

# — RATE CARD —

Southern Hills Publishing, Inc.  
Publisher of Three Weekly Newspapers:

## CUSTER COUNTY **Chronicle**



FREE  
**WESTERN TRADER**

HILL CITY  
**Prevailer♥News**

### - Contact Information -

#### **Custer County Chronicle and Western Trader**

522 Mt. Rushmore Road  
PO Box 551  
Custer, SD 57730  
Phone: 605-673-2217  
Fax: 605-673-3321

News email: [custerchronicle@gwtc.net](mailto:custerchronicle@gwtc.net)  
Ads email: [custerads@gwtc.net](mailto:custerads@gwtc.net)  
Website: [www.myblackhillscountry.com](http://www.myblackhillscountry.com)

Official newspaper for the city of Custer,  
towns of Buffalo Gap, Fairburn, Hermosa, Pringle,  
the county of Custer, Custer County Ambulance District  
and the school districts of Custer and Elk Mountain.

#### **Hill City Prevailer-News**

333 Main St. #7  
PO Box 266  
Hill City, SD 57745  
Phone: 605-574-2538  
Fax: 605-574-4409

email: [prevailer@hillcityprevailernews.com](mailto:prevailer@hillcityprevailernews.com)  
Website: [www.myblackhillscountry.com](http://www.myblackhillscountry.com)

Official newspaper for city of Hill City, Pennington County,  
town of Keystone, Hill City Fire Protection District,  
Hill City Ambulance District and Hill City School District.

### - Subscription Information -

#### **Chronicle Subscription Price**

Local Area \$48  
Out of Area \$58  
Snowbirds \$56

#### **Prevailer Subscription Price**

Local Area \$44  
Out of Area \$54  
Snowbirds \$52

### - Rate Information -

ALL PRICES EFFECTIVE JULY 1, 2018

#### **Custer County Chronicle**

Circulation 1,800

*Advertising Rates*

\$7.25 Per Column Inch\*

6 columns wide by 20.8 inches broadsheet  
Total page size 10"x20.8" (Column = 1.562")

#### **Western Trader**

Circulation 2,800

*Advertising Rates*

\$9.75 Per Column Inch\*

6 columns wide by 20.8 inches broadsheet  
Total page size 10"x20.8" (Column = 1.562")

*Professional Directory Rates*

\$8 Per Week for Single Square - Min. 6 mo.  
\$8.50 Per Week for Single Square - Min. 3 mo.

**Classified Line Ad Rates**

\$7.00 for the first 15 words,  
10¢ each word thereafter. Bold type \$1.00 extra.

Serving the Southern Black Hills: Custer, Hill City,  
Hot Springs, Edgemont, Keystone, Newcastle, Wyo., and  
everything in between. Inserted in total circulation of  
Custer County Chronicle and Hill City Prevailer News.

#### **Hill City Prevailer-News**

Circulation 700

*Advertising Rates*

\$6.75 Per Column Inch\*

6 columns wide by 20.8 inches broadsheet  
Total page size 10"x20.8" (Column = 1.562")

*Professional Directory Rates*

\$8.00 Per Week for Single Square

#### **Combination Rates**

Total Circulation of paid publications 2,500

**Chronicle & Prevailer** \$12.50 per col. in.\*  
**Trader, Chronicle, Prevailer** \$16.50 per col. in.\*

**Pre-Printed Inserts \$75 per 1000**

Additional cost for heavier than normal inserts.  
Inserts must be in the Chronicle office no later than  
Friday at 5:00 p.m. for insertion in Wednesday's edition.

#### **Ad & Copy Deadlines**

**Friday at 5:00 PM**

**Publication date is Wednesday.**

\*Rates for Black/White ad—contact us for color pricing

[www.custercountychronicle.com](http://www.custercountychronicle.com)

#### **OUR WEBSITE ADVERTISING**

300x250 size is \$75/month

#### **SDNA DIGITAL AD NETWORK**

300x250 size AND 728x90 size is \$500/week  
40+ weekly and daily newspaper websites across  
South Dakota for more than 125,000 weekly  
impressions!