



PRINT POWER

ADD PRINT, ADD POWER

OPS – AD PLACEMENT 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
- Press Release Service
- Oklahoma Press Digital Clipping
- Creative Services

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.

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. 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!

CREATIVE SERVICES

If you don't already have camera-ready art available, our Creative Services department can assist you. We can provide a high quality product at an affordable price.

(405) 499-0020
1-888-815-2672 (in Okla.)
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OPS – OKLAHOMA ADVERTISING NETWORK

Statewide or Regional Advertising Made Easy!

Add power to your marketing plan for a fraction of the cost when you use the Oklahoma Advertising Network.

Whether you choose a 2x2, 2x4, line ad or 1x2 within the liner ads, you'll reach a large audience of readers.

When you choose a 2x2 or 2x4, you can select whether to run your ad statewide or in one or more of the specific areas we offer.



Statewide: 160 Newspapers

Central: 45 Newspapers

Northeast: 40 Newspapers

Northwest: 24 Newspapers

Southeast: 29 Newspapers

Southwest: 22 Newspapers

DEEP FREQUENCY DISCOUNTS!

2X2 ADVERTISING				
	1 Time <i>cost per week</i>	4 Runs <i>cost per week</i>	8 Runs <i>cost per week</i>	12 Runs <i>cost per week</i>
SW	\$275.00	\$206.25	\$192.50	\$178.75
NW	\$325.00	\$243.75	\$227.50	\$211.25
SE	\$350.00	\$262.50	\$245.00	\$227.50
NE	\$525.00	\$393.75	\$367.50	\$341.25
CENTRAL	\$525.00	\$393.75	\$367.50	\$341.25
STATEWIDE	\$2,000.00	\$1,500.00	\$1,400.00	\$1,300.00

2X4 ADVERTISING				
	1 Time <i>cost per week</i>	4 Runs <i>cost per week</i>	8 Runs <i>cost per week</i>	12 Runs <i>cost per week</i>
SW	\$550.00	\$412.50	\$385.00	\$357.50
NW	\$650.00	\$487.50	\$455.00	\$422.50
SE	\$700.00	\$525.00	\$490.00	\$455.00
NE	\$1,050.00	\$787.50	\$735.00	\$682.50
CENTRAL	\$1,050.00	\$787.50	\$735.00	\$682.50
STATEWIDE	\$4,000.00	\$3,000.00	\$2,800.00	\$2,600.00

STATEWIDE CLASSIFIED				
	1 Time <i>cost per week</i>	4 Runs <i>cost per week</i>	8 Runs <i>cost per week</i>	12 Runs <i>cost per week</i>
Liners	\$265.00	\$198.75	\$185.50	\$172.25
1x2	\$530.00	\$397.50	\$371.00	\$344.50

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OPS – PRESS RELEASE SERVICE

ABOUT OUR PRESS RELEASE SERVICE

OPS's 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 OUR PRESS RELEASE SERVICE 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.

TRACK YOUR PRESS RELEASE

For an extra \$100, we will track the results of your press release for four weeks.

PRESS RELEASE ZONE OPTIONS

You can choose to send your press release to any combination of these zones: (Add a photo to your press release for \$50)



STATEWIDE	\$325	172 Newspapers
CENTRAL	\$100	48 Newspapers (includes OKC area)
NORTHWEST	\$50	27 Newspapers
NORTHEAST	\$100	44 Newspapers (includes Tulsa area)
SOUTHWEST	\$50	24 Newspapers
SOUTHEAST	\$60	29 Newspapers

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NEWSPAPERS BY ZONES

CENTRAL

Chandler The Lincoln County News
 Chickasha The Express-Star
 Choctaw Choctaw Times
 Crescent The Logan County Courier
 Cushing Cushing Citizen
 Davis The Davis News
 Edmond The Edmond Sun
 El Reno El Reno Tribune
 Guthrie Guthrie News Leader
 Healdton The Healdton Herald
 Hennessey The Hennessey Clipper
 Kingfisher The Kingfisher Times & Free Press
 Lindsay The Lindsay News
 Lone Grove The Lone Grove Ledger
 Marietta Marietta Monitor
 Maysville Garvin County News Star
 Meeker Tri-County Herald
 Midwest City Midwest City Beacon
 Minco Minco-Union City Times
 Mustang Mustang News
 Mustang Mustang Times
 Newcastle The Newcastle Pacer
 Norman The Norman Transcript
 Oklahoma City The Black Chronicle
 Oklahoma City The Journal Record
 Oklahoma City OKC Friday
 Oklahoma City The Oklahoman
 Pauls Valley Pauls Valley Democrat
 Perkins The Perkins Journal
 Perry Perry Daily Journal
 Piedmont The Piedmont-Surrey Gazette
 Prague The Prague Times-Herald
 Purcell The Purcell Register
 Rush Springs The Rush Springs Gazette
 Shawnee The County Democrat
 Shawnee The Shawnee News-Star
 Stillwater Stillwater News Press
 Stroud Stroud American
 Sulphur Sulphur Times-Democrat
 Tecumseh Countywide & Sun
 Tuttle The Tuttle Times
 Wilson The Wilson Post-Democrat
 Wynnewood The Wynnewood Gazette
 Yale Yale News
 Yukon Yukon Progress
 Yukon Yukon Review

NORTHEAST

Afton The American
 Barnsdall The Bigheart Times
 Bartlesville Bartlesville Examiner-Enterprise
 Blackwell Blackwell Journal-Tribune
 Bristow Bristow News
 Chelsea The Chelsea Reporter
 Claremore Claremore Daily Progress
 Cleveland The Cleveland American
 Drumright Drumright Gusher
 Fairfax The Fairfax Chief
 Grove The Grove Sun
 Haskell The Haskell News
 Henryetta Henryetta Free-Lance
 Hominy The Hominy News-Progress
 Inola Inola Independent
 Jay The Delaware County Journal
 Miami The Miami News-Record
 Morris The Morris News
 Muskogee Muskogee Phoenix
 Newkirk The Newkirk Herald Journal
 Nowata Nowata Star
 Okmulgee Okmulgee Times
 Oologah Oologah Lake Leader
 Owasso Owasso Reporter
 Pawhuska Pawhuska Journal-Capital
 Pawnee The Pawnee Chief
 Ponca City The Ponca City News
 Pryor The Paper
 Roland Eastern Times-Register
 Sallisaw Sequoyah County Times
 Sand Springs Sand Springs Leader
 Sapulpa Sapulpa Daily Herald
 Skiatook Skiatook Journal
 Stilwell The Stilwell Democrat Journal
 Tahlequah Tahlequah Daily Press
 Tonkawa The Tonkawa News
 Tulsa The Oklahoma Eagle
 Tulsa Tulsa Beacon
 Tulsa Tulsa Business & Legal News
 Tulsa Tulsa World
 Vian Vian Tenkiller News
 Vinita Vinita Daily Journal
 Wagoner Wagoner County American-Tribune
 Westville The Westville Reporter

NORTHWEST

Alva Alva Review-Courier
 Arnett The Ellis County Capital
 Beaver The Herald-Democrat
 Boise City The Boise City News
 Buffalo Buffalo Weekly News
 Canton The Canton Times
 Cheyenne The Cheyenne Star
 Clinton Clinton Daily News
 Enid Enid News & Eagle
 Enid Garfield County Daily Legal News
 Gage The Gage Record
 Garber Garber-Billings News
 Geary The Geary Star
 Guymon Guymon Daily Herald
 Hinton The Hinton Record
 Hooker The Hooker Advance
 Laverne Harper County Leader
 Mooreland The Mooreland Leader
 Okeene The Okeene Record
 Seiling The Dewey County Record
 Shattuck Northwest Oklahoman & Ellis County News
 Taloga Taloga Times-Advocate
 Thomas The Thomas Tribune
 Vici The Vici Vision
 Watonga Watonga Republican
 Waynoka Woods County Enterprise
 Weatherford Weatherford Daily News
 Woodward Woodward News
 Taloga
 Thomas
 Vici
 Watonga
 Waynoka
 Weatherford
 Woodward

Madill The Madill Record
 McAlester McAlester News-Capital
 Okemah Okemah News Leader
 Poteau Poteau Daily News
 Seminole The Seminole Producer
 Spiro Spiro Graphic
 Stigler Stigler News-Sentinel
 Talihina Talihina American
 Johnston County Johnston County Capital-Democrat
 Valliant The Valliant Leader
 Wetumka Hughes County Times
 Wewoka The Wewoka Times
 Wilburton Latimer County News-Tribune

SOUTHWEST

Altus The Altus Times
 Anadarko The Anadarko Daily News
 Apache The Apache News
 Carnegie The Carnegie Herald
 Comanche The Comanche Times
 Cordell The Cordell Beacon
 Cyril The Cyril News
 Duncan The Duncan Banner
 Eakly The Country Connection News
 Elgin The Chronicle
 Elk City The Elk City News
 Frederick Frederick Press-Leader
 Hobart The Hobart Democrat-Chief
 Lawton The County Times
 Lawton The Lawton Constitution
 Mangum Mangum Star-News
 Marlow The Marlow Review
 Mountain View Mountain View News
 Ringling The Ringling Eagle
 Sayre Beckham County Record
 Sentinel The Sentinel Leader
 Snyder Kiowa County Democrat
 Walters The Walters Herald
 Waurika Waurika News Journal & The Ryan Leader

SOUTHEAST

Ada The Ada News
 Allen The Allen Advocate
 Antlers The Antlers American
 Atoka Atoka County Times
 Broken Bow Broken Bow News
 Checotah McIntosh County Democrat
 Clayton Clayton Today
 Coalgate Coalgate Record-Register
 Durant Durant Daily Democrat
 Eufaula The Eufaula Indian Journal
 Heavener Heavener Ledger
 Holdenville Holdenville News
 Holdenville Holdenville Tribune
 Hugo The Examiner
 Hugo Hugo News
 Idabel McCurtain Daily Gazette
 Konawa The Konawa Leader

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OPS – DIGITAL CLIPPING SERVICE

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.

DIGITAL CLIP PRICING:

\$80 PER MONTH

.90¢ PER ARTICLE

(Clients are invoiced for this service.)

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.

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OPS – LOCAL NEWSPAPERS 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.

SOURCE: 2009-2010 Oklahoma Press Service Readership Survey. Conducted by Evolve Research



REACH OKLAHOMANS WITH LOCAL NEWSPAPERS!

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