

# OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd., Oklahoma City, OK 73105 • (405) 499-0020 • Fax: (405) 499-0048 • 2by2@okpress.com

## OKLAHOMA CLASSIFIED ADVERTISING NETWORK

### CUSTOMER INFORMATION

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_  
Fax: (\_\_\_\_) \_\_\_\_\_  
E-Mail: \_\_\_\_\_

### METHOD OF PAYMENT

VISA       MASTERCARD       CHECK

\_\_\_\_\_  
Credit Card or Check Number

\_\_\_\_\_  
Name on Credit Card

\_\_\_\_\_  
Address      City, State, Zip

\_\_\_\_\_  
Expiration Date      Sec. Code

## ADVERTISING COPY

**Rate: 25 words: \$285 (Additional words: \$10 per word). Please print legibly.**

**HOW TO COUNT WORDS:** Telephone numbers, including area code, are one word. Local Addresses (street address or PO Box with route number) are one word. City, State and Zip Codes are one word each. Internet addresses are one word. All other words or separate characters such as "&" count as one word each.

1 _____	2 _____	3 _____	4 _____	5 _____
6 _____	7 _____	8 _____	9 _____	10 _____
11 _____	12 _____	13 _____	14 _____	15 _____
16 _____	17 _____	18 _____	19 _____	20 _____
21 _____	22 _____	23 _____	24 _____	25 _____
25 _____	26 _____	27 _____	28 _____	29 _____
31 _____	32 _____	33 _____	34 _____	35 _____

*For additional words, attach a single sheet of paper or use another advertising order form.*

START DATE OF AD: \_\_\_\_\_

25 Words

**\$285.00**

AD CLASSIFICATION: \_\_\_\_\_

\_\_\_\_ Additional Words @ \$10 each

\$ \_\_\_\_\_

NUMBER OF RUNS: \_\_\_\_\_

**TOTAL AMOUNT PAID**

**\$ \_\_\_\_\_**

**DEADLINES:** All ads and payments must be received at OPS by Wednesday at 10 A.M. preceeding the week of insertion. All ads received after the deadline will automatically be published the following week.

**OCAN DISCLAIMER:** I acknowledge that I have read the *OCAN Representations, Agreements and Acknowledgement Disclaimer* on the following page.

CUSTOMER SIGNATURE \_\_\_\_\_

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## Oklahoma Advertising Network 2X2, 2X4 & Oklahoma Classified Advertising Network

### REPRESENTATIONS, AGREEMENTS & ACKNOWLEDGEMENT DISCLAIMER

- Network newspapers reserve the right to reject or edit any ad copy submitted.
- All OCAN advertising distributed must include the company name, mailing and street address, and phone number. This information will be kept on file by Oklahoma Press Service and does not need to be included in the actual advertisement.
- Affidavits for verification of publication will be provided upon request. We cannot provide tearsheets due to the number of newspapers in the network.
- When counting words, use this simple rule: A word is a group of characters separated on both sides by a space. Phone numbers count as one word.
- Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, or in poor taste, in objectionable format, or for other good cause.
- Individual newspapers reserve the right to properly classify, edit or reject advertising in compliance with local regulations and policies.
- Business opportunity and investment advertising must indicate the type of business to be invested in and the amount of investment required. All franchise offerings must be registered with the State of Oklahoma Securities Commission. Replies to a newspaper blind box or post office box will not be accepted.
- Earnings claims must be based on fact and a statement of such claims must be available on request. Statements of gross sales or net earnings are limited to those of the last accounting period.
- Employment advertising must be for a bona fide job offering and must state nature of the work offered.
- Advertising for listings of surplus government property must indicate that a fee, if any, will be charged.
- Sales help wanted advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When based on commission, no statement or implication of the amount that may be earned is acceptable unless it is a guaranteed wage and is followed by the word “guaranteed.” Sales help want ads must state the type of product to be sold. A company that indicates the nature of the product is acceptable.
- Real Estate for Sale advertising and other advertising must comply with “Truth in Lending” guidelines when offering specific financing terms. Refer to Regulation Z of the Federal Act that became effective July 1, 1969.
- Advertising will be rejected if it is known or determined to discriminate on the bases of disability, family status, marital status, race, color, national origin, sex or age except where expressly permitted by law.
- Abbreviations should be limited to those that are standard and commonly used such as abbreviations for weights, measures, addresses (St., Ave.), days and months.
- All ads must be approved for publication. Any ads not meeting general business standards will not be accepted. All ads must be in good taste.
- Work-at-home advertisements, or advertising that offers employment through “listing publications” will not be accepted.