

Retail Display Ad Column Widths (Inches)								
Paper Name	1 Col	2 Col	3 Col	4 Col	5 Col	6 Col	7 Col	
Aberdeen American News	1.833	3.833	5.833	7.833	9.833	11.833	NA	NA
Aberdeen Farm Forum	1.8125	3.8125	5.8125	7.8125	9.8125	NA	NA	NA
Alcester Union	2	4.25	6.375	8.5	10.75	13	NA	NA
Alexandria Herald	1.75	3.75	5.75	7.625	9.625	NA	NA	NA
Arlington Sun	1.8125	3.833	5.833	7.833	9.833	NA	NA	NA
Armour Chronicle	2	4.125	6.375	8.5	10.75	NA	NA	NA
Avon Clarion	2	4	6.375	8.5	10.75	13	NA	NA
Baltic Beacon	2.125	4.5	6.4375	8.625	10.8125	NA	NA	NA
Belle Fourche Bee	2.033	4.25	6.483	8.666	10.75	NA	NA	NA
Belle Fourche Post	2.033	4.25	6.483	8.666	10.75	NA	NA	NA
Beresford Republic	1.833	3.833	5.833	7.833	9.833	NA	NA	NA
Bison Courier	2	4.	6.25	8.25	10.5	NA	NA	NA
Bonesteel Enterprise	1.875	3.9375	6	8	10	NA	NA	NA
Bowdle Pioneer	1.875	4	6.125	8.125	10.25	NA	NA	NA
Brandon Valley Challenger	2.125	4.5	6.4375	8.625	10.8125	NA	NA	NA
Bridgewater Tribune	2	4.25	6.5	8.75	10.875	13	NA	NA
Britton Journal	2	4.125	6.375	8.5	10.75	13	15.125	NA
Brookings Register	2	4.125	6.375	8.5	10.75	13	NA	NA
Bryant Dakotan	1.75	3.75	5.75	7.75	9.75	NA	NA	NA
Buffalo Nations Center News	1.403	2.833	4.333	5.833	7.333	8.833	10.333	NA
Burke Gazette	2	4.25	6.25	8.5	10.75	NA	NA	NA
Canistota Clipper	2.08	4.25	6.5	8.75	11	13	NA	NA
Canova Herald	2.08	4.25	6.5	8.75	11	13	NA	NA
Canton Sioux Valley News	2.0625	4.25	6.4375	8.625	10.8125	13	15	NA
Castlewood Hamlin Co Republic	2.0625	4.25	6.4375	8.625	10.8125	NA	NA	NA
Centerville Journal	1.833	3.833	5.833	7.833	9.833	NA	NA	NA
Chamberlain Central Dakota Times	1.8125	3.75	5.75	7.6875	9.625	11.5625	NA	NA
Chamberlain Register	2	4.25	6.4375	8.625	10.8125	13	NA	NA
Clark County Courier	2.125	4.375	6.625	8.875	11	13.375	NA	NA
Clear Lake Courier	2.125	4.5	6.75	9.125	11.5	13.75	NA	NA
Conde News	2	4.25	6.5	8.75	11.125	13.25	NA	NA
Corsica Globe	2	4.125	6.375	8.5	10.75	NA	NA	NA
Custer Co Chronicle	2	4.125	6.375	8.5	10.6875	12.8125	NA	NA
Dakota Action Rocket	2.0937	4.25	6.4375	8.5625	10.75	NA	NA	NA
De Smet News	2.25	4.875	7.25	9.75	12.25	14.5	NA	NA
Deadwood Lawrence County Centennial	2.033	4.25	6.483	8.666	10.75	NA	NA	NA
Dell Rapids Tribune	2.125	4.5	6.4375	8.625	10.8125	NA	NA	NA
Delmont Record	2	4.125	6.375	8.5	10.75	NA	NA	NA
Doland Times Record	2	4.25	6.5	8.75	11.125	13.25	NA	NA
Dupree West River Progress	2	4.125	6.25	8.375	10.5	NA	NA	NA
Eagle Butte News	2	4.125	6.25	8.375	10.5	NA	NA	NA
Edgemont Herald-Tribune	2	4.125	6.375	8.5	10.75	NA	NA	NA
Elk Point Leader Courier	2.028	4.222	6.417	8.611	10.806	13	NA	NA
Elkton Record	1.8125	3.75	5.75	7.75	9.875	NA	NA	NA
Emery Enterprise	1.75	3.75	5.75	7.625	9.625	NA	NA	NA
Estelline Journal	2.0625	4.25	6.4375	8.625	10.8125	NA	NA	NA
Eureka The Northwest Blade	1.95	4	6.133	8.166	10.25	NA	NA	NA
