



SOUTH DAKOTA REALTORS®

Voice for Real Estate in South Dakota | **2024 Media Kit**



Digital Publication Circulations
Advertising Terms
Ad Size & Rates

Advertising Agreement
E-News Advertising
Other Advertising & Marketing

REALTOR® Highlights

The SD REALTORS® was chartered through the National Association of Real Estate Brokers in 1944. Throughout its history, SD REALTORS® has remained consistent “The Voice for Real Estate” in South Dakota.

Circulation: Widely read among the over SD REALTORS® 2000 members.

REALTOR® Highlights is the official digital publication of the SD REALTORS® and the business tool for real estate professionals. REALTOR® Highlights provides information on real estate industry best practices, brings expert insights to significant industry trends, and provides REALTORS® with timely decision-making tools to determine business purchases and strategies.

Advertising Deadlines

REALTOR® Highlights

Issue	Ad Close	Art Due	Publish Date
Spring	2/15/2024	04/01/2024	04/15/2024
Supplemental	07/01/2024	07/15/2024	08/05/2024
Fall	10/01/2024	10/15/2024	11/02/2024

2024 dates, topics and deadlines subject to change

SD REALTOR® E-News

Issue	Ad Close	Art Due	Publish Date
January 2024	12/28/2024	01/04/2024	01/09/2024
February 2024	01/26/2024	02/01/2024	02/13/2024
March 2024	02/23/2024	03/01/2024	03/12/2024
April 2024	04/02/2024	04/05/2024	04/09/2024
May 2024	04/29/2024	05/03/2024	05/7/2024
June 2024	06/03/2024	06/07/2024	06/11/2024
July 2024	07/01/2024	07/05/2024	07/09/2024
August 2024	07/29/2024	08/02/2024	08/06/2024
September 2024	08/30/2024	09/06/2024	09/10/2024
October 2024	09/30/2024	10/04/2024	10/08/2024
No E-New in November			
December 2024	12/02/2024	12/07/2024	12/10/2024

2024 dates and deadlines subject to change

Production Specifications

Electronic Submissions of advertisements is required. High-resolution Adobe PDF, PNG, or GIF are preferred and should be emailed to Dana R. Holben at dholben@screaltor.org.

Hyperlinked

All digital advertisements will be hyperlinked to advertisers website.

Approval

All advertising copy is subject to approval. The South Dakota REALTORS® reserves the right to reject any advertisement on the basis of form, content or unavailability of space.

Change in Copy

When change of copy is not received by the ad due date, the copy from the previous issue will run.

Payments

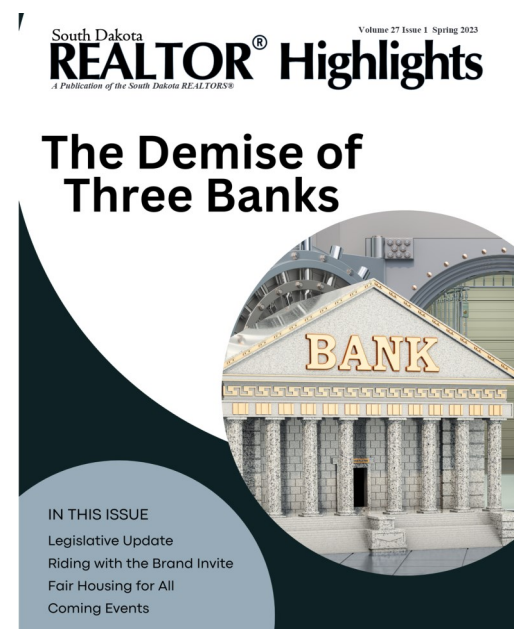
Advertising and their agencies are responsible for payment for all advertisements. Payments must be received within 30 days from invoice date.

Cancellations

Cancellations must be received in writing 30 days prior to ad close date, otherwise the advertiser must remit payment at the published rate.

South Dakota REALTOR® Highlights

A Publication of the South Dakota REALTORS®



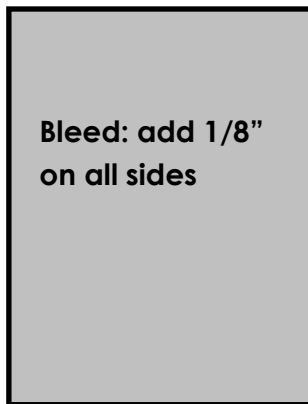
2024 SD REALTOR® Highlights Digital Publication

Ad Sizes/Rate

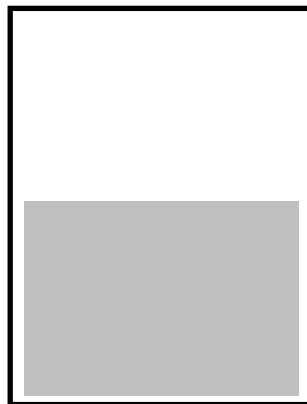
The South Dakota REALTORS® has advertising opportunities available for our partners, ranging from one time-ads to longer-term commitments. We have multiple communication mediums targeting our approximately 2000 members. Details and rates are shown below.

The SD REALTOR® Highlights Digital Publication is distributed in the months of April, August and November. The SD REALTOR® Highlights Digital Publication is available online on our website at sdrealtor.org to view and print.

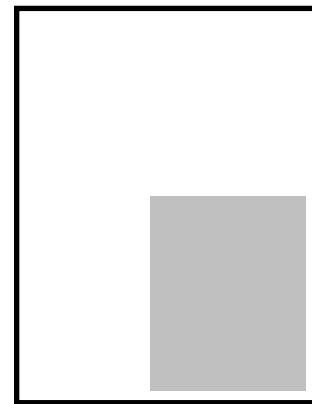
Space	Size	Ad Rate	File Format
1/4 page	3.625 x 4.75 in.	\$125/ issue	GIF, JPEG, PNG
1/2 Page	7.5 x 5 in.	\$175/issue	GIF, JPEG, PNG
Full Page (color)	8.5 x 11 in..	\$275/issue	GIF, JPEG, PNG



Full Page
8.5" x 11"



Half Page
7.5" x 5"



Quarter Page
3.625" x 4.75"



**SOUTH DAKOTA
REALTORS®**

SD REALTORS® Highlights Digital Publication 2024 Advertising Agreement

Advertiser _____

Address _____

Contact _____ Phone _____

Contact Email _____

Agency (if applicable) _____

Address _____

Contact _____ Phone _____

Contact Email _____

Responsible for payment: Advertiser Agency Other

Send billing invoice via: Physical Address E-mail

Issues	<input type="checkbox"/> Spring	<input type="checkbox"/> Supplemental	<input type="checkbox"/> Fall
Size	<input type="checkbox"/> Full page	<input type="checkbox"/> Half Page	<input type="checkbox"/> Quarter Page

A signed advertising agreement must be received by the ad close date. All advertising submissions are due by the art due date.

Cancellations must be received in writing 30 days prior to ad close date, otherwise the advertiser must remit payment at the published rate.

All advertising copy is subject to the Editor's approval. The South Dakota REALTORS® reserves the right to reject any advertisement on the basis of form, content or unavailability of space.

Advertisers and their agencies are responsible for payment for all advertisements. Advertising Invoices will be issued following publication. Payment must be received within 30 days of the invoice date.

I understand these terms outlined above _____

Title _____ *Signature* _____ Date _____



SD REALTOR® E-News

2024 Advertising Opportunities

The SD REALTOR® E-News is distributed monthly and sent via email to our approximately 2000 members with an open rate of over 35%. The REALTOR® E-News is also available online on our website at sdrealtor.org.

SD REALTOR® E-News contains brief articles on current industry news from the National Association of REALTORS® and SD REALTORS®, promotes education, events and conferences and updates members on local board/association news.

Each of the State's local boards and associations is given the opportunity to submit an article to be featured in the "Local Board Happenings" section. The current schedule for each local board and association is found below.

January—Northeast SD Assoc. of REALTORS®

February—Black Hills Assoc. of REALTORS®

March—Aberdeen Area Assoc. of REALTORS®

April—Meridian Assoc. of REALTORS®

May—Huron Board of REALTORS®

June—Mitchell Board of REALTORS®

July—Mt. Rushmore Area Assoc. of REALTORS®

August—East Central SD REALTORS®

September—Central SD Board of REALTORS®

October—REALTOR® Assoc. of the Sioux Empire

The SD REALTOR® E-News offers advertising opportunities on a monthly basis. The ad is prominently placed in the REALTOR® E-News with a link to the companies website. The ad must be in a GIF or PNG format for clarity in email marketing software.

1 month

\$100

3 months

\$250

6 months

\$390

12 months

\$625



SD REALTORS® E-News Publication

2024 Advertising Agreement

Advertiser _____

Address _____

Contact _____ Phone _____

Contact Email _____

Agency (if applicable) _____

Address _____

Contact _____ Phone _____

Contact Email _____

Responsible for payment: Advertiser Agency Other

Send billing invoice via: Physical Address E-mail

Indicate months for advertising:

- January February March April May June
- July August September October November December

A signed advertising agreement must be received by the ad close date. All advertising submissions are due by the art due date.

Cancellations must be received in writing 30 days prior to ad close date, otherwise the advertiser must remit payment at the published rate.

All advertising copy is subject to the Editor's approval. The South Dakota REALTORS® reserves the right to reject any advertisement on the basis of form, content or unavailability of space.

Advertisers and their agencies are responsible for payment for all advertisements. Advertising Invoices will be issued following publication. Payment must be received within 30 days of the invoice date.

I understand these terms outlined above _____

Signature

Title _____ Date _____

