

The **South Dakota Bank Directory** is an indispensable reference tool for financial services institutions and those conducting business with financial decision makers in South Dakota. Produced by the **South Dakota Bankers Association** (SDBA), the directory provides contact information for all South Dakota banks. The directory also includes information about the SDBA, the SDBA's endorsed vendors and associate members, state and federal regulatory agencies, and South Dakota officials.

Participating in the **2022 South Dakota Bank Directory** is a cost-effective advertising strategy that will reach financial industry leaders who utilize this valuable tool on a daily basis throughout the year. The directory reaches all South Dakota banks and branches, associate members and other financial industry leaders.

## Advertising Specifications and Rates

### Tabbed Divider Page Ad

3.5" x 8"

**Full Color:** \$725

*Full-page ad on the front or back of a tabbed divider page. Availability is limited.*

### Full-Page Ad

3.5" x 8"

**Black & White:**  
\$550

*Full-page ad in front section of directory.*

### Half-Page Ad

3.5" x 3.75"

**Black/White:** \$350

*Half-page ad in front section of directory.*

## Advertising Terms

**Advertising Terms:** Placement of all advertisements is at the discretion of the South Dakota Bankers Association. Due to the logistics of compiling directory materials, special position requirements cannot be guaranteed. Copy will be printed exactly as submitted.

**Deadline:** The advertising placement deadline is October 1, 2021. Directories will be available January 2022.

**Ad Materials:** Ad materials are due by October 15, 2021. Electronic submission of advertisements is required. Send high-resolution PDF or EPS file to [abousa@sdba.com](mailto:abousa@sdba.com). Questions, contact Alisa Bousa, SDBA, via email or at 605.224.1653.

## Check Ad Type

\* Limited advertising available on the front and back covers. Contact Alisa Bousa for availability and prices.

- Re-Run Ad from 2021 Directory**       **Run New Ad**  
 Full-Color Tabbed Divider Page Ad (3.5" x 8") ..... \$725 (limited availability)

**Tab Request:**

(First-come, first-served basis. If your choice is already committed to another advertiser, we will discuss placement options.)

- |  |   |
|--|---|
| <input type="checkbox"/> <b>SDBA:</b> <input type="checkbox"/> front or <input type="checkbox"/> back              | <input type="checkbox"/> <b>South Dakota Officials:</b> <input type="checkbox"/> front or <input type="checkbox"/> back |
| <input type="checkbox"/> <b>Endorsed Vendors:</b> <input type="checkbox"/> front or <input type="checkbox"/> back  | <input type="checkbox"/> <b>Financial Institutions:</b> <input type="checkbox"/> front or <input type="checkbox"/> back |
| <input type="checkbox"/> <b>Associate Members:</b> <input type="checkbox"/> front or <input type="checkbox"/> back |   |

- Black & White Full-Page Ad (3.5" x 8") ..... \$550  
 Black & White Half-Page Ad (3.5" x 3.75") ..... \$350

## Contact Information

Company/Agency Name \_\_\_\_\_

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

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Payment

Check # \_\_\_\_\_  
(Make payable to South Dakota Bankers Association)

Credit Card:  Visa  MasterCard  Discover  American Express

Card Holder's Name \_\_\_\_\_

Card # \_\_\_\_\_ CVV \_\_\_\_\_

Expiration Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Send form and payment  
by **October 1, 2021** to:



**South Dakota Bankers Association**  
 Attention: Alisa Bousa  
 PO Box 1081, Pierre, SD 57501  
**Phone:** 605.224.1653  
**Fax:** 605.224.7835  
**Email:** abousa@sdba.com