

# 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 February 1, 2025

- **Published Weekly - Thursday**
- **Display Open Rate:** \$7.50 per column inch  
- Annual Bulk Agreements Available.
- **Classified Display Open Rate:** \$7.50 per column inch
- **Color: Spot \$75, Full Color \$175**
- **Classified Word Ad Rate:** \$8 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:** \$50 per month (minimum 3 months)  
10% discount (\$45/month) if schedule & pay for full year.

**Circulation: 1,650 (1,450 print + 200 e-edition)**

- **Pre-Printed Inserts:**  
Full Run, includes all states: 1,450  
Local Retail Trading Zone: 1,350
- **Pre-Print Pricing per piece:**

Single Sheet	.....12¢
4 pg tab - 8 pg tab or 4 pg standard	..... 13¢
12 pg tab - 24 pg tab or 6-12 pg standard	.....16¢
28 pg tab - 36 pg tab or 14-16 pg standard	..... 18¢
40 pg tab - 48 pg tab = or 20-24 pg standard	.....22¢
52 pg tab - 60 pg tab or 26-30 pg standard	.....25¢

**Tiered Multiple Paper Insert Rate Available (ex: 4-8 page tab):**  
1 paper - 13¢ / 2 papers - 12¢ / 3 papers - 11¢ / 4 papers - 10¢

**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

## Combination Buy!

Get Regional Coverage with a discounted rate!

### 1/3 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 \$5.00 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 .....	\$7.50
\$2,000 — \$4,000/yr.....	\$6.75
\$4,001 — \$8,000/yr.....	\$6.50
\$8,001 — \$10,000/yr.....	\$5.50
\$10,000/yr and up .....	\$5.00

Advertiser may use preprint and commercial printing to meet these dollar volume contracts. We do not credit advertisers who meet the next contract level.

**E-Mail Advertising:** e-mail your ads to us at:  
ads.frcHerald@gmail.com (PDF or JPG files preferred)