

MEDIA KIT

OKLAHOMA PRESS SERVICE



ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED
ADVERTISING NETWORK

OKLAHOMA ADVERTISING
NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS
DIGITAL CLIPPING

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

ABOUT OPS

OKLAHOMA PRESS SERVICE



WHO WE ARE

Oklahoma Press Service is an organization owned and founded by the member newspapers of the Oklahoma Press Association. OPS was created in 1947 as a source of information about newspaper advertising, planning and placement.

By using OPS to place ads, you don't have to call newspapers for column widths, rate and deadline information – and then reconcile invoices, collect tear sheets and write checks. We do it all for you!

WHAT WE OFFER

- Advertising Placement (Print & Web)
- Oklahoma Classified Advertising Network
- Oklahoma Advertising Network 2-by-2
- E-Press Release Service
- Oklahoma Press Digital Clipping
- Creative Services

OKLAHOMA AND NATIONWIDE

A statewide buy delivers over 2 million readers in Oklahoma. But that's not all – we can place your ad in any newspaper in the nation.

No matter how large or small, we handle a newspaper buy for you and make your job easy!

ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED
ADVERTISING NETWORK

OKLAHOMA ADVERTISING
NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS
DIGITAL CLIPPING

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

ADVERTISING

OKLAHOMA PRESS SERVICE



PRINT AD PLACEMENT

Placing a large advertising buy can be overwhelming. At Oklahoma Press Service we specialize in making it easy for you. We know everything there is to know about newspapers: publication days, column size, rates and requirements. So next time you have a newspaper order on your desk, give us a call and we'll take it from there.

WEB AD PLACEMENT

Oklahoma Press Service has answers to questions you have about setting up an interactive advertising campaign. Account executives at OPS will show you the benefits of advertising on newspaper websites, and provide you with the facts you need to make an informed decision. Ask your OPS representative about ad sizes, available programs, and pricing.

HOW IT WORKS

Call one of our representatives for a fast quote on any size ad in any combination of newspapers across the nation. Then, simply e-mail your creative as a PDF to ads@okpress.com. If you don't already have camera-ready art available, our Creative Services department can assist you.

We will distribute your ad to the newspapers you specify, provide digital proof of publication, and invoice you for the total amount due. We will pay each paper its portion. It's that easy!

OKLAHOMA AND NATIONWIDE

Our name may be Oklahoma Press Service, but that doesn't mean we can't place your ad in any paper across the nation. In conjunction with other press associations across the United States we can simplify even your largest national ad buy.

ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED ADVERTISING NETWORK

OKLAHOMA ADVERTISING NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS DIGITAL CLIPPING

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

OCAN

OKLAHOMA PRESS SERVICE



OKLAHOMA CLASSIFIED ADVERTISING NETWORK (OCAN)

Our statewide Oklahoma Classified Advertising Network (OCAN) allows you to market your service, product or opportunity easily and economically. Whether you are recruiting employees, selling merchandise or making an announcement, OCAN will work for you!

HOW OCAN WORKS

You can place your 25-word ad once in 180 participating newspapers throughout Oklahoma for just \$285. Your ad will run one time in each participating newspaper between Sunday and Saturday. Exact publication date is at the discretion of the newspaper.

PARTICIPATING NEWSPAPERS

A total of 180 newspapers across Oklahoma participate in OCAN. With a total readership of 1.1 million, your message is sure to reach your target audience.

CALCULATING YOUR COST

The cost of a statewide ad is \$285 for the first 25 words, plus \$10 for each additional word. Telephone numbers (including area code), street addresses or post office boxes with route numbers, city, state, zip codes and Internet addresses count as one word.

PAYMENT AND DEADLINES

All ads must be paid in advance, either by check or credit card. We accept Visa and MasterCard. All ads must be submitted to OPS by 10 a.m. on the Wednesday prior to the week you want your ad published.

Participating Newspapers	180
Daily Newspapers.....	33
Weekly Newspapers	147
Total Paid Circulation	454,271
Total Readership	1,135,677

ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED ADVERTISING NETWORK

OKLAHOMA ADVERTISING NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS DIGITAL CLIPPING

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

2 - B Y - 2



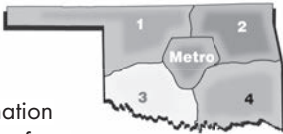
OKLAHOMA PRESS SERVICE

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 180 participating Oklahoma newspapers. You can also target specific areas by choosing any combination of five zones.

YOUR COST

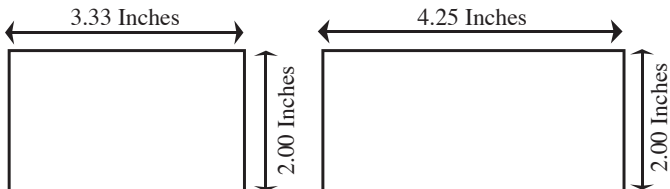
The cost of a statewide 2-by-2 ad is \$2,500, which provides you with a readership of 1.1 million for the entire network. Place in any combination of zones for \$500 per zone. Choose from Metro, Zone One, Zone Two, Zone Three, or Zone Four.



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
DIGITAL CLIPPING

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

E-PRESS RELEASE

OKLAHOMA PRESS SERVICE

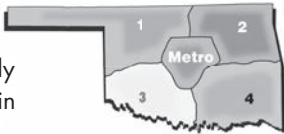


ABOUT E-PRESS RELEASE

OPS's E-Press Release Service delivers your news to the right people, at the right price. Our service is the fastest and most convenient way to get your information and photos to Oklahoma newspapers.

HOW E-PRESS RELEASE WORKS

You can choose from the entire state or specific regions. Simply send your press release electronically as a text file. Photos should be sent in TIF or JPG format (at least 200 dpi).



Our E-Press Release service will do the rest. The same day we receive your news release, or on the date you specify, we'll have it in the hands of the newspapers you choose.

PRESS RELEASE OPTIONS

Statewide (Daily & Weekly Newspapers).....	\$325
Daily Newspapers Only.....	\$275
Weekly Newspapers Only.....	\$300
Individual Zones (Metro, 1, 2, 3 or 4).....	\$100
E-Photos (per photo).....	\$50

TRACK YOUR PRESS RELEASE

Now there's a way to see which newspapers used your press release. Sign up for OPEN (Oklahoma Press Electronic News) and search for your news item. Our one month fee is only \$99 and lets you search three months worth of news clips.

(Credit card required. Other options available.)

PRESS RELEASE ZONES

You can choose to send your press release to any combination of these zones:

OKLAHOMA CITY METRO

ZONE ONE (NORTHWEST)

ZONE TWO (NORTHEAST) Includes Tulsa Area

ZONE THREE (SOUTHWEST)

ZONE FOUR (SOUTHEAST)

STATEWIDE

ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED ADVERTISING NETWORK

OKLAHOMA ADVERTISING NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS DIGITAL CLIPPING

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

DIGITAL CLIPPING

OKLAHOMA PRESS SERVICE



OKLAHOMA PRESS DIGITAL CLIPPING

Oklahoma's newspapers are and always have been a solid, reliable source of information about people, events, politics, business and much more. And today, tracking what people read about you, your company, your candidate or your marketing efforts is more important than ever.

Simple, Powerful, Affordable

Oklahoma Press Service's digital newspaper clipping service combines the substance of seeing an actual article as it appeared in a newspaper with the power and ease of electronic media.

Don't spend time you don't have searching for articles or sifting through hard copy clippings. We'll do it for you (based upon your search criteria) and send out an e-mail when new digital clips await you online. Pick your search terms. We'll walk you through getting the clips you want and help eliminate results you don't. And we can help you refine your search as time goes on.

DIGITAL CLIP PRICING:

\$80⁰⁰ PER MONTH / .90¢ PER ARTICLE

(Clients can be invoiced for this service.)

The Do-It-Yourself Approach

If you prefer to search our digital archives on your own, we offer that option. For a yearly, monthly or weekly fee you can have access to electronic versions of member newspapers for the last 90 days.

Oklahoma Press Electronic News (OPEN) allows you to pick search terms on-the-fly and browse all within a web-based environment. We still offer you answers and guidance, of course.

OPEN PRICING

\$1,100 ... One-Year Subscription

\$99 ... One-Month Subscription

\$49 ... One-Week Subscription

(Credit card required for these services.)

TULSA WORLD AND OKLAHOMAN

Clips from Tulsa World and the Oklahoman are available at the additional cost of:

\$39⁰⁰ PER MONTH / .90¢ PER ARTICLE

ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED
ADVERTISING NETWORK

OKLAHOMA ADVERTISING
NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS
DIGITAL CLIPPING

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

CREATIVE SERVICES

OKLAHOMA PRESS SERVICE



USE OUR EXPERTISE

If you want your next design project to be inexpensive and look as sharp as possible, give us a call. The OPS Creative Services department can provide a high quality product at an affordable price.

OUR CREATIVE RECIPE

With ingredients such as imagination, purpose and identity, we'll cook up an ad that appeals to you and your clients. And we don't mind adding flavor until you're happy with the results.

THE ICING

We even have the hardware to back up our claims. We've won awards for our work, which is great, but the real icing on the cake is making clients like yourself happy with the final product.

The next time you get a craving for an ad at an affordable price, give us a call. You'll be glad you did.

ADVERTISING PLACEMENT

OKLAHOMA CLASSIFIED ADVERTISING NETWORK

OKLAHOMA ADVERTISING NETWORK 2-BY-2

E-PRESS RELEASE SERVICE

OKLAHOMA PRESS DIGITAL CLIPPING

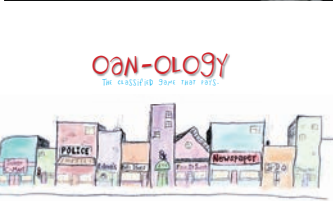
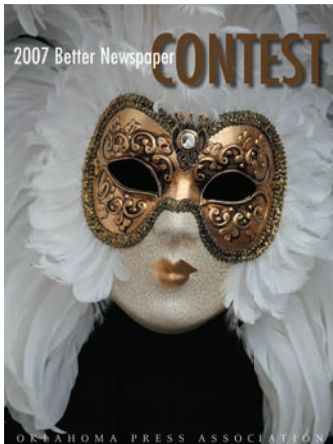
CREATIVE SERVICES



Place your next newspaper buy with one call! Statewide and nationwide placement. Let us do the work for you. Make your life a little easier.

My plan for a beach vacation neatly collapsed when my boss told me to place an ad in more than a hundred newspapers. I didn't know how I could possibly call 100 papers, get their rates and make the buy -- and still make my flight. And then I remembered Oklahoma Press Service. All I did was pick up the phone, tell the account executives what I needed and it was taken care of. OPS provided all the rates, news and additional information, reserved the space and made the buy. I made my flight and had a great time. My boss thinks I'm a genius and he's right. After all, I was the one who called Oklahoma Press.

OKLAHOMA PRESS SERVICE 1601 N. LINCOLN BLVD., OKLAHOMA CITY, OK 73105 (405) 499-0020, 1-888-815-2672 (toll-free in OK) • www.OkPress.com



OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: (405) 499-0020
Fax: (405) 499-0048

Toll-Free in OK: 1-888-815-2672
www.okpress.com

OKLAHOMA PRESS SERVICE

(405) 499-0020 www.okpress.com



LOCAL NEWSPAPERS STILL DELIVER

80%

**OF NON-METRO OKLAHOMANS
READ A LOCAL NEWSPAPER.**

It is their preferred source for local news, business, events and sports. Respondents tend to be between the age of 25 and 65+.

93%

**OF RESPONDENTS SPEND 30 MINUTES TO
1 HOUR READING THEIR LOCAL NEWSPAPER
AND SHARE IT WITH 2 OR MORE PEOPLE.**

68% have a college degree or some college

86%

**OF RESPONDENTS REGULARLY READ
THE ADS AND INSERTS.**

Those responding report income between \$20,000 and \$100,000; 84% own their home.

Reach Oklahomans with **LOCAL NEWSPAPERS!**