

2 - B Y - 2



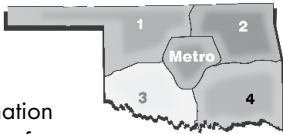
OKLAHOMA PRESS SERVICE

WHAT IS A 2-BY-2?

When you need your ad to get that second glance but don't want to spend your entire advertising budget, a 2-by-2 is just what you need. Reach more than a million readers statewide by placing a 2-column by 2-inch ad in 193 participating Oklahoma newspapers. You can also target specific areas by choosing any combination of five zones.

YOUR COST

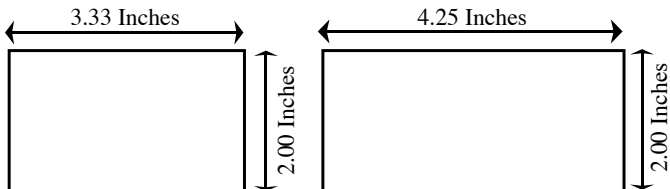
The cost of a statewide 2-by-2 ad is \$2,500, which provides you with a readership of 1.2 million for the entire network. Place in any combination of zones for \$500 per zone. Choose from Metro, Zone One, Zone Two, Zone Three, or Zone Four.



AD SIZE AND DESIGN

Your ad will be 2 columns by 2 inches. Because newspapers use different column widths, your ad must be created to fit in two sizes - 3.33" by 2" and 4.25" by 2".

We accept ads in PDF format only. If your ad is not in camera-ready format, our creative services department is available to design your ad for a fee.



WHEN YOUR AD WILL RUN

Your ad will run one time in each participating newspaper. The exact publication day will be at the discretion of the participating newspaper.

All ads and payments must be submitted to OPS by 10:00 a.m. on the Wednesday prior to the week you want your ad published. All ads received after the deadline will be published the following week.

ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED
ADVERTISING NETWORK

OKLAHOMA ADVERTISING
NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS
ELECTRONIC NEWS

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

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