

Augusztin, Rick

Subject: Advertising Rates

From: Terry Sletten SDATAT <sdatat@sdtownships.com>

Sent: Saturday, April 24, 2021 9:22 AM

To: Jasper, Kirsten <Kirsten.Jasper@state.sd.us>

Subject: RE: [EXT] Advertising Rates

PLEASANT TOWNSHIP RESPONSE

Over the last 5 years.....

- What has been the publishing rate for your legal notices?
- DISPLAY AD 2X3 \$21(2015) ⇒ \$30(2020)
- DISPLAY AD 2X4 \$28(2015) ⇒ \$40(2020)
- Has the rate changed over the last 5 years?
- **YES**
- If you publish non- legal notices/advertising... what has been that rate?
- Display Ad 2X3 \$42(2015) → \$45(2020)
- Display Ad 2X4 \$56(2015) → \$60(2020)
- For 2016, 2017, 2018, 2019, 2020 what has been your average **Annual** publishing costs?
- **\$375.80 average annual**
- What financial cost to your township would a 5% increase result over 5 years?
- **2020 cost \$480.00**
- **Year 1 add 5% (\$24) over 2020 = \$504**

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: "Jasper, Kirsten" <Kirsten.Jasper@state.sd.us>

Date: 4/23/21 4:42 PM (GMT-06:00)

To: Terry Sletten <sdatat@sdtownships.com>

Subject: RE: Advertising Rates

This has been received.

Thank you,

Kirsten E. Jasper, General Counsel



Ph.: 605.773.2553

Cell: 605.295.4296

Fax: 605.773.3887

Email: Kirsten.Jasper@state.sd.us

From: Terry Sletten <sdatat@sdtownships.com>
Sent: Friday, April 23, 2021 11:12 AM
To: Jasper, Kirsten <Kirsten.Jasper@state.sd.us>
Subject: [EXT] Advertising Rates

This township supplied their total annual cost to advertise each year.

The last line identifies the impact a 5% total increase would create

From: Thomas & Rachelle Bisek <chelle@tnics.com>
Sent: Friday, April 23, 2021 10:57 AM
To: Terry Sletten <sdatat@sdtownships.com>
Subject: Fwd: (none)

--- Original message ---

Subject: (none)
From: Wayne Braaten <wabraaten@gmail.com>
To: <chelle@tnics.com>
Date: Friday, 23/04/2021 9:30 AM

10 cents a word,

2020 \$70.33 ,

| 2019 \$71.60

| 2018 \$70.43 opt out ad \$241.50

| 2017 \$69.84

| 2016 \$75.24

| 5 Year Ad Total \$357.44 (5% Increase over 5 years \$17.87)

Opt Out Ad Total \$241.50