

# Dakotafire

PO BOX 603, FREDERICK, SD 57441

MEDIA, LLC

## The mission

We aren't a nonprofit, but our mission guides our work as a socially minded LLC.

## of Dakotafire Media

Why "fire"? To get things done in the Dakotas, a little "fire in the belly" is required. And fire can serve as a catalyst for healthy new growth.

## is to spark a rural revival

Rural places serve a vital role in the world. And we love rural places—especially our own. For these reasons and more, we help the rural Dakotas and beyond to be the best that they can be.

## in the Dakotas & beyond

Solutions to big challenges still have to make sense in particular places. We learn from the experiences of community builders all over and share ideas that will flourish in Dakota soil.

## by encouraging conversations

The only way we really change mindsets is through relationships. The more we can get people talking to, and better yet, listening to one another, the better off we all will be.

## that help people

We are a support service for potential "changemakers": The peoples who want to make things better, but who need a spark of information or encouragement to get beyond their current challenge.

## rethink what's happening

What seems to be happening on first glance often isn't what's *really* happening. We look broader and deeper to get to a better understanding so people can address root causes, not just symptoms.

## & reimagine what's possible.

We highlight solutions from the Dakotas and elsewhere to spark new thinking about what's possible. We tell stories of people overcoming challenges to make life better in their communities.

solutions-focused journalism

publications:

- *Dakotafire*
- *Spark*
- *Dakota Detours*
- *Go Local Directory*
- *Dakota Gift Guide*

print & online advertising

creative services:

- *writing*
- *editing*
- *design*

news exchange

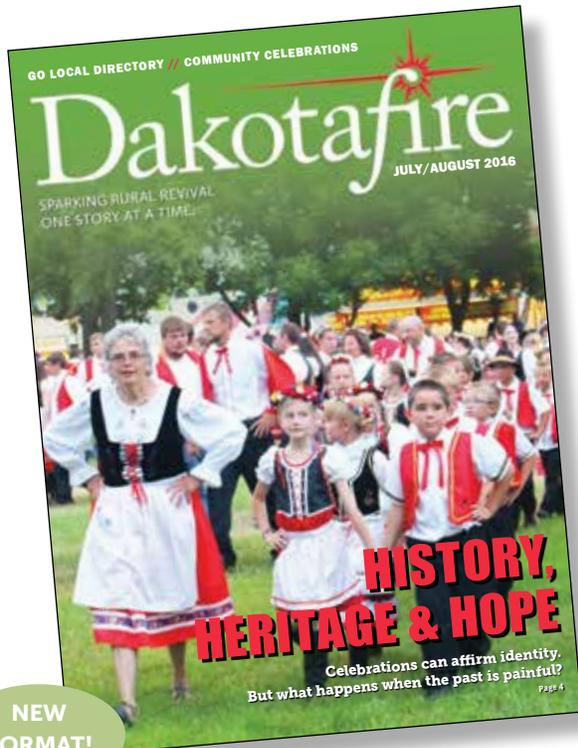
events

[dakotafire.net](http://dakotafire.net)



# print advertising

## TWO PUBLICATIONS WITH ONE AD BUY!



NEW  
FORMAT!

### FEATURES:

Insightful, solution-based journalism that gives changemakers in rural places the information they need and the inspiration they want to make their communities better.

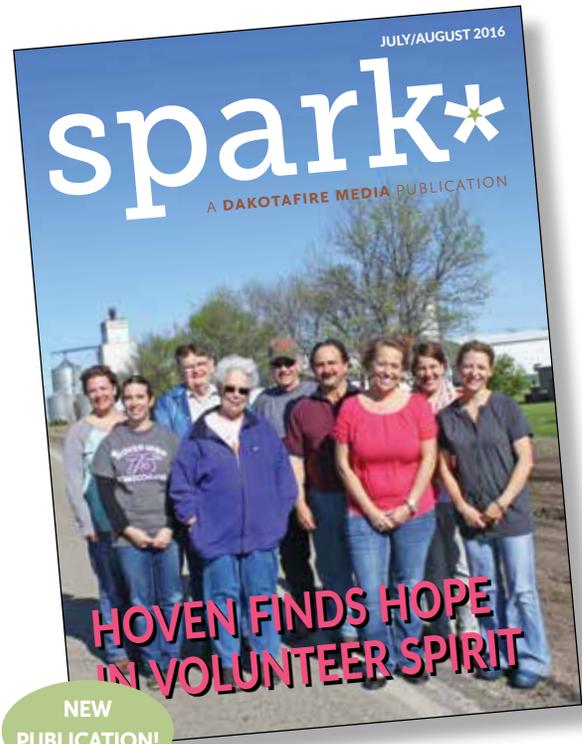
“What’s happening” and “what’s possible” on issues that communities care about

- columns • infographics • community features • art/photography feature

32-64 pages

Ad percentage: 30-50

Goes to paid subscribers and sponsored communities (5,000 copies, as of July 2016)



NEW  
PUBLICATION!

