

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

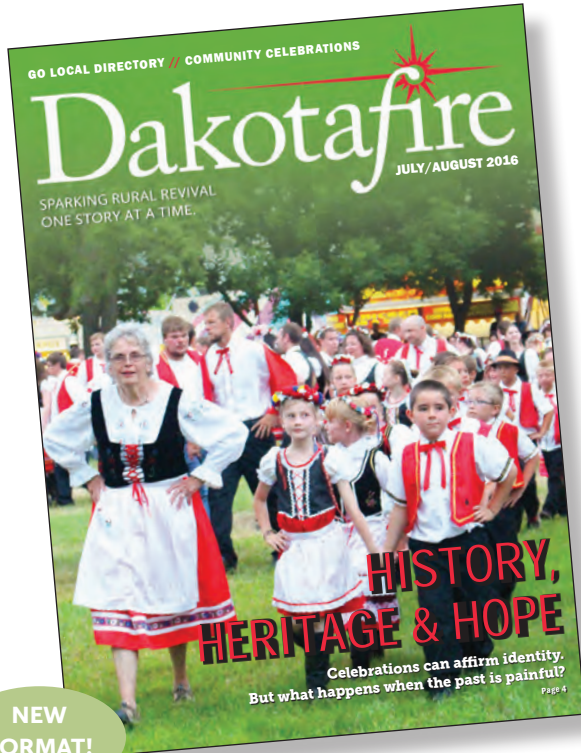
events

dakotafire.net



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: SPARK:	VOL. 5, NO. 6 VOL. 1, NO. 2	VOL. 6, NO. 1 VOL. 2, NO. 1	VOL. 6, NO. 2 VOL. 2, NO. 2	VOL. 6, NO. 3 VOL. 2, NO. 3	VOL. 6, NO. 4 VOL. 2, NO. 4	VOL. 6, NO. 5 VOL. 2, NO. 5	VOL. 6, NO. 6 VOL. 2, NO. 6
Themes may change without notice.	November/ December: Getting Outside	January/ February 2017: Future of Rural	March/April 2017: Neighbors	May/June 2017: Entrepreneurs	July/August 2017: Rural/Urban Connections	September/ October 2017: Bicultural Leadership	November/ December 2017: Rural Childhood

ADVERTISING DEADLINES

ISSUE	AD SALES CLOSE	AD MATERIALS DUE	DROP DATES	
			DAKOTAFIRE	SPARK
November/December 2016	September 23	September 29	November 2	November 16
January/February 2017	November 16	November 23	December 28	January 11
March/April 2017	January 13	January 18	February 22	March 8
May/June 2017	March 17	March 22	April 26	May 10
July/August 2017	May 19	May 24	June 28	July 12
September/October 2017	July 14	July 19	July 23	September 6
November/December 2017	September 15	September 20	October 25	November 8

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

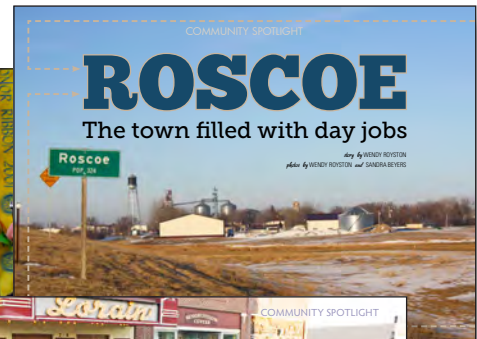
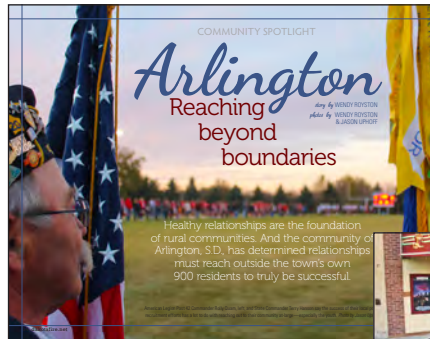
**SAVE with
multiple-issue
discounts!**

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

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"	Format The trim size of <i>Dakotafire</i> and <i>Spark</i> magazines is 7.25" x 10".	
	2/3 page 6.75" x 6.25"			1/4 page 6.75" x 2.25"	1/8 page 3.25" x 2.25"
				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

**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



ads for distributors

Help us distribute *Spark* and get a great rate!

We want to distribute *Spark* in gathering places in communities. Become a distribution location, and get some recognition for your business at the same time!

3.25" x 1.04"
\$125

Name listings for distribution locations are *free of charge*. Street address & town are also included.

Include more information for *Spark's* 20,000+ readers by purchasing ad space!

3.25" x 2.25"
\$200

1.56" x 2.25"
\$125

1.56" x 1.04"
\$75

*Sign up
for a year
& SAVE!*

Buy 6 ads, **save 25%**

6.75" x 2.25"
\$350

Name, street address and town listing - FREE!

gift guide

**Put your
Dakota-made products
on customers' gift lists!**

The Dakotafire Gift Guide will appear as a special section in the November/December issue, and it will also be available online.

The special section will have an open layout, more like a catalog. Photography and design are included in the prices below.



3.25" x 2.25"
\$250

1.56" x 2.25"
\$175

Prices include a \$50 design fee.

6.75" x 2.25" OR 3.25" x 4.67"
\$400

6.75" x 2.25" (1/3 page) – \$575

6.75" x 4.67" (1/2 page) – \$835

6.75" x 9.5" (full page) – \$1,550