Central South Dakota. With an average of 3,000 papers in circulation every week, our advertising gets in front of thousands of your potential customers every day. We have also taken to the web, bringing the news to people via our website, www.centraldakotatimes.org.

As more people are also looking to get their news online as well, we have adapted to the current atmosphere and are offering digital advertising in addition to our print advertising. Digital ads are a great way to draw more customers to your doorstep, as well as visit your website or make a phone call. Our digital ads come in full color and can direct users to your website or social media page.

Menu Pages				
Size: in pixels	Weekly	Weekly with Print	Monthly	Monthly with Print
728 x 90	\$40.00	\$20.00	\$120.00	\$60.00
300 x 600	\$50.00	\$25.00	\$150.00	\$75.00
300 x 250	\$30.00	\$15.00	\$90.00	\$45.00
320 x 100	\$25.00	\$12.50	\$75.00	\$37.50
336 x 280	\$35.00	\$17.50	\$105.00	\$52.50

Central Dakota Times is here to work with you in the ad design process. Have an ad design already? Simply send the image in a JPG or PNG file to cdtwebsite@midstatesd.net along with a note on the ad size and we'll get it added. Need something designed? We will work with you in creating text as well as suggesting images to make your ad stand out.

Ad Schedule

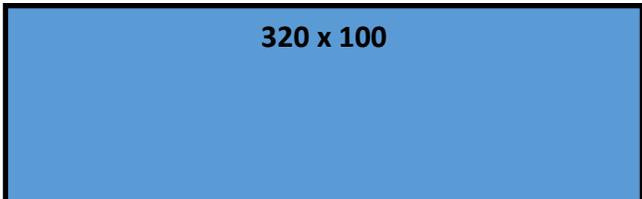
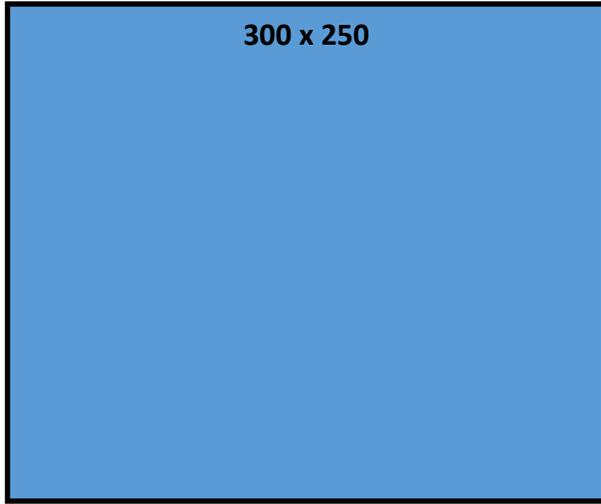
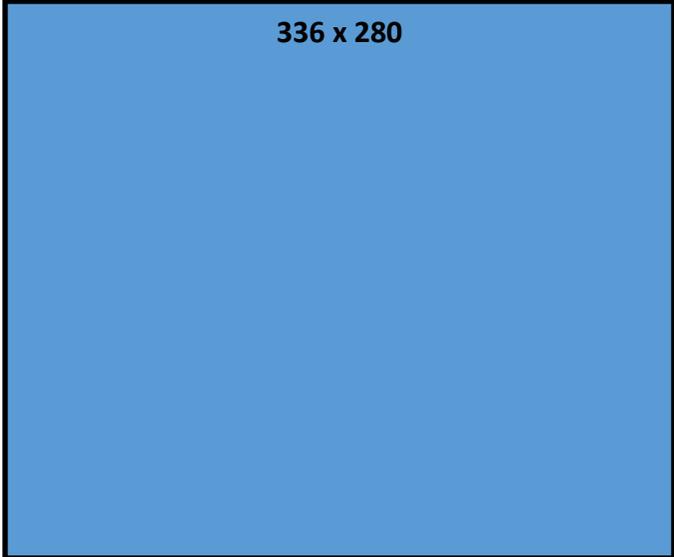
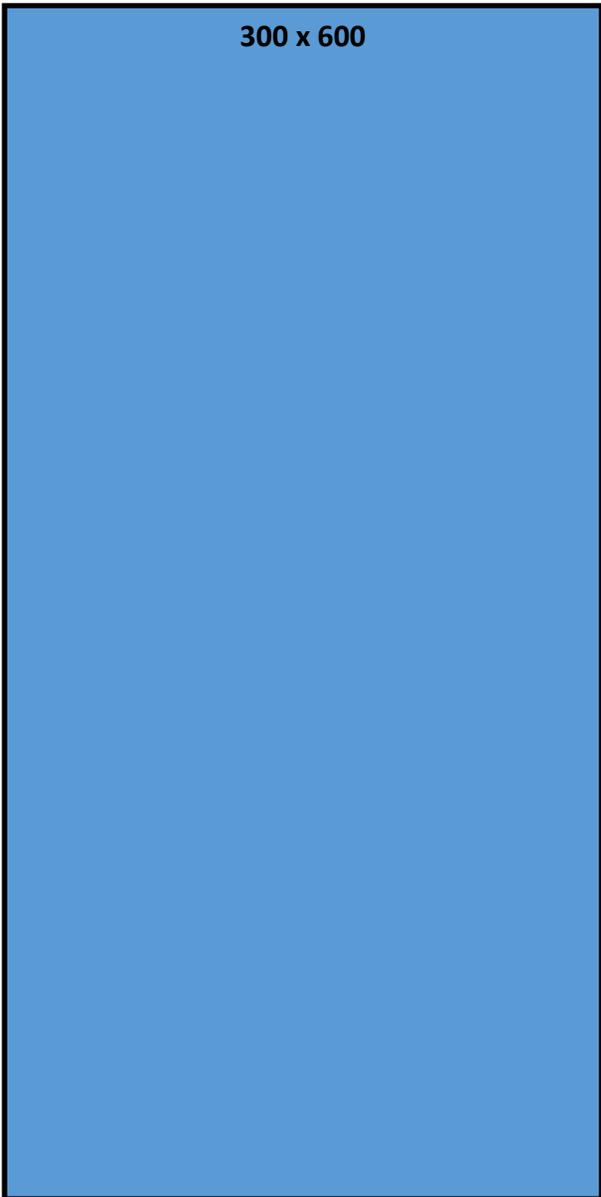
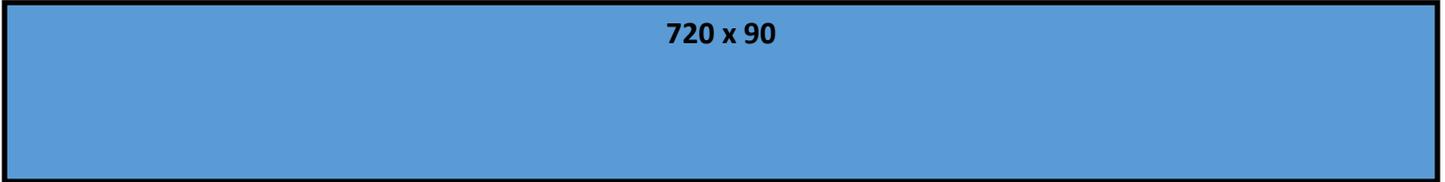
Central Dakota Times operates on a schedule based on the newspaper's circulation date. New editions of the paper are delivered on Wednesdays. The Central Dakota Times website, www.centraldakotatimes.org is updated by 12 p.m. on Wednesdays every week to coordinate with these deliveries. Ads will be implemented on Wednesdays as well, operating on the same cycle. Monthly ads are considered to run for four weeks. **Ad requests are due by 12 pm on Mondays.**