### FEATURES:

Insightful, solution-based journalism in a “lighter” format than *Dakotafire* magazine. Selected content from *Dakotafire* is summarized here. Community feature is always included. Also includes activities for children and adults.

16-48 pages

Ad percentage: More than 50

Distributed free in more than 100 community gathering places in eastern N.D. and S.D. (15,000 copies, as of July 2016)

**By advertising in *Dakotafire* & *Spark* magazines, you are showing your support for building up rural communities—a message your customers will notice and appreciate.**

## Upcoming Editorial Calendar

DAKOTAFIRE: VOL. 5, NO. 5  
SPARK: VOL. 1, NO. 1

**September/  
October:**  
Education/  
Democracy

VOL. 5, NO. 6  
VOL. 1, NO. 2

**November/  
December:**  
Getting Outside

VOL. 6, NO. 1  
VOL. 2, NO. 1

**January/February  
2017:**  
Future of Rural

VOL. 6, NO. 2  
VOL. 2, NO. 2

**March/April  
2017:**  
Neighbors

VOL. 6, NO. 3  
VOL. 2, NO. 3

**May/June  
2017:**  
TBD

VOL. 6, NO. 4  
VOL. 2, NO. 4

**July/August  
2017:**  
TBD

Themes may change  
without notice.

## ADVERTISING DEADLINES

ISSUE	AD SALES CLOSE	AD MATERIALS DUE	DROP DATES	
			DAKOTAFIRE	SPARK
September/October 2016	July 29	August 3	September 7	September 21
November/December 2016	September 23	September 29	November 2	November 16
January/February 2017	November 16	November 23	January 4	January 18
March/April 2017	January 20	January 25	March 1	March 15
May/June 2017	March 24	March 29	May 3	May 17
July/August 2017	May 19	May 24	July 5	July 19

## SIZES

Full page	6.75 x 9.5 (non bleed) 7.5 x 10.25 (bleed)
2/3 page	6.75 x 6.25
1/2 page	6.75 x 4.67 (horizontal) 3.25 x 9.5 (vertical)
1/3 page	6.75 x 3 (horizontal) 9.5 x 2.125 (vertical)
1/4 page	6.75 x 2.25 (horizontal) 3.25 x 4.67 (vertical)
1/8 page	3.25 x 2.25
Back page	7.5 x 7.625 (bleed)

## PRICES

	Dakotafire OR Spark	BOTH publications
Full page	\$1,125	\$1,500
2/3 page	\$780	\$1,040
1/2 page	\$590	\$785
1/3 page	\$395	\$525
1/4 page	\$295	\$395
1/8 page	—	\$200
Back page	\$1,500	\$2,000

**SAVE with  
multiple-issue  
discounts!**

Buy 2 ads, **save 10%**  
Buy 3 ads, **save 15%**  
Buy 6 ads, **save 25%**

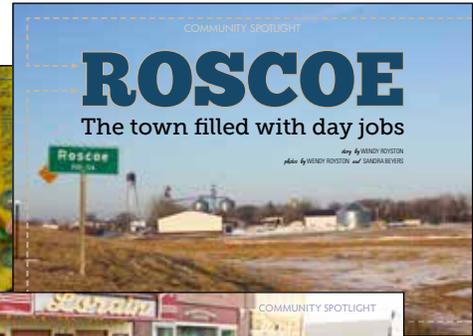
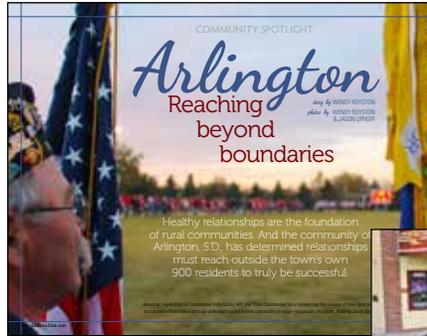
## Format

The trim size of *Dakotafire*  
and *Spark* magazines is 7.25" x 10".

Full page 6.75" x 9.5"	1/3 page 6.75" x 3"	Half page 3.25" x 9.25"	1/3 page 2.125" x 9.5"	1/4 page 6.75" x 2.25"	1/8 page 3.25" x 2.25"
	2/3 page 6.75" x 6.25"			Half page 6.75" x 4.67"	1/4 page 3.25" x 4.67"

# community feature ads

**SPECIAL  
AD PRICING  
IS AVAILABLE  
WHEN YOU  
SHOW YOUR  
SUPPORT OF  
DAKOTAFIRE'S  
FEATURED  
COMMUNITY!**



Read the stories of towns you've missed:  
[dakotafire.net/past-issues](http://dakotafire.net/past-issues)

3.25" x 1.04"  
**\$125**

3.25" x 2.25"  
**\$200**

1.56" x 2.25"  
**\$125**

1.56" x 1.04"  
**\$75**

Dakotafire's Community Spotlight tells the stories that give life to a Dakota town—both the successes and the lessons learned. The richness of small-town living and the character of the particular community comes through each Community Spotlight.

6.75" x 2.25"  
**\$350**

Name listing only - \$35