



# The Oklahoma City Sentinel

NEWS FOR THE HEART OF THE CITY  
MEMBER, THE ASSOCIATED PRESS



## 2021 MEDIA KIT



NEWS  
FAITH  
HEALTH  
ENERGY  
OPINION  
BUSINESS  
EDUCATION  
GOVERNMENT  
COMMUNITY  
DINING GUIDE  
TRIBAL AFFAIRS  
ENTERTAINMENT



*Who and what is...*

# The Oklahoma City Sentinel

The Oklahoma City Sentinel is a locally owned and operated newspaper which is distributed monthly throughout the Greater Downtown area. In circulation for over 15-years, The Oklahoma City Sentinel is on the cutting edge of the political spectrum. We have an experienced and award winning staff who monitor the pulse of the city and report their findings.

Covering state and local news, our primary focus is on the community. Tribal Affairs, Energy, Business and the Arts is our secondary focus. The newspaper's traditional focus has been on Oklahoma City itself, although our coverage more and more touches on broader state and national governance, education policy, culture and other issues. As a result, readership today includes many in the adjacent political jurisdictions and outlying suburbs.

Many of our readers utilize our publication for political insight as we routinely predict the outcome of elections. Our readers are primarily well-educated and many are affluent, including in the historic neighborhoods near downtown. The broad readership reflects the diversity of those living in the heart of Oklahoma.

In terms of direct political endorsements, the newspaper's policy has reflected support for a candidate or cause rather than opposition to others. The paper endorses carefully in County, City, as well as state Senate and House contests. Though the U.S. House and Senate contests are followed by our staff, we rarely endorse in national political races.

The newspaper actively participates in the growth of the community by engaging our audience and addressing issues of concern. Some investigations by the newspaper staff are initiated by concerned citizens who reach out to us. Story leads and tips are followed up on by our staff who strive to get to the facts surrounding citizen complaints and concerns throughout the community.

We are a member of the Associated Press and the Oklahoma Press Association.

**The Oklahoma City Sentinel** can be found in 300 convenient rack locations in these beautiful communities.

- Putnam Heights
- Heritage Hills
- Crown Heights
- Central Business District
- Mesta Park
- Nichols Hills
- The Capital Complex
- Paseo District

The Guardian  
by Enoch Kelly Haney  
atop the Oklahoma State Capitol Building  
in Oklahoma City



## Advertising in The Oklahoma City Sentinel

The Oklahoma City Sentinel is a monthly print newspaper serving Midtown Oklahoma City. We also maintain a 24/7 online newspaper at [www.city-sentinel.com](http://www.city-sentinel.com). There are racks throughout the city at several venues.

### Advertising rates are as follows:

Local Open Rate: \$12.50 per column inch

National Open Rate: \$13.95 per column inch

Charitable Rate: \$10.50 per column inch

### Local Open Rates per Insertion:

1/8 page ad (3 col. x 5.25 in. = 15.75 col. inches) ... B&W \$197; full color \$347

1/4 page ad (3 col. x 10.5 in. = 31.5 col. inches) ..... B&W \$394; full color \$594

1/2 page ad (6 col. x 10.5 in. = 63 col. inches) ..... B&W \$786; full color \$1137

Full page ad (6 col. x 21 in. = 126 col. inches) .... B&W \$1575; full color \$2075

Quotes are available for custom ad sizes upon request.

Mechanical requirements - 6 col. format for *The Oklahoma City Sentinel*:

1 col. = 2.171 inches

4 col. = 9.268 inches

2 col. = 4.537 inches

5 col. = 11.634 inches

3 col. = 6.902 inches

6 col. = 14 inches

### Suggestions for Optimal Ad Outcome

Font suggestions, but variations are welcome.

Examples:   Serif           San Serif    *Decorative*

1. Never use any font size less than 9 point.

2. Times Roman, Century and Futura and examples of fonts that tend to be more easily readable. For more decorative fonts, we urge a larger point size. We will be happy to review the ad prior to publication to ensure you receive the best look for your chosen design.

3. **Before sending your ad to us, please convert all fonts to paths or outlines.**

### Color Usage

Go with a little lighter color than you would like to see in print. Newspaper reproduction tends to slightly darken colors. Very dark backgrounds will not print well. Use light pastels whenever possible. You can reverse text out of a dark background as long as the text is large, bold and totally white. Again, we are available to review your ad to suggest changes that will create the best print quality results.

When using red, make it 100% magenta and 100% yellow. Do not add black to it if you can avoid it. When making adjustments on press, the black ink could make your red look very different than intended. When using black alone, use 100% (K) black.

### Formating Your Ad

We suggest you create your ad at actual size and at 300 DPI or greater. RGB color mode. This will insure a clearer and more attractive ad. Please send us your ad in one of the following formats: hi-res .jpg or .pdf

### Proofing your advertisement

Please proof your ad carefully if you design and build the ad yourself. If we build it for you (free of charge), we will send you up to 3 proofs for you to make changes if needed. After approving the ad through email, we will no longer be responsible for any mistakes in the layout or for typos after printed.

Full  
Page  
Ad

1/2  
Page  
Ad

1/4  
Page  
Ad

1/8  
Page  
Ad

## OUR WEBSITE

### WHAT IS A RUN OF SITE BANNER AD?

Banner advertising comes in many shapes and sizes, and each is often referred to by a specific name (button, inline, leaderboard, skyscraper, etc). A run of site banner ad typically has the following features:

- Can appear in the form of a static picture, animation, or interactive image.
- Can appear anywhere on a site – top, middle, bottom, or side.
- Can appear on any page of a website.
- Can be paid for either through a Cost per 1,000 Impressions (CPM) model or through a flat cost for a specified period of time.

### WHAT DOES RUN OF NETWORK MEAN?

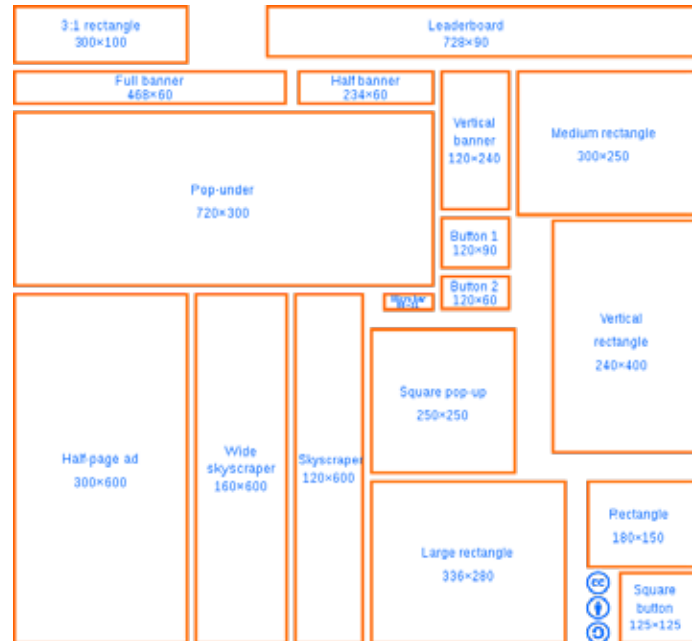
Commonly confused with run of site advertising, run of network advertising is ROS on a larger scale. While run of site advertising applies to an advertisement being shown on any page of one particular website, run of network (RON) advertising expands that concept across any page of multiple websites.

Companies who publish ads on the Google Display Network have their ads showcased on any page of more than one website. Therefore, their campaigns are a RON that leverages ROS ad inventories.

### The cost per ad will go as follows for run of site (ROS):

\$10 per 1000 impressions with a minimum of 10,000 impressions per month. Clients can increase their total impressions purchased by 5000 impressions increments at their choosing.

10,000 impressions for \$100	25,000 impressions for \$250
50,000 impressions for \$500	75,000 impressions for \$750
100,000 impressions for \$1000	



**RON Rates are double the ROS rate and discounts will apply.**

The history of Oklahoma is among the most unique of the American states. The original indigenous peoples included the Osage, Caddo and smaller Native American tribes in the East, and in the western regions of what is now Oklahoma various tribes of the Great Plains, including the Cheyenne and Comanche (whose lands stretching across several states were sometimes deemed 'Comancheria'). Over the course of the Nineteenth Century Native Americans from across the emerging United States were forcibly relocated to the area. The relocation of those known as the "Five Civilized Tribes" in turn led to the relocation or limitation of territorial areas for some of the indigenous peoples. After the Civil War, in which most elements of the Five largest tribes allied with the Confederacy), some limitations were put on their treaty rights, but modern policies and the controversial 'McGirt v. Oklahoma' decision in 2020 have restored reservation status for large parts of Eastern Oklahoma.

As for Oklahoma City itself, it is often referred to as "Born Grown" as a result of the April 22, 1889 "Land Run." Although never part of "reservation lands", Oklahoma City's history has been impacted by Native American policy issues from the start. The city has become arguably the most diverse community in Oklahoma in every sense of the world: political preference, moral views, and ethnicity. As a result, analysts often reference the state as a whole as "red", with the city deemed "purple" due to its emerging political picture. *The Oklahoma City Sentinel* serves all elements of this community.

### Oklahoma State Animal – Bison

The American buffalo was adopted as the state animal in 1972. The resolution states, "the magnificent animal was native to both the grasslands and woodlands of what is now Oklahoma and was significant in the cultures and ceremonies of many of the Indian tribes who lived in Oklahoma and have passed along their heritage to modern-day Oklahomans" (SCR101, 1972). Buffalo are large mammals with a brown coat, a hump on their shoulders, and shaggy hair around their heads. Buffalo can reach up to 2,000 pounds and stand almost six feet tall. Find out more in *The Encyclopedia of Oklahoma History and Culture*.

### Oklahoma State Flower – Rosa

The Oklahoma rose is a hybrid tea rose created by Herbert Swim and O. L. Weeks in 1964. Oklahoman Dottie Weissenberger lobbied for more than thirty years to have the Oklahoma rose named as our official state flower. It was finally adopted in 2004 (25 OS § 92).

### Oklahoma State Bird – Scissor-tailed Flycatcher

The scissor-tailed flycatcher was named the state bird in 1951 (25 OS § 98). The bird has a mostly gray body with a white breast and a distinctive forked tail, which can grow up to nine inches long. Find out more about the scissor-tailed flycatcher in *The Encyclopedia of Oklahoma History and Culture*.