

# 2010 OPA HOUSE ADS

All print ads are available as CMYK and B/W. Ads are three column X 16 inches, available in 4.5", 5.75" and 6.4375" widths.

To download print ads go to <http://download.okpress.com/> and type in name of ad shown below each ad. Space has been left above the tag line "Your Newspaper Still Delivers" for you to drop in your newspaper's flag.

## Classifieds



Jobs, terrific bargains, useful services, legal notices and announcements – these are some of the great things you'll find in your newspaper's classified ad section.

**65%** of readers share their paper with someone else.\* That means more exposure when you buy a classified ad.

Connect to your neighbors in a proven, reliable way.

\* 2010 Oklahoma Press Service readership survey conducted by Evolve Research.

*When buyers and sellers  
need to connect...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



**classified-cmyk**  
**classified-gray**

## Columns, Editorials



A newspaper is more than just news. It involves you in the community with personal stories, thoughts, viewpoints, humor and helpful tips.

Your newspaper is a one-stop source for analysis, opinion, great writing and personality. Nothing else is so focused on community.

**Newspapers bring  
people and opinions  
together.**

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



**Columns-cmyk**  
**Columns-gray**

## Education



Parents, teachers, students and administrators rely on local newspaper coverage to bring them together.

Between board meetings, PTA, extra-curricular activities, current events, bond issues and lunch menus, your newspaper covers education like no other medium.

*When parents and schools  
need to connect...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



**Education-cmyk**  
**Education-gray**

## Industry



From energy to agriculture, from biotech to ranching, aerospace and beyond, industry is a big player in Oklahoma's economy.

Whether your interest is markets, trends, current events or local expansion, your newspaper keeps you connected to Oklahoma's commercial producers.

**Newspapers bring  
consumers and industry  
together.**

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



**Industry-cmyk**  
**Industry-gray**

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## Medicine



Your newspaper keeps you abreast of medical trends, outbreaks, vaccinations, allergy conditions and changes in local medical care.

Whether you're interested in health-related information or trying to reach those who are, your local newspaper is the best medicine.

*When readers and health care need to connect...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



medicine-cmyk  
medicine-gray

## Public Notices



Road projects, public contract bids, eminent domain, tax seizures and more can be found as public notices in your newspaper. It's the law.

Oklahomans want to keep it that way.

**68%** of Oklahomans believe government legal notices should be printed in newspapers.\*

**70%** think legal notices should not be posted only on government websites.\*

\* 2010 Oklahoma Press Service readership survey conducted by Evolve Research.

*When citizens and government need to connect...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



publicnotices-cmyk  
publicnotices-gray

## Retail



**84%** of Oklahomans notice print ads, flyers and inserts in their newspaper

**65%** share that paper with someone else

2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When you place an ad in your local newspaper, it gets attention.

**Newspapers bring buyers and merchants together.**

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



Retail-cmyk  
Retail-gray

## Sports



Oklahoma loves sports. From pee-wee to college, local to state, Oklahoma is sports fan central.

Most Oklahomans look to their newspaper\* for team and player profiles, statistics, scores and more — for good reason. Newspapers deliver the full, in-depth coverage that keeps us informed, stimulated and connected as fans.

If you love sports or serve sports fans, newspapers bring it all together.

\* 2010 Oklahoma Press Service readership survey conducted by Evolve Research.

*When sports and fans need to connect...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



Sports-cmyk  
Sports-gray

# OKLAHOMA PRESS ASSOCIATION

## YOUR NEWSPAPER STILL DELIVERS ELECTION AD SERIES

All print ads are available as CMYK and B/W.

3x16 ads: Available in 4.5", 5.75" and 6.4375" widths

6x7.5 ads: Available in 10", 11.625" and 13" widths

Web ads are .jpg format 160px X 600px (wide skyscraper)

All images shown are scaled. To download print ads go to: <http://download.okpress.com/> and type in name of ad shown below (do not type in the ".pdf" extension).

Space has been left above the tag line "Your Newspaper Still Delivers" for you to drop in your newspaper's flag.

# 999,855 Democrats



That's a lot of voters.

**79%** of Democrats read at least one newspaper

**41%** read two papers

**33%** read three or more

2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When you do the math, it's clear newspapers reach registered Democrats.

