



OPEN

www.OkPress.com/open

THE DATABASE

Oklahoma Press Electronic News (OPEN) is a fully searchable news clipping service that displays the content of more than 200 Oklahoma Press Association member newspapers online. OPEN, the only system of its kind in Oklahoma, is updated daily by either the newspaper or Oklahoma Press staff, and contains the most current available edition of every member paper. Some member newspapers update the day they publish, others are added shortly after.

COMMON USES

- **TRACK PAID ADVERTISING.** Run a search by newspaper for the date on which your ad appeared. In seconds, you can have a full page PDF (Adobe Reader) document showing the page your ad was placed on.
- **TRACK PRESS RELEASES.** Enter a keyword or specific sentence from your press release into the search field. OPEN finds that exact phrase and lists the papers that ran your release.
- **TRACK MENTIONS OF YOUR ORGANIZATION.** Use keywords to find the newspapers that talk about you.
- **TRACK THE COMPETITION.** See the publicity your competition is generating by searching state-wide through OPEN. It's an invaluable marketing tool.
- **GET TO KNOW OKLAHOMA.** Your OPEN subscription is a full subscription to every OPA member newspaper. Take some time to read what's happening in other areas of the state.

SERVICE OPTIONS

- **SEARCH ON YOUR OWN** using the power and convenience of our database. Find what you want, when you want it. Enter a keyword, set your options and let OPEN do the work. It's perfect for organizations that need a fast, cost-effective way to track their media coverage. (A separate package that includes The Oklahoman and Tulsa World is available for an additional charge.)
Flat Rate Price: \$99 per month OR \$1,100 per year
- **LET US SEARCH FOR YOU.** Tell us what you're looking for and we'll find it, pull your clips and have them waiting for you the next morning in your e-mail. It's perfect for customers with simple search objectives and who are in the news frequently. This option is priced per month AND per clip. (Includes The Oklahoman and Tulsa World.)
Price: \$80 per month AND \$.90 per clip (\$200 Refundable Deposit)

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