



2019/2020 RATE SHEET



0

O'COLLY ADVERTISING



Advertising

P 405-744-7371 | F 405-744-7936
ads@ocolly.com | www.ocolly.com

Classifieds/Billing


P 405-744-7355

Newsroom

P 405-744-6363
editorinchief@ocolly.com
news.ed@ocolly.com

Address

106 Paul Miller Building
Oklahoma State University
Stillwater, OK 74078



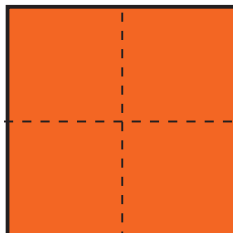
PRINT ADVERTISING

Ad Submission

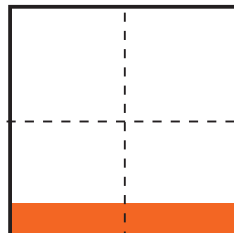
Fonts must be embedded in the ad. Images should be at least 300 DPI and correct dimensions.

Microsoft word or Publisher files will not be accepted.

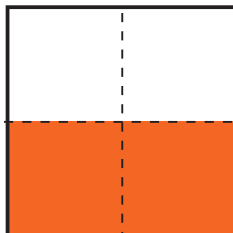
Adobe PDF files preferred.



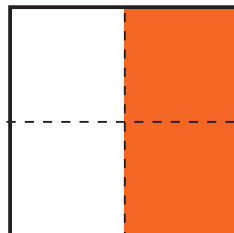
Full Page \$625
10.125"x10"



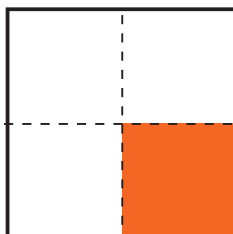
Front Page \$250
10.125"x2"



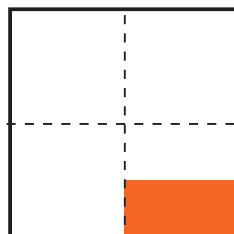
1/2 Page \$375
10.125"x5"



1/2 Page \$375
5"x10"



1/4 Page \$200
5"x5"



1/8 Page \$100
5"x2.5"
*B&W \$40

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)

Proofs

Proofs must be corrected and approved in conjunction with deadlines.

*all ads include full color in price, excluding 1/8 page black & white

Newspaper Racks

Campus/Community Wide -- 35 indoor racks

\$25 per week per rack,
\$75 per month per rack

Student Union -- 10 indoor racks

\$35 per week per rack,
\$105 per month per rack

Inserts

\$75 cpm

7,700 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

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.

Obituaries

250 words with picture for \$25.

Every additional 250 words are \$25.

Must be submitted by funeral home

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/organizations.

Activities must be free and open to everyone.

SPECIALS

New Business Specials

VALUED AT \$550 FOR ONLY \$275

5 tweets @ocolly (17,000 followers)

*valued at \$125

1 week of web ads (rectangle middle) (60,000+ monthly views)

*valued at \$225

1/4 page color ad

*valued at \$200

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

Basketball Rally Ads

\$150 for 1 Ad

\$100 per Ad if you purchase a Bundle

The ad/logo will be featured on the center-fold graphic which is interactively used at home games by students.

DIGITAL ADVERTISING

Type	Pixels	Display	Price/Week	Price/CPM	Price/Month
Leaderboard	728x90	Desktop and mobile	\$300	\$12	\$900
Rectangle Top	300x250	Desktop and mobile	\$275	\$16	\$825
Rectangle Middle	300x250	Desktop and mobile	\$225	\$14	\$675
Rectangle Bottom	300x250	Desktop and mobile	\$100	\$10	\$300

- Animated ads are an extra \$50
- Non-rotating weekly ads are \$900
- Ads will appear throughout the entire website, including stories

Leaderboard:
728px / 90px

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)

Rectangle:
300px / 250px

Twitter Ads

- \$25 per Tweet
- 17,000 Followers
- Also featured on O'Colly website

Newsletter

Top Banner Ad

\$200 per run, \$300 per week
under headline before stories

Box Ad

\$150 per run, \$225 per week
between the stories

Bottom Banner Ad

\$100 per run, \$150 per week
last item on newsletter

Sent to email inbox of mailing list
every Tuesdays & Thursdays

O'Colly TV

Deliver your video message to the OSU community through the O'Colly TV network.
Shows featured on website, SuddenLink Cable, Apple TV, ROKU, and Amazon Fire Stick.

