

2021/2022

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MEDIA KIT



@ocolly

OCOLLY ADVERTISING



@ocolly

ADVERTISING

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

ABOUT US

THE O'COLLY - Print Advertising



- Daily online edition
- 8,000 copies printed and distributed among the OSU campus and Stillwater community
- Display advertising and classified advertising available

THE E'COLLY - Weekly Newsletter



- Email newsletter distributed to our email list every Friday
- Interactive containing top stories, the current O'Colly Newspaper, O'Colly TV, Photo of the week and more
- Newspaper advertising featured through E'Colly

O'COLLY TV



- O'Colly TV available on Apple TV, ROKU, Amazon, Fire Stick, App Store and Google Play
- Features live programming including a weekly newscast, sports shows and events
- Orange Pages and the OMG! Business Directory is the sponsor of all programming on O'Colly TV

WWW.OCOLLY.COM - Digital Advertising

- Averages 60k users a month
- Features all OMG! content in one place
- Clickable display web ads are available for purchase - analytics can be tracked and reported



TWITTER

- We are active on Twitter sharing all of the latest news, our daily online edition of the O'Colly and all other OMG! content
- 20k followers
- Twitter advertising available



BUNDLES

Save money and reach our limitless community by signing up for our highly discounted bundles. These include consistent advertising on all platforms listed above, plus additional perks and discounts.



BUNDLES

*Football package: \$2,000 for 7 (1/2 page) ads that run each home football game of the season

PACKAGES	OPTION 1 \$250/MONTH	OPTION 2 \$500/MONTH	OPTION 3 \$1,000/MONTH
PRINT ADVERTISEMENT	5" x 5" per week	5" x 10" / 10" x 5" per week	10" x 10" per week
ONLINE ADVERTISEMENT	daily ad	daily ad	daily ad
BUSINESS SQUARES	1 business square per week	5 business squares - daily in online edition & printed on Friday	5 business squares - daily in online edition & printed on Friday
WEB ADVERTISEMENT	1 week rectangle ad per month	1 week rectangle ad per month	2 weeks web ads per month - 1 week leaderboard and 1 week rectangle
TWITTER	1 tweet per week	2 tweets per week	3 tweets per week
ORANGE PAGES	listing in directory *sponsor of all programming on O'Colly TV	listing in directory *sponsor of all programming on O'Colly TV	listing in directory *sponsor of all programming on O'Colly TV
MONTHLY VALUE	\$1,225 total	\$2,225 total	\$5,125 total
DISCOUNT ON ADVERTISING	30% in addition to bundle	40% in addition to bundle	50% in addition to bundle



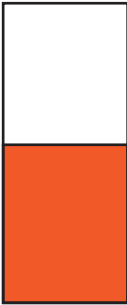


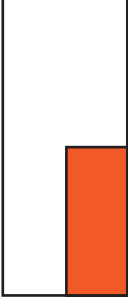


*All bundle packages are 1 year with June and July free

*Buy any bundle package and receive a free full page ad in the Back to School Edition and the Homecoming Edition

PRINT ADVERTISING

New Business Specials

Try our \$250 package for only \$200. *this package is listed in the bundle section of this Media Kit and includes advertising across all O'Colly Media Group platforms

<p>FULL PAGE \$625 10" x 21"</p> 	<p>FRONT PAGE \$250 10" x 3"</p> 	<p>1/2 PAGE HORIZ \$375 10" X 10"</p> 	<p>1/2 PAGE VERT \$375 5" X 21"</p> 
<p>1/4 PAGE HORIZ \$200 10" X 5"</p> 	<p>1/4 PAGE VERT \$200 5" X 10"</p> 	<p>1/8 PAGE \$100 5" X 5"</p> 	<p>1/16 PAGE \$50 5" X 2.5"</p> 

Classified Display Ads

\$8.50 per column inch

Line Ads

\$25/week for 20 words

Logos and graphics available at additional cost of \$1/day

Borders available for \$2.

Business Squares

\$8 for 7 lines.

Each additional line is \$1.

Logos and graphics available at additional cost.

Obituaries

250 words with picture for \$25.

every additional 250 words are \$25.

Must be submitted by funeral home.

Worship Page

- Runs every Friday in the print newspaper to advertise places of worship in Stillwater

- \$40/week

- 3.25 x 5 in.

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 racks

Inserts

\$75 cpm

Approximately 8,000 full run

8.5" x 11" max page size

5" x 7" min 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

DIGITAL ADVERTISING

TYPE	PIXELS	DISPLAY	PRICE/ WEEK	PRICE/ CPM	PRICE/ MONTH
Leaderboard	728 x 90	Desktop & mobile	\$300	\$12	\$900
Rectangle Top	300 x 250	Desktop & mobile	\$275	\$16	\$825
Rectangle Middle	300 x 250	Desktop & mobile	\$225	\$14	\$675
Rectangle Bottom	300 x 250	Desktop & mobile	\$100	\$10	\$300

leaderboard:
728 px / 90 px

Rectangle:
300 px / 250 px

*Animated ads are an extra \$50

*Non-rotating weekly ads are \$900

*Ads will appear throughout the entire website, including stories

TWITTER ADS



- \$25 per tweet
- 19,000 followers
- Also featured on O'colly website

O'COLLY



We deliver a newsletter to the inbox of our mailing list every Friday. The newsletter includes content from all media platforms of the O'Colly Media Group.

O'Colly TV



All O'Colly TV programming is sponsored by the Orange Pages and all individual businesses will be mentioned during selected programs.

ORANGE PAGES

O'COLLY BUSINESS DIRECTORY

\$100 PER MONTH

Includes: graphic/logo, company information + hours, address/map, "about" section, linked business website.