See next page for ad size samples.

Ad Sizes Visualized

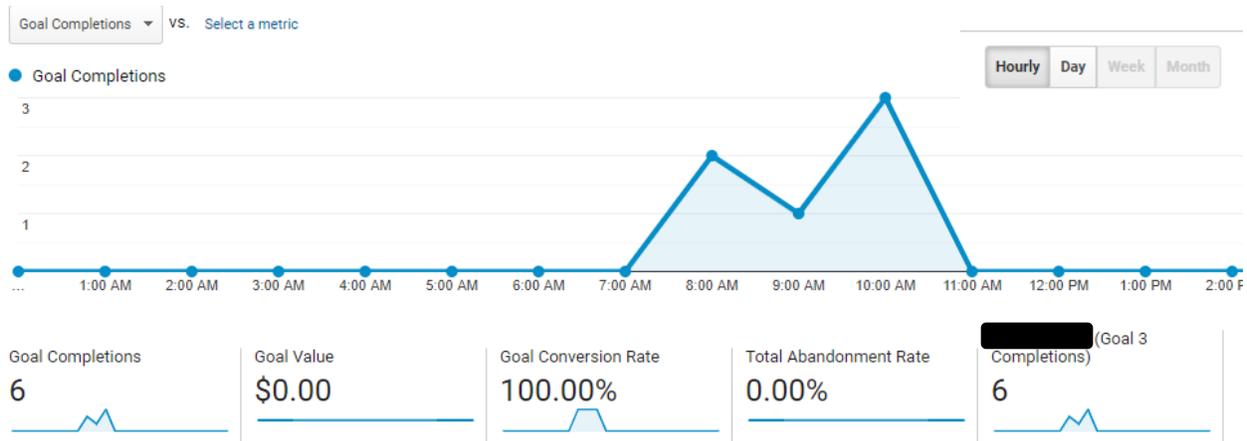
Ads are measured in pixels and may slightly vary in size based on your screen resolution.

Printing these samples will also result in a slightly larger image.



Data Driven Solutions

When it comes to marketing, there is a lot of data out there to interpret. Central Dakota Times is committed to providing as much information about your ad's performance as possible. Using modern tools like Google Analytics and Google Tag Manager, we place tracking information on every ad we display. Each ad receives its own unique tag, different from all others on the site. With this tag, we are able to see how many of our website visitors clicked on your ad and visited your website. You can see an example of this information below:



We are able to report your ad's performance in any timeframe from a number of years, down to the last hour. With Central Dakota Times' digital advertising, you'll receive honest and accurate data every time.

Note: Some data may be marginally affected by a user's browser settings. Private browsers and the clearing of a browser's history, especially cookies, can result in slightly different results.