- Contact us for package pricing.

2019/2020 Print Calendar

AUGUST

M	T	W	R	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

SEPTEMBER

M	T	W	R	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30				

OCTOBER

M	T	W	R	F
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30	31	

NOVEMBER

M	T	W	R	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

DECEMBER

M	T	W	R	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

JANUARY

M	T	W	R	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31

FEBRUARY

M	T	W	R	F
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

MARCH

M	T	W	R	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30				

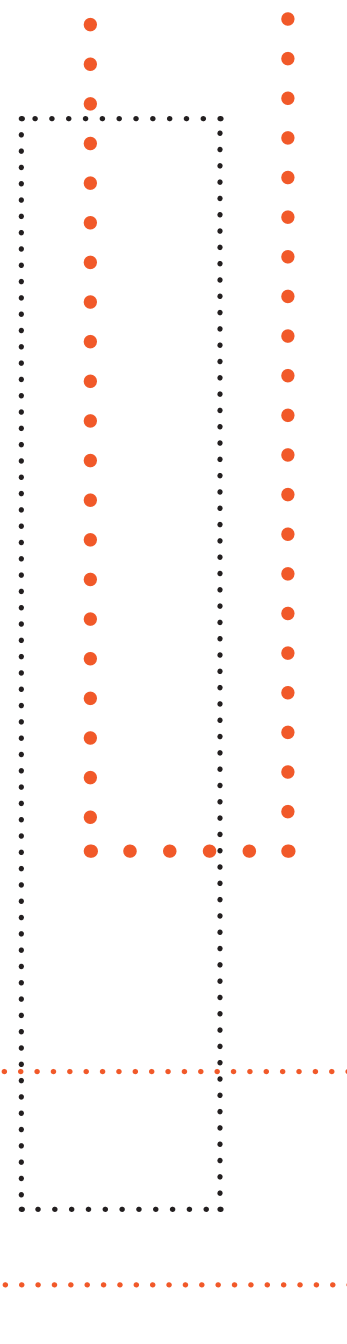
APRIL

M	T	W	R	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

MAY

M	T	W	R	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

*Dates in orange are print dates



SCHEDULES



Football

Aug. 30 at Oregon State
Sept. 7 McNeese
Sept. 14 at Tulsa
Sept. 21 at Texas
Sept 28 Kansas State
Oct. 5 at Texas Tech
Oct. 12 OFF
Oct. 19 Baylor
Oct. 26 at Iowa State
Nov. 2 TCU
Nov. 9 OFF
Nov. 16 Kansas
Nov. 23 at West Virginia
Nov. 30 Oklahoma

Fall 2019 Term

Aug. 19 Classes begin
Sept. 2 University Holiday
Oct. 25 Fall Break
Nov. 27-29 Thanksgiving Break
Dec. 9-13 Finals Week
Dec. 13-14 Commencement

Spring 2020 Term

Dec. 23 - Jan. 1 University Holiday
Jan. 13 Classes begin
Jan. 20 University Holiday
Mar. 16-20 Spring break
May 4-8 Finals Week
May 8-9 Commencement

Special Editions

Aug. 16 Back To School
Oct. 18 Homecoming
Nov. 20 Black Friday
Dec. 6 Holiday Shopping Guide
Jan. 13 New Years
Feb. 3 Housing
Feb. 14 Valentine's Day
Mar. 11 Spring Break
May 6 Graduation
May 11 New Student Orientation



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 and contracts must be fulfilled within one year of signing.

Rates

OPTION 1:

15% \$1,000 - \$5,000

OPTION 2:

20% \$6,000 - \$10,000

OPTION 3:

25% \$11,000 - \$20,000

OPTION 4:

30% \$21,000 - \$25,000

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.

ORANGE PAGES

O'COLLY BUSINESS DIRECTORY

Black Package

\$50 per month

\$600 per year

Includes:

graphic/logo,
company information + hours

address/map

"about" section

link to business website

Orange Package

\$100 per month

\$1200 per year

Includes:

black package + production of a 30 second commercial available on the O'CollyTV network / AppleTV, ROKU and Amazon Fire Stick. Commercial may be linked to client's website.

- Packages are good for one year from initial post

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.

Cancellations

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

Credit

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

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.

Positions

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

All special advertising positions are available on a first-come, first-serve basis for advertisers.

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

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.

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.

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