PRINT ADVERTISING

**Deadlines**

All display advertising space must be reserved by noon 2 business days prior to publication. Artwork is due by noon 1 business day prior to publication. Cancellations or changes cannot be accepted after this deadline.

**Ad Submission**

Fonts must be embedded in the ad. Images should be at least 300 DPI and correct dimensions. Microsoft word or Publisher files will not be accepted. Adobe PDF files preferred.

**Proofs**

Provided upon request. Proofs must be corrected and approved in conjunction with deadlines. *all ads include full color in price, excluding 1/8 page black & white

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**Inserts**

$60 cpm
8225 full run
8.5"x11" maximum page size
5"x7" minimum page size
Additional charges for more than 12 pages

**Ship inserts to:**
The O’Colly
c/o Enid News & Eagle
227 W. Broadway Ave.
Enid, OK 73701

Deadline for inserts is one week prior to run date

**Rack Advertising**

**Campus Wide -- 35 indoor racks**
$8 per week per rack,
$20 per month per rack

**Student Union -- 10 indoor racks**
$12 per week per rack,
$24 per month per rack
# Classifieds

## Classified Display Ads

$8.50 per column inch

## Line Ads

35¢ per word per day  
Logos and graphics available at an additional cost of $1/day  
Borders also available for a flat rate of $2

## Society Squares

$5.00 for 7 lines  
Each additional line 50¢  
Each line is approximately 14 characters wide.  
Logos and graphics available at an additional cost.  
Society squares are for campus organizations, departments and the greek community only.

## Business Squares

$8.00 for 7 lines.  
Each additional line $1  
Each line is approximately 14 characters wide.  
Logos and graphics available at an additional cost.

## Student Notices

$3.00 per day for 25 words.  
No borders or graphics available at this rate.  
Only for student groups and organizations.  
Activities must be free and open to everyone.

## Obituaries

250 words with picture for $25.  
Every additional 250 words are $25.  
Must be submitted by funeral home.

## New Business Specials

**VALUED AT $500 FOR ONLY $150**

- 5 tweets @ocolly (16,900 followers)  
  *valued at $125
- 1 week of web ads  
  (50,000+ monthly views)  
  *valued at $275
- 1/8 page color ad  
  *valued at $100

## O’Colly Worship Directory

The directory runs in every Friday paper to help promote places of worship in Stillwater  
**Rates**  
- $20 per week for the full semester  
- $25 per week for single print  
- $5 for tweet with ad

## O’Colly Dining Guide

**1/8 Page Black & White Ad**  
$30 per week or $25 per week for the full semester  
**1/4 Page Black & White Ad**  
$75 per week or $60 per week for the full semester  
**Bonus:** Get a tweet with dining guide ad for just $15!
## Digital Advertising

<table>
<thead>
<tr>
<th>Type</th>
<th>Pixels</th>
<th>Display</th>
<th>Price/Week</th>
<th>Price/CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masthead</td>
<td>1000x250</td>
<td>Desktop and mobile</td>
<td>$300</td>
<td>$18</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>700x90</td>
<td>Desktop only</td>
<td>$150</td>
<td>$12</td>
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<tr>
<td>Rectangle Top</td>
<td>300x250</td>
<td>Desktop and mobile</td>
<td>$275</td>
<td>$16</td>
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<tr>
<td>In-Story Rectangle</td>
<td>300x250</td>
<td>Desktop and mobile</td>
<td>$275</td>
<td>$16</td>
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<tr>
<td>Rectangle Middle</td>
<td>300x250</td>
<td>Desktop and mobile</td>
<td>$225</td>
<td>$14</td>
</tr>
<tr>
<td>Rectangle Bottom</td>
<td>300x250</td>
<td>Desktop and mobile</td>
<td>$100</td>
<td>$10</td>
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<tr>
<td>Footer</td>
<td>720x90</td>
<td>Desktop only</td>
<td>$75</td>
<td>$8</td>
</tr>
</tbody>
</table>

Solo Page Sponsor displayed on desktop and mobile, $500/week or $1,500/month

### Web Ad Formats

- Flash ads (.swf files)
- HTML ads (varies by type, willing to support anything, iFrames are usual)
- Static Images (prefer PNG, can support JPG, GIF, BMP)

### Twitter Ads

- $25 per Tweet

### Newsletter

- **Top Banner Ad**
  - $70 per run, $280 per week
  - under headline before stories
- **Box Ad**
  - $60 per run, $240 per week
  - between the stories
- **Bottom Banner Ad**
  - $50 per run, $200 per week
  - last item on newsletter
2018/2019 Print Calendar

**Football Schedule**
- Aug. 30: Missouri State
- Sept. 8: South Alabama
- Sept. 15: Boise State
- Sept. 22: Texas Tech
- Sept. 29: at Kansas
- Oct. 6: Iowa State
- Oct. 13: at Kansas State
- Oct. 27: Texas
- Nov. 3: at Baylor
- Nov. 10: at Oklahoma
- Nov. 17: West Virginia
- Nov. 24: at TCU

**Fall 2018 Term**
- 8/20: Classes begin
- 9/3: University Holiday
- 10/19: Fall Break
- 12/10-12/14: Finals Week
- 12/14-12/15: Commencement

**Spring 2019 Term**
- 12/24-1/1: University Holiday
- 1/14/18: Classes begin
- 1/21: University Holiday
- 3/18-3/22: Spring break
- 5/6-5/10: Finals Week
- 5/10-5/11: Commencement

*Dates in orange are print dates*
**SEMESTER & YEARLY CONTRACTS**

Businesses that hold contracts with The O'Colly agree to spend a minimum dollar amount of advertising for a percentage discount off our open rate of all included advertising. Discounts are limited to one discount per client.

<table>
<thead>
<tr>
<th>Semester Contracts</th>
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</thead>
<tbody>
<tr>
<td>$500</td>
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<tr>
<td>10%</td>
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</table>

<table>
<thead>
<tr>
<th>Year Contracts</th>
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</thead>
<tbody>
<tr>
<td>$1,800</td>
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<tr>
<td>12%</td>
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</table>

**University Discount 35%**
Oklahoma State University affiliated departments, colleges, and auxiliaries qualify for this rate. A department account number must be given when scheduling space.

**Non-Profit Discount 35%**
Special rate that applies to churches, civic and service organizations, government agencies, and public colleges and universities. To qualify, organizations must submit an IRS form 501(c)3 or 501(c)4.
INFO & POLICIES

General Policies
The Publisher reserves the right to refuse any advertisement.

Advertising simulating news must be clearly labeled “advertisement” in 10 point or larger type.

The O’Colly will not accept any advertisement that is libelous; promotes academic dishonesty; violates any federal, state or local laws; or encourages discrimination against any individual or group on the basis of race, sex, age, color, creed, religion, national origin or disability.

No advertisements will be published upside down, sideways, or in any other manner inconsistent with traditional newspaper make-up.

Cancellations
No cancellations accepted after space deadline. Space deadline is noon two business days prior to publications.

Errors
The O’Colly is not liable for errors in advertisements that are provided by the client. If the newspaper is at fault, the client must make claims within 5 days of publication. Compensation is made at the discretion of the general manager.

Billing Terms
All advertising requires prepayment unless credit has been established. Payment is due 30 days from the invoice in cases of credit. Accounts falling 60 days past due will revert to prepayment and must pay the past due amount in full. Submission of an insertion order is a binding contract (see cancellation policy). Visa and Mastercard are accepted.

Proofs
Proofs will be furnished upon request. Proofs must be corrected and approved in conjunction with deadlines.

Positions
While The O’Colly does not guarantee position, we make every effort to grant position requests.

The front page, back page, double trucks and center spreads are available on a first-come, first-serve basis for advertisers.

Credit Cards
Credit card charges must be authorized by the customer for each charge. The O’Colly is required to obtain a signature from customers.

Credit
Credit is offered on a limited basis to preferred advertisers, subject to approval by The O’Colly business office.