Faith Independent	2	4.125	6.25	8.375	10.5	NA	NA	NA
Faulk County Record	2.125	4.25	6.75	9.125	11.5	13.83	NA	NA
Flandreau Moody Co. Enterprise	2	4.25	6.375	8.5	10.5	13	NA	NA
Freeman Courier	2.0625	4.25	6.4375	8.625	10.8125	13	NA	NA
Garretson Weekly	2.125	4.5	6.4375	8.625	10.8125	NA	NA	NA
Geddes Charles Mix Co News	2.0625	4.25	6.4375	8.625	10.8125	13	NA	NA
Gettysburg Potter County News	2	4.125	6.1875	8.375	10.5	NA	NA	NA
Gregory Times Advocate	2	4.125	6.375	8.5	10.75	13	NA	NA
Groton Dakota Press	1.875	4	6.0625	8.125	10.125	NA	NA	NA
Groton Independent	2.0625	4.25	6.25	8.375	10.5	NA	NA	NA
Hartford Area News	2.08	4.25	6.5	8.75	11	13	NA	NA
Hayti Hamlin Co Herald Enterprise	2.0625	4.25	6.4375	8.625	10.8125	NA	NA	NA
Highmore Herald	2.0625	4.25	6.4375	8.625	10.8125	13	NA	NA
Hill City Prevailer	2	4.125	6.375	8.5	10.6875	12.8125	NA	NA
Hot Springs Star	2	4.125	6.375	8.5	10.6875	12.9375	NA	NA
Hoven Review	2	4.125	6.25	8.375	10.5	NA	NA	NA
Howard Miner Co. Pioneer	1.833	3.833	5.833	7.833	9.833	NA	NA	NA
Hudson Hudsonite	2	4.25	6.375	8.5	10.75	13	NA	NA
Humboldt Journal	2.08	4.25	6.5	8.75	11	13	NA	NA
Hurley Leader	1.833	3.833	5.833	7.833	9.833	NA	NA	NA
Huron Plainsman	2	4.167	6.361	8.583	10.792	13	NA	NA
Ipswich Tribune	2.215	4.375	6.625	8.8125	11.125	13.375	NA	NA
Irene Tri County News	1.875	3.75	5.75	7.75	9.75	NA	NA	NA
Isabel Dakotan	2	4.125	6.25	8.375	10.5	NA	NA	NA
Kadoka Press	2	4	6.25	8.25	10.5	13	NA	NA
Kimball Brule Co. News	2	4.25	6.4375	8.625	10.8125	13	NA	NA
Lake Andes Wave	2.0625	4.25	6.3475	8.625	10.8125	NA	NA	NA
Lake Preston Times	2.25	4.75	7.25	9.75	NA	NA	NA	NA
Langford Bugle	2	4.125	6.375	8.5	10.75	NA	NA	NA
Lemmon Leader	2	4.125	6.375	8.5	10.75	12.875	NA	NA
Lennox Independent	2	4.1875	6.375	8.625	10.875	13	NA	NA
Leola McPherson County Herald	2	4.125	6.5	8.75	11	13.375	NA	NA
Madison Daily Leader	2.0625	4.25	6.4375	8.625	10.8125	13	NA	NA
Marion Record	2.08	4.25	6.5	8.75	11	13	NA	NA
Martin Bennett Co Booster	2.0625	4.25	6.4375	8.625	10.8125	13	NA	NA
McLaughlin Messenger	2.0625	4.25	6.4375	8.625	10.8125	NA	NA	NA
Menno Hutchinson Herald	2.0625	4.25	6.4375	8.625	10.8125	13	NA	NA
Milbank Grant County Review	2.125	4.25	6.75	9	11.25	13.5	NA	NA
Miller Press	2	4.125	6.375	8.5	10.75	12.8125	NA	NA
Mission Todd Co Tribune	2.0625	4.25	6.4375	8.625	10.8125	13	NA	NA
Mitchell Daily Republic	1.8125	3.75	5.75	7.6875	9.625	11.5625	NA	NA
MoBridge Tribune	2.0625	4.25	6.4375	8.625	10.8125	NA	NA	NA
Montrose Herald	2.08	4.25	6.5	8.75	11	13	NA	NA

RETAIL DISPLAY AD COLUMN WIDTHS (INCHES)

PAPER NAME	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL	7 COL
MURDO COYOTE	2	4	6.25	8.25	10.5	13	NA
NEWELL BUTTE COUNTY VALLEY IRRIGATOR	2.033	4.25	6.483	8.666	10.75	NA	NA
NORTH SIOUX CITY TIMES	1.5	3.25	5	6.75	8.5	10.25	NA
