

THE Dakotafire GO LOCAL Directory



What? The Dakotafire Local Shopping Directory is a guide to retail, dining, and lodging destinations that are locally owned and often “off the beaten path.”

From where? The booklet features locally owned businesses in the Dakotas.

To where? The directory will be distributed at information centers in North and South Dakota, plus at advertisers’ places of business. At least 10,000 copies will be printed. The directory will also be available online at dakotafire.net/directory, and advertisers can opt in to other online and social media promotions.

When? The directory will be available May 1, 2017.

Why? We want to celebrate and connect small businesses in the Dakotas, and help people find their way through your doors!

Anything else? Yes! This booklet is also an example of “coopetition”: The idea that entrepreneurs can do better working together instead of going it alone. We encourage participants to promote one another’s businesses, turning a customer for one place into a customer for many. *Ask your sales representative for more information.*

GET MORE NOTICE WITH A PROMOTION PACKAGE!

With the purchase of any directory ad, you can add on a promotion package that includes:

- **Being named the Go Local Business of the Week** (one week in the year)
- **A Q&A story and photo** published on a special page on Dakotafire.net, with links to your website
- **A post on the Go Local Directory's Facebook page**, which will also be shared on the Dakotafire Media Facebook page, promoting your business as the business of the week, and a link to the Q&A story
- **An ad on Dakotafire.net** promoting your business as the business of the week, and a link to the Q&A story

All advertisers will be encouraged to promote the featured businesses and other directory news on Facebook to boost the reach for everyone.

\$249

The first 10 participants save an additional \$50 on a promotion package! It's just

\$199

The deadline for getting listed is **March 31, 2017.**

Reserve your space today and get your listing online right away!

Contact Nicole for details:

NICOLE JOHNSON
sales representative
(651) 336-9684
nicole@dakotafire.net

GO LOCAL DIRECTORY AD SIZES & PRICES

- \$10/line** Directory listings. 3-line minimum.
- \$75** 1/12th page – 1.18 inches tall, 2.42 inches wide
- \$145** 1/6th page – 2.55 inches tall, 2.42 inches wide
- \$285** 1/3 page – 2.5 inches tall, 5 inches wide, or 5.25 inches tall, 2.42 inches wide
- \$425** 1/2 page – 3.95 inches tall, 5 inches wide
- \$825** full page – 8 inches tall, 5 inches wide

TRY A COUPON!

This year's directory will include a coupon section. Prices are the same as above. Save 10 percent if you purchase both an ad in the regular directory section and a coupon. Give your customers another reason to visit!

ABERDEEN, S.D.

- Anchors of Faith** 605-226-1129
510 S. Main St., Aberdeen
Facebook: [anchorsoffaithaberdeen](https://www.facebook.com/anchorsoffaithaberdeen)
- Black Knight Pools & Spas** 605-226-9074
Aberdeen, SD
Pools, Spas, Games, & Things
- The Brass Kettle** 605-262-0489
facebook.com/brasskettlerestaurant
- Burnt Lily Boutique** 701-710-0669
www.burntillyboutique.com
Facebook: [burntillyboutique](https://www.facebook.com/burntillyboutique)
- It's So You Consignment** 605-262-1278
315 & 317 S. Main St., Aberdeen, SD
- The Junction** 605-252-2096
Facebook: [TheJunctionAberdeen](https://www.facebook.com/TheJunctionAberdeen)
- Kat Ceramics** 605-630-3296
Handmade Pottery - Aberdeen, SD
Facebook: [katceramics](https://www.facebook.com/katceramics)
- Mazatlan** 605-229-1222
1 S. 1st St., Aberdeen, SD
- Pip's Squeaky Clean Soaps** 605-228-6037
Citizens Building, Aberdeen, SD
Facebook: [PipsSqueakyCleanSoaps](https://www.facebook.com/PipsSqueakyCleanSoaps)
- Teacher's Pet** 605-262-4242
1923 6th Ave S.E., Ste. 105, Aberdeen
Facebook: [TeachersPetStore](https://www.facebook.com/TeachersPetStore)
- Wildtree by Cecilia Storry** 605-377-4105
www.mywildtree.com/cecilia848684

"A thriving downtown relies on its neighbors down the street. If we can't support our neighbors, then who can we rely on?"
—LISA BALL, The Prairie Preservationist, Huron

ARLINGTON, S.D.

- Bits of Yesterday Antique Mall** 605-695-6967
109 S. Main St., Arlington, SD
- Liz Leone Salon** 605-983-4664
127 Main St., Arlington, SD
- Prairie Porch** 605-203-0981
105 S. 3rd St., Arlington, SD
Home Decor - Antiques - Gifts

ARMOUR, S.D.

- Armour Prairie Festival** 605-491-0409
A full day of activities downtown & in Lions Park.
facebook.com/PrairieFestival
- Lorain Theatre** 605-724-2100
714 Main Ave., Armour, SD
facebook.com/lorainmovies

BRITTON, S.D.

- Dizzy Blonds** 605-448-5707
702 Main St., Britton, SD
www.dizzyblondsjewelry.com

BROOKINGS, S.D.

- Sioux River Bicycle Fitness** 605-692-5022
501 Main Ave., Brookings, SD
Since 1977 - www.501main.com

"Shopping locally keeps us hopeful that 'Mayberry' still exists."
—GAYLENE CHRISTENSEN, Prairie Porch, Arlington

Teacher's Pet
Educational games, toys, science, geography, reading & math products
School supply items for students
Classroom decorations for teachers
Open 10-7 M-F, 10-4 Sat
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#teacherspetpic
1102 1/2 Ave SE, Suite 105
Aberdeen, SD • 605-262-4242

Primitives by Kathy
Home decor • antiques
reupholstered furniture
gifts • and more!
HOURS: WED, THURS & FRI 10-4
103 S. 3rd St. • Aberdeen, SD

Fun & Treasures
Women's Clothing
Jewelry, Handbags, Belly
Items, Bags, Home Decor
Kitchen Items & More!
HOURS: M-F 9:30-5:00, SAT 9:00-4:00
201 Main Ave. • Britton, SD

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GIFTS • BIRTHDAY • CARD
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123 MAIN ST., ELLENDALE, SD
prairiefloralandgifts.ecrater.com

The publication will be 5.5" wide by 8.5" tall.

BONUS!

The directory is online:
www.dakotafire.net/directory

MAP: All online directory listings include a link to a map that can be opened on customers' smart phones—directing them right to you!

GET LISTED NOW: Purchase your ad now and get listed online within a few days, all the way through the publication of the 2018 directory—at no extra charge!

SIGN UP NOW ONLINE: <http://dakotafire.net/product/go-local-directory-listing/>