



Celebrating Literature,
Promoting Civil Conversations, and
Telling the Stories that Define Our State.

Join us at the 2024 Festival of Books!
Now Accepting Reservations for Exhibitor/Advertiser Space
JUNE 3 DEADLINE for ad space and early bird exhibitor rates!

Greetings, Readers & Writers!

We hope you can be part of the state's premier literary event this fall! Mark your calendars for the **22nd annual South Dakota Festival of Books, September 20-22, 2024, in Brookings!**

Featured speakers include One Book South Dakota author Trent Preszler (*Little and Often*), Young Readers One Book author/illustrator Juana Medina (*Juana & Lucas: Dos Grandes Changes*), Olympic gold medalist Billy Mills (*Wings of an Eagle*), bestselling novelist and podcaster Lian Dolan (*The Marriage Sabbatical*), and many more!

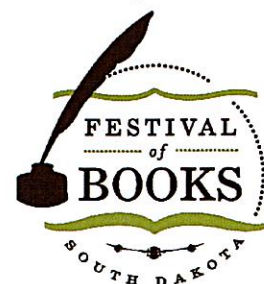
We are now accepting reservations for exhibitor tables and advertising space.

- 1.) As an EXHIBITOR at the Festival**, you will be right in the middle of the action! Exhibitors' Hall will be open September 20 and 21 in the Oscar Larson Performing Arts Center – the site of book signings, author sessions, and more. **This mailing includes an exhibitor application**, which you can return for review by SDHC staff. NOTE: space is limited, so you should **NOT** remit payment until you receive a registration confirmation and an invoice. **If you have questions about exhibiting at the Festival, e-mail carolyn@sdhumanities.org or call 605-688-6113.**
- 2.) As an ADVERTISER in our Festival guide**, you will reach thousands of readers across the state and region! Packed with biographies and features about presenters and their work, the guide is the #1 source of information for Festival attendees. More than 50,000 copies of this glossy, full-color guide are inserted in the September/October issue of *South Dakota Magazine* (with at least 164,000 readers) and distributed before the event. **This mailing includes an ad rate sheet** and, as an example, the 2022 Festival guide. Note: ad design is free! **If you would like to advertise in the 2024 Festival guide, e-mail marketing@SouthDakotaMagazine.com or call 1-800-456-5117.**

REMEMBER: The deadline for early bird exhibitor rates and ad space reservations in *South Dakota Magazine* is JUNE 3. **AND you can do both: if you reserve any size ad by JUNE 3, you can request ONE table in Exhibitors' Hall FREE by returning the enclosed exhibitor application.** NOTE: Ad payments are made directly to the magazine and are non-refundable. If you place an ad, you still MUST return the exhibitor application to get a table. **Tables are first-come, first-served for everyone! Act soon to reserve your spot!**

Carolyn Speakman, SDHC Office Manager

Jennifer Widman, SD Center for the Book Director



Exhibitor Application

Thank you for your interest in exhibiting at the 22nd Annual South Dakota Festival of Books, September 20-22, 2024, in Brookings, SD!



NEW PROCESS: BECAUSE SPACE IN EXHIBITORS' HALL IS LIMITED, AND OUR WAITING LIST GROWS LONGER EACH YEAR, WE WILL REVIEW ALL APPLICATIONS TO ENSURE THAT THEY MEET THE MISSIONS OF SDHC AND THE FESTIVAL OF BOOKS. PLEASE REQUEST ONLY THE NUMBER OF TABLES YOU NEED AND WILL USE EFFECTIVELY.

DO NOT REMIT PAYMENT AT THIS TIME. If your application is accepted, SDHC will send you an invoice and confirmation (OR, if you reserve an ad with *South Dakota Magazine* by June 3, they will send an invoice, and SDHC will simply send a confirmation). **IN EITHER CASE, YOU MUST RETURN THIS APPLICATION FORM TO REQUEST EXHIBITOR SPACE!**

Contact Information	
Business Name	
Contact Name	
Business Address	
Phone Number	
Email Address	
Website	
Brief Description of Book(s)/Product(s) to be Sold/Promoted	

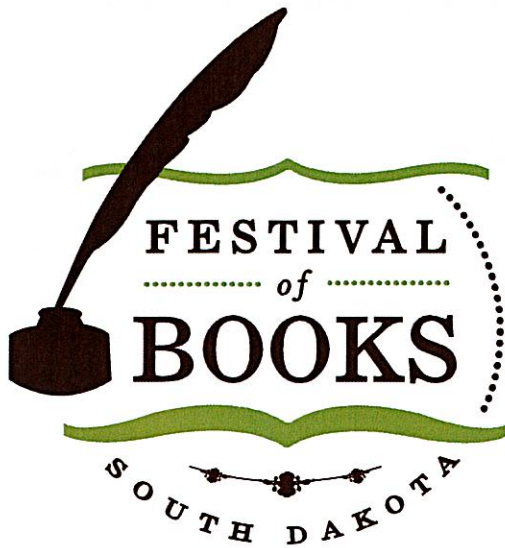
Rates	Early Bird Rates	Standard Rates
	(Reservations received by June 3)	(Reservations received after June 3)
(Circle Price in <u>ONE</u> Category)	(Per Table)	(Per Table)
S.D. Author or Non-Profit Group	\$75	\$150
Out-of-State Author or For-Profit Group	\$150	\$300

