

OKLAHOMA PRESS SERVICE

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

OKLAHOMA ADVERTISING NETWORK 2X4

CUSTOMER INFORMATION

Name: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: (____) _____
Fax: (____) _____
E-Mail: _____

2x4 DISCLAIMER

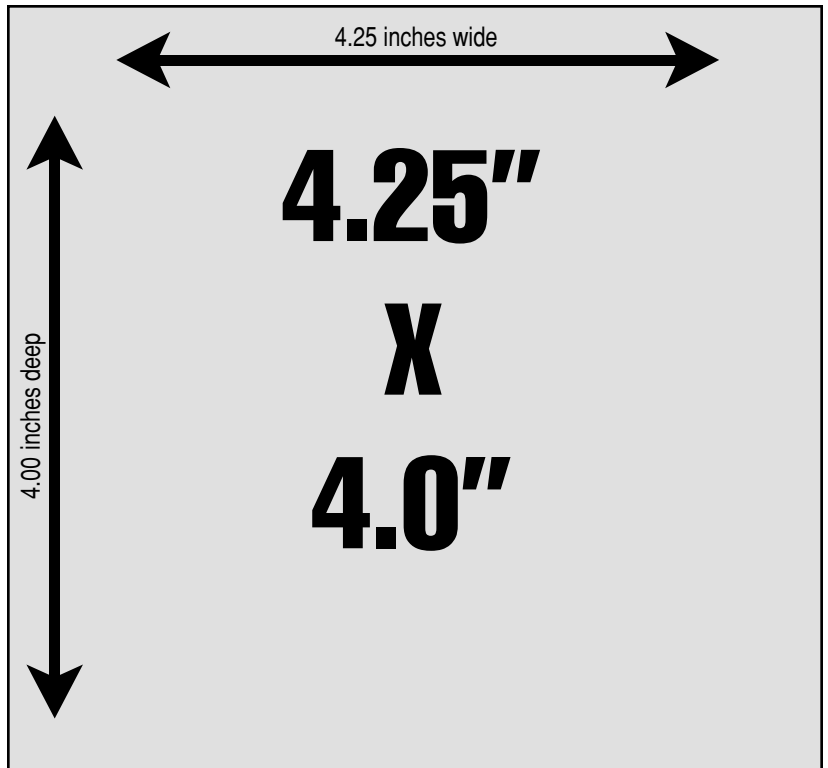
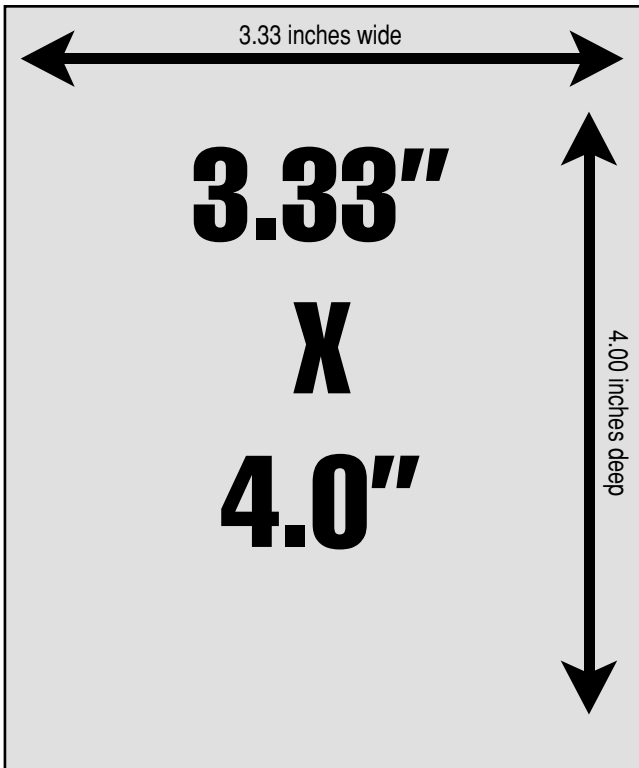
I acknowledge that I have read the 2-by-4 Representations, Agreements and Acknowledgement Disclaimer located at www.okpress.com/advertising/OAN/disclaimer.txt.

A faxed copy will be provided by the 2-by-4 coordinator if needed.

(Customer Signature)

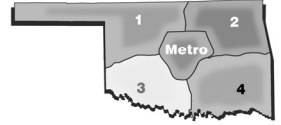
AD SIZES

Because newspapers use different column widths, your ad must be created as a PDF to fit both sizes below:



AD INFORMATION

- Statewide 2x4 @ \$5,000
- OKC Metro 2x4 @ \$1,000
- Zone 1 (Northwest) 2x4 @ \$1,000
- Zone 2 (Northeast) 2x4 @ \$1,000
- Zone 3 (Southwest) 2x4 @ \$1,000
- Zone 4 (Southeast) 2x4 @ \$1,000



TOTAL DUE:

\$ _____

RUN WEEK OF: _____

METHOD OF PAYMENT

- VISA
- MASTERCARD
- CHECK

Credit Card or Check Number

Name on Credit Card

Address

City, State, Zip

Expiration Date

Sec. Code

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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.