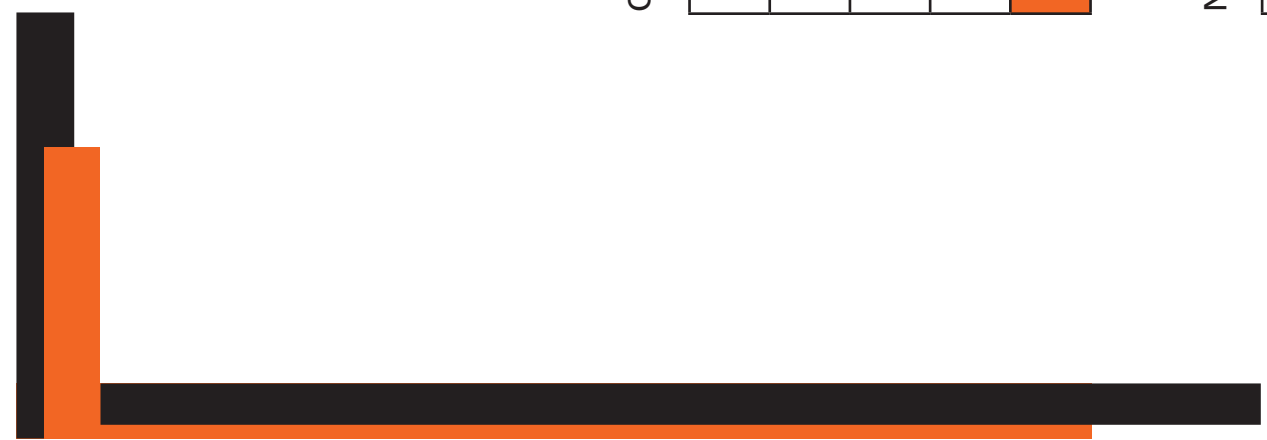
All O'Colly TV programming is sponsored by the Orange Pages and all individual businesses will be mentioned during selected programs on our O'Colly TV network. The O'Colly TV network is available through AppleTV, Roku, Amazon, Fire Stick, SuddenLink, AppStore, and GooglePlay.

PUBLICATION CALENDAR

*orange boxes are print publications
 *white boxes are digital publications
 *black boxes are special editions
 *football gameday editions the friday of every home game

 **football package:**

1/2 page ad printed the Friday of home games and distributed to hotels, Saturday News Press and hand delivered to tailgates at Saturday home games.



AUGUST

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	1	2	3

SEPTEMBER

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

OCTOBER

M	T	W	R	F
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29
31	1	2	3	4

NOVEMBER

M	T	W	R	F
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26
29	30	1	2	3

DECEMBER

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

- SPECIAL EDITIONS**
July 2 - Independence Day Edition
Aug 13 - back to school edition
Sept 3 - football preview edition
Oct 29 - homecoming edition
Nov 19 - black friday edition
Nov 26 - bedlam edition
Dec 10 - holiday edition

O'COLLY MEDIA GROUP

STREAMING SERVICE

CHECK US OUT!

Download the OMG! app on your favorite streaming service or your phone and enjoy all the fantastic programming that is available. OMG! programming includes several live concerts and performances from the Theatre and Music Department and individual custom produces pieces of student work.

Recruitment, Research, Retention and Outreach. One stop for your successful digital communications program. The O'Colly Media Group.

STREAMING MEDIA PRICES

COST TO BUILD AND MAINTAIN A COLLEGE OR SCHOOL CHANNEL ON THE OMG!

Streaming Network: \$5,000 per year.

The price includes event promotions on the OMG! advertising network that includes newspaper, digital, tweets and television programs.

Once a college or channel is developed, any school under a college can develop their own channel under their college's channel. \$1,000 per year.

Studio time for live or recorded television productions is \$200 per hour.

Staffing for studio production is \$50 per student.

Average number of students needed to produce a program is eight.

Podcasting no charge.

Special production pricing that needs a high-quality video can be negotiated with our Creative Director Kelly Kerr.

Streaming Service Overview

Just like Netflix the O'Colly Media Group (OMG!) has a Streaming Digital Media app that delivers content to a worldwide audience and is available for viewing on YouTube, Roku, AppleTV, Amazon Prime and mobile devices.

Streaming Media is the fastest growing sector of the television industry. In fact, many major media companies are abandoning their traditional way of delivering content and entering into today's preferred way of delivering content via Streaming Digital Media.

Benefits

There are many benefits to Streaming Digital Media.

First, digital content can be delivered live or recorded and the content is available to millions of interested viewers.

Second, Individual channels can be created so organizations create and manage content for your own network or channel of programming.

Third, it is a fantastic way to elevate effective communication for your college, school, or organizations.

Finally, delivering digital content promotes recruitment, research, retention and most of all our university's mission of outreach.

OMG! Services

The O'Colly Media Group has vast digital production resources that are available through our organization.

First and foremost, we can deliver your Streaming Digital Content via the largest streaming networks in the world. Streaming programs OMG! promotes either live or recorded, reaches approximately 4,000 viewers.

Second, we can help with building content whether it is a program or just a digital ad.

Third, we have the largest promotional engine to promote your digital content. OMG!'s promotional engine includes a daily digital and weekly printed newspaper and a weekly newsletter that delivers information to students, faculty, staff and alumni. Digital ads on the O'Colly website reach an average of 75,000 views every month and we have a twitter following of over 20,000.

Also, our Digital Streaming Service for live events in addition to our distribution capabilities, OMG! offers facilities to record podcasts, produce in studio programs or live events, and our Creative Department is available to produce high-quality programming tailored to your needs.

INFO AND 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 five 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.

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, two business days prior to publication. Artwork is due by noon, one 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 makeup.