- Cost includes one 6-foot table with black tablecloth and two chairs. (Two or more individuals may share a table if desired.)
- Exhibitors who reserve ad space with South Dakota Magazine by June 3 get ONE table free ONLY WHEN they return this application and request a table.
- Exhibitors who reserve space by June 3 will be listed in the official Festival guide.

___ Number of Tables | Electrical outlets needed: ___ Yes ___ No (Extension cords NOT provided)

RETURN THIS FORM BY MAIL to South Dakota Humanities Council, 1215 Trail Ridge Rd, Ste A, Brookings, SD 57006, BY FAX to 605-688-4531, or BY EMAIL to carolyn@sdhumanities.org.

QUESTIONS? Please contact Carolyn Speakman by e-mail, carolyn@sdhumanities.org, or phone, 605-688-6113. (Further information on parking, set-up/tear-down procedures, and hall hours will arrive in an August mailing.)



The 22nd Annual
SOUTH DAKOTA
FESTIVAL OF BOOKS
 September 20-22, 2024 | Brookings

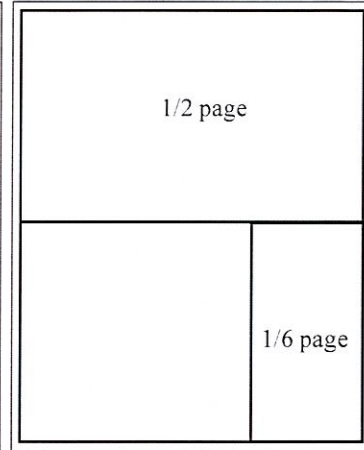
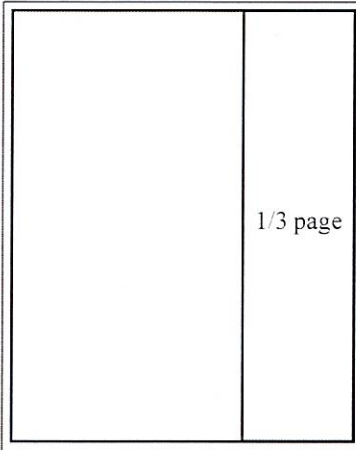
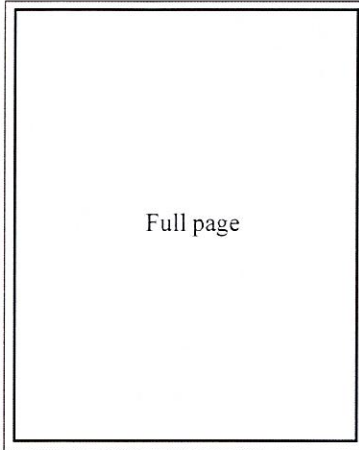
Over 50,000 copies of the Festival guide will be distributed through insertions in South Dakota Magazine with readership of at least 164,000. It will also be available at book stores, coffee shops, libraries and at the festival itself.

ADVERTISING DEADLINES

Space Deadline ... June 3

Material Deadline ... June 10

AVAILABLE SIZES



ADVERTISING RATES	
Full Color	
Inside Front	\$1785
Inside Back	\$1680
Full Page	\$1630
1/2 Page	\$855
1/3 Page	\$600
1/6 Page	\$345

NON-BLEED SIZES	WIDTH X HEIGHT
Dimensions (inches)	
Full Page	6.5 x 9.5
1/2 Page (horizontal)	6.5 x 4.625
1/3 Page (vertical)	2 x 9.5
1/6 Page (vertical)	2 x 4.625
BLEED SIZES	
Inside Front or Inside Back	7.75 x 10.75*

*Please make sure text is set in 5/8 inch on all four sides for bleed ads

*Ad layout and design by South Dakota Magazine staff is free of charge.

DIGITAL SPECIFICATIONS: We accept ads produced in Illustrator, InDesign & Photoshop. Send files as PDF, EPS or TIFF at 300 dpi and CMYK. Please include printer and screen fonts if packaging the ad.



Contact: Hannah Schaefer — marketing@SouthDakotaMagazine.com
 800-456-5117 • 410 E 3rd Street • Yankton, SD 57078 • SouthDakotaMagazine.com