ONIDA WATCHMAN	2.125	4.25	6.4375	8.625	10.8125	13	NA
PARKER NEW ERA	2	4.125	6.25	8.375	10.5	12.625	14.75
PARKSTON ADVANCE	2	4.125	6.25	8.375	10.5	NA	NA
PHILIP PIONEER REVIEW	2	4	6.25	8.25	10.5	13	NA
PIERRE CAPITAL JOURNAL	2	4.1875	6.375	8.625	10.8	13	NA
PIERRE TIMES	2	4.1875	6.375	8.625	10.8	13	NA
PLANKINTON SOUTH DAKOTA MAIL	2	4.125	6.375	8.5	10.6875	12.9375	NA
PLATTE ENTERPRISE	2	4.125	6.375	8.5	10.6875	12.875	NA
POLLOCK PRAIRIE PIONEER	1.9375	4	6.125	8.1875	10.25	NA	NA
PRESHO LYMAN COUNTY HERALD	2	4.125	6.25	8.5	10.625	12.75	NA
RAPID CITY JOURNAL	1.833	3.792	5.75	7.708	9.667	11.625	NA
REDFIELD PRESS	1.875	4	6.0625	8.125	10.25	NA	NA
ROSCOE HOSMER INDEPENDENT	2.215	4.375	6.625	8.8125	11.125	13.375	NA
ROSHOLT REVIEW	2	4.125	6.25	8.375	10.5	NA	NA
SALEM SPECIAL	2	4.25	6.5	8.75	10.875	13	NA
SCOTLAND JOURNAL	2	4.25	6.4375	8.625	10.8125	13	NA
SELBY RECORD	2	4.125	6.25	8.375	10.5	NA	NA
SIOUX FALLS ARGUS LEADER	1.832	3.79	5.741	7.7	9.66	11.62	NA
SISSETON COURIER	2.125	4.375	6.625	9	11.25	13.5	NA
SOUTH SHORE GAZETTE	1.875	3.75	5.625	7.625	9.75	NA	NA
SPEARFISH BLACK HILLS PIONEER	1.416	2.833	4.333	5.833	7.333	8.833	10.333
SPRINGFIELD TIMES	2	4.25	6.4375	8.625	10.8125	13	NA
STICKNEY ARGUS	2	4.25	6.4375	8.625	10.8125	13	NA
STURGIS BLACK HILLS PRESS	2.033	4.25	6.483	8.666	10.75	NA	NA
STURGIS MADE CO. TIMES TRIBUNE	2.033	4.25	6.483	8.666	10.75	NA	NA
TEA HARRISBURG CHAMPION	2	4.125	6.375	8.625	10.875	13	NA
TIMBER LAKE TOPIC	2	4.25	6.4375	8.625	10.8125	NA	NA
TORONTO TRI-CITY STAR	1.8125	3.75	5.75	7.75	9.875	NA	NA
TRIPP STAR LEDGER	2	4.125	6.25	8.375	10.5	NA	NA
TYNDALL TRIBUNE & REGISTER	2	4.25	6.4375	8.625	10.8125	13	NA
VERMILLION PLAIN TALK	2	4.125	6.375	8.5	10.75	13	NA
VIBORG ENTERPRISE	1.833	3.833	5.833	7.833	9.833	NA	NA
VOLGA TRIBUNE	1.8125	3.75	5.75	7.75	9.875	NA	NA
WAGNER POST	2.0625	4.25	6.3475	8.625	10.8125	NA	NA
WAKONDA TIMES	2	4.25	6.4375	8.625	10.8125	13	NA
WALL PENNINGTON COUNTY COURANT	2	4	6.25	8.25	10.5	13	NA
WATERTOWN PUBLIC OPINION	1.833	3.806	5.764	7.736	9.694	11.667	NA
WAUBAY CLIPPER	1.875	3.75	5.75	7.625	9.5	NA	NA
WEBSTER REPORTER & FARMER	2.125	4.375	6.75	9	11.25	13.375	NA
WESSINGTON SPRINGS TRUE DAKOTAN	1.875	3.75	5.75	7.75	9.625	11.5	NA
WESSINGTON TIMES ENTERPRISE	2	4.125	6.25	8.375	10.5625	NA	NA
WHITE LAKE AURORA COUNTY STANDARD	2	4.25	6.4375	8.625	10.8125	NA	NA
WHITE RIVER MELLETTE CO NEWS	2.0625	4.25	6.3475	8.625	10.8125	13	NA
WILMOT ENTERPRISE	1.75	3.75	5.625	7.625	9.625	NA	NA
WOLSEY NEWS	2	4.125	6.25	8.375	10.5625	NA	NA
WINNER ADVOCATE	2	4.125	6.375	8.5	10.6875	12.875	NA
WOONSOCKET NEWS	2	4.25	6.4375	8.625	10.8125	13	NA
YANKTON DAILY PRESS & DAKOTAN	2.0625	4.25	6.4375	8.625	10.8125	13	NA
YANKTON MISSOURI VALLEY OBSERVER	2.0625	4.25	6.4375	8.625	10.8125	NA	NA