



# 2012 South Dakota LODGING DIRECTORY

## Advertising Opportunities



South Dakota Innkeepers Association's Lodging Directory has become a unique and valuable tool for business and pleasure travelers. The rack card size publication contains a listing of SDIA member hotels organized by town. In addition to basic contact information, each member listing contains driving directions, pricing and a list of amenities. The Lodging Directory is widely distributed at Visitor Centers, member hotels, government agencies, attractions and other businesses throughout the state.

While all SDIA member hotels enjoy a free listing, **a limited number of display ads are available to member hotels and other visitor-related businesses.**

Deadline is January 31, 2012.

Ad Size	Dimensions (in inches)	Price
1/4 page	3 1/2 wide x 2 tall	\$180
1/2 page	3 1/2 wide x 4 1/8 tall	\$346
3/4 page	3 1/2 wide x 6 1/8 tall	\$512
Full page	3 1/2 wide x 8 1/4 tall	\$688
Inside front cover	<b>SOLD</b>	\$440
Inside back cover	4 wide x 9 tall (bleed)	\$835
Outside back cover	4 wide x 9 tall (bleed)	\$995
Center map 1/4 page	3.5 wide x 2 tall	\$295

Prices are for full-color, print-ready ads.

At these low rates, they are net and non-commissionable. Sorry, we cannot offer discounts.  
If you need layout and design services, please add \$35.

**YES! Reserve our \_\_\_\_\_ sized display ad in the 2012 Lodging Directory.**

**Business Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

Display ads are limited and will be sold on a first come, first served basis.  
(Purchasers of premium space ads in last year's Directory receive first opportunity to renew.)

**Mail check for the full amount of ad along with this form to:**  
**SD Innkeepers Association – PO Box 602 – Pierre, SD 57501**

**Email ads to: [michele@sdinnkeepers.com](mailto:michele@sdinnkeepers.com)**

Questions? Please call SDIA at 605-224-1330