

2023/2024



MEDIA KIT

# OCOLLY ADVERTISING



@ocolly



@ocolly



@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" / week	5" x 10" / 10" x 5" / week	10" x 10" / week
ONLINE ADVERTISEMENT	daily ad	daily ad	daily ad
BUSINESS SQUARES	1 business square / 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 / month	1 week rectangle ad / month	2 weeks web ads / month - 1 week leaderboard and 1 week rectangle
TWITTER	1 tweet / week	2 tweets / week	3 tweets / 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

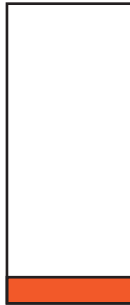
**\*All bundle packages are 1 year with June and July free**  
**\*Buy any bundle package and receive a free full page ad in the Back to School Edition and the Homecoming Edition**

# PRINT ADVERTISING

FULL PAGE  
\$625  
10" x 21"



FRONT PAGE  
\$250  
10" x 3"



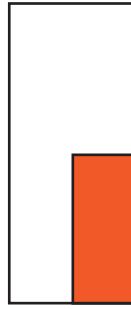
1/2 PAGE HORIZ  
\$375  
10" X 10"



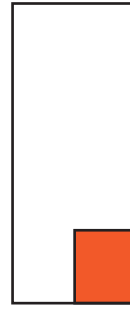
1/2 PAGE VERT  
\$375  
5" X 21"



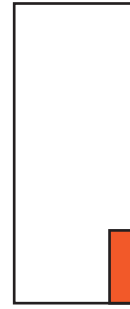
1/4 PAGE HORIZ  
\$200  
10" X 5"



1/4 PAGE VERT  
\$200  
5" X 10"



1/8 PAGE  
\$100  
5" X 5"



1/16 PAGE  
\$50  
5" X 2.5"

## 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

### 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

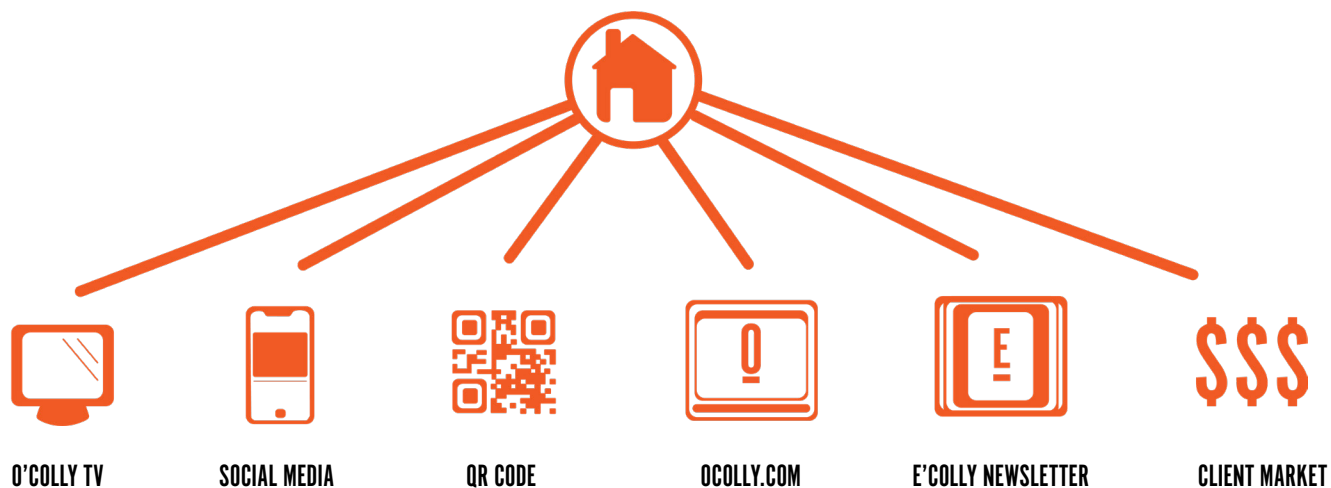
c/o Enid News & Eagle

227 W. Broadway Ave.

Enid Ok, 73701

Deadline for inserts is one week prior to run date

# DIGITAL BUNDLE



\* For small businesses

## Digital

\$150/month

**Get started with an instantly generated video ad. One 30-sec video per quarter**

- ✓ Your video ad will rotate through all O'CollyTV live daily programming & streaming services
- ✓ Your video ad will be posted on all social media platforms once a semester
- ✓ Your 250x300 block ad will be in rotation on the home page of [www.ocolly.com](http://www.ocolly.com) & embedded into news stories with a clickable link to your video ad
- ✓ Your business will be featured in the Business Sponsor section in the weekly E'Colly Newsletter with a clickable link to your video ad
- ✓ All videos will be available for client marketing
- ✓ Your customized QR code will be embedded in all digital ads for instant conversions & direct connections to your business

\* Our most popular plan

## Enterprise

\$250/month

- ✓ Everything in the Digital...plus
- ✓ One custom 5-min feature video story on your company or business streaming on O'CollyTV & available for client marketing
  - ✓ Scriptwriting / Storyboarding
  - ✓ Location Scouting
  - ✓ Video Editing
  - ✓ Motion Graphics
  - ✓ Voiceover / Custom music
- ✓ A customized QR code directed to your Flowpage, organized with all your links

*All plans run for 12 months August-May. June and July are a bonus*

# 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

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

AUGUST

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

SEPTEMBER

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

OCTOBER

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

NOVEMBER

M	T	W	T	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	T	F
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26
29	30	31		

JANUARY

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

FEBRUARY

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

MARCH

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

APRIL

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

MAY

## SPECIAL EDITIONS

- Aug 25 -back to school edition
- Sept 1 - football preview edition
- Oct 27 - homecoming edition
- Nov 3 - bedlam football edition
- Nov 10 - winter sports edition
- Feb 16 - spring sports edition
- March 29 - housing edition
- May 10 - graduation edition