



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.)
www.OkPress.com

OKLAHOMA PRESS SERVICE

3601 N. Lincoln Blvd., Oklahoma City, OK 73105 • www.OkPress.com



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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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