

Autumn 2022

O

MEDIA KIT



OCOLLY ADVERTISING



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 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 70,000 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



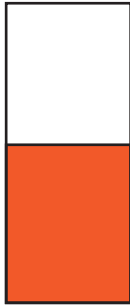
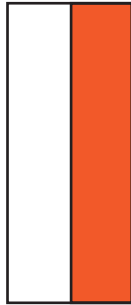

