The Pioneer Advertiser
Nebraska & South Dakota Direct Mail Circulation Over 12,800 Weekly

Gregory Distribution ....................... 5,935
Gregory County, SD
Gregory, SD 57533 ................................ 1,143
Burke, SD 57523 ................................ 608
Bonesteel, SD 57317 ............................ 242
Fairfax, SD 57335 .............................. 157
Herrick, SD 57538 .............................. 129

Tripp County, SD
Colome, SD 57528 ............................. 335
Hamill, SD 57534 ............................... 85
Millboro/Winner ............................... 153
Whitten, SD 57584 ................................ 54
Winner, SD 57580 .............................. 2,492
Includes Ideal, SD 57541

Nebraska
Butte, NE 68722 ................................ 259
Naper, NE 68755 .................................. 132
Jamison, NE 68744 .............................. 146

Ainsworth Distribution ....................... 2,426
Brown County, NE
Ainsworth, NE 69210 ........................... 1,434
Includes Breuster, NE 68821 & Elsmere/Purdum, NE 69157
Long Pine, NE 69217 .......................... 309
Johnstown, NE 69214 ........................... 116

Other Nebraska
Springview, NE 68778 .......................... 350
Dunning, NE 68833 .............................. 217
and Halsey, NE 69142 ........................... 217

Bassett Distribution ......................... 771
Bassett, NE 68714 ................................ 771
and Newport, NE 68759 ........................... 771

Valentine Distribution ....................... 3,728
Cherry County, NE
Valentine, NE 69201 ................................ 2,220
Cody/Nenzel, NE 69211 ....................... 212
Crookston, NE 69212 .............................. 122
Kilgore, NE 69216 ................................. 92
Merriman, NE 69218 .............................. 122
Sparks, NE 69220 ................................. 30
Wood Lake 69221 ................................. 105
Seneca, NE 69161 ................................ 55

Other Nebraska
Thedford, NE 69166 .............................. 321
Mullen, NE 69152 ................................. 449

Nebraska TOTAL .................................. 7,462
South Dakota TOTAL ......................... 5,398

These circulation numbers change periodically and we update our numbers every few months. For exact numbers please contact us. Thank You.

Pioneer Advertiser Rates & Deadlines:
(circulation 12,860 weekly)

Rates:
Local Rate ....................... $8.75 Per Column Inch
Commissionable Rate... $12.75 Per Column Inch
Classified Liner Ads
$4.75 min./15¢ Per Word (After 20)

One Color is available: An additional $150.00.

Deadlines:
Deadline for Display and Classified Advertising in The Pioneer Advertiser is Friday, 10 a.m. CT.

Publication Specifications:
Publishing Dates: The Pioneer Advertiser is published weekly on Wednesday, 52 times per year.

Mechanical: The Pioneer Advertiser is a six column tab. Pages are 10 1/2 inches (68.5 picas) wide by 13 inches (78 picas) deep. Column width for display and classified ads is 1 5/8 inches (10 picas). The same specifications apply.

One Color is available: An additional $150.00.

Distribution: The Pioneer Advertiser is direct mailed to the areas designated on the circulation sheet.

Inserts for the Pioneer Advertiser: Price is listed per insert. Maximum size for inserts is 7 x 11 inches. Please refer to our circulation sheet to select your areas and zip codes for insertion.

1-4 Pages .................. $0.08
5-9 Pages ................. $0.09
10-19 Pages ............... $0.10
20-29 Pages ............... $0.11
30-49 Pages ............... $0.12
50-99 Pages ............... $0.13

Inserts for The Pioneer Advertiser must be in our office on the Friday before publication.
Folding of inserts larger than 7 x 11 inches is no longer available.

Effective January, 2023

Ainsworth Star-Journal
402-387-2844
ainsworthnews@ainsworthnews.com

Gregory Times-Advocate
605-835-8089
gregorynews@gregorynews.com

Valentine Midland News
402-376-2833
valentinenews@valentinenews.com