*When candidates  
need votes...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**

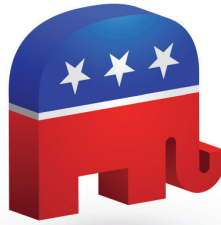


**Ad Size: 3x16**

Download this ad at:  
<http://download.okpress.com/>

**DOWNLOAD NAME:**  
**Democrat-CMYK.pdf**  
**Democrat-Gray.pdf**

# 813,158 Republicans



That's a lot of voters.

**76%** of Republicans read at least one newspaper

**38%** read two papers

**33%** read three or more

2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When you do the math, it's clear newspapers reach registered Republicans.

*When candidates  
need votes...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



**Ad Size: 3x16**

Download this ad at:  
<http://download.okpress.com/>

**DOWNLOAD NAME:**  
**Republicans-CMYK.pdf**  
**Republicans-Gray.pdf**

# 225,607 Independents



That's a lot of voters.

**70%** of Independents read at least one newspaper

**11%** read two papers

**22%** read three or more

2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When you do the math, it's clear newspapers reach registered Independents.

*When candidates  
need votes...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



**Ad Size: 3x16**

Download this ad at:  
<http://download.okpress.com/>

**DOWNLOAD NAME:**  
**Independent-CMYK.pdf**  
**Independent-Gray.pdf**

## MORE ADS ON REVERSE SIDE

# Elections



**57%** of Oklahomans rely on their newspaper when making voting decisions.\* Our readers are serious about how their city, state and country are run.

In more ways than ever before, newspapers bring us the issues and candidates, create an informed electorate, and help us shape the future.

Whether you're a voter or a candidate, newspapers bring it all together.

\*Oklahoma Press Service readership survey conducted by Evolve Research.

*When voters and candidates need to connect...*

**YOUR NEWSPAPER**  
*Still* **DELIVERS**



**Ad Size: 3x16**

Download this ad at:  
<http://download.okpress.com/>

**DOWNLOAD NAME:**  
**Elections-CMYK.pdf**  
**Elections-Gray.pdf**

## QUESTIONS?

For questions or any technical problems downloading the ads, call

**(405) 499-0020**

toll-free in OK: 1-888-815-2672

OKLAHOMA PRESS ASSOCIATION  
3601 N. Lincoln Blvd.  
Oklahoma City, OK 73105  
[www.OkPress.com](http://www.OkPress.com)

# Newspapers reach voters



999,855 Democrats

**79%** of Democrats read at least one newspaper

**41%** read two papers

**33%** read three or more

2010 Oklahoma Press Service readership survey conducted by Evolve Research.



813,158 Republicans

**76%** of Republicans read at least one newspaper

**38%** read two papers

**33%** read three or more

2010 Oklahoma Press Service readership survey conducted by Evolve Research.



225,607 Independents

**70%** of Independents read at least one newspaper

**11%** read two papers

**22%** read three or more

2010 Oklahoma Press Service readership survey conducted by Evolve Research.

*When candidates need votes...*

**YOUR NEWSPAPER** *Still* **DELIVERS**



**Ad Size: 6x7.5**

Download this ad at: <http://download.okpress.com/>

**DOWNLOAD NAME:**  
**3Parties-CMYK.pdf**  
**3Parties-Gray.pdf**

## WEB AD DOWNLOAD INSTRUCTIONS

To download the two Web ads at right (both 160x600), go to:

[OKPRESS.COM/2010-POLITICAL-HOUSE-ADS](http://OKPRESS.COM/2010-POLITICAL-HOUSE-ADS)

The downloadable file is in .zip format and contains both ads at right.

After saving the file to your desktop (or other location), double-click it. Your system should unzip the file.

### ELECTIONS



More than half of Oklahoma voters rely on newspapers when deciding how to cast their ballot.

Our readers are serious about how their city, state and country are run.

Whether you're a voter or a candidate, newspapers bring it all together.

**When voters and candidates need to connect...**

**NEWSPAPERS STILL DELIVER**



More than half of Oklahoma voters rely on newspapers when deciding how to cast their ballot.

**When candidates need voters**

**NEWSPAPERS STILL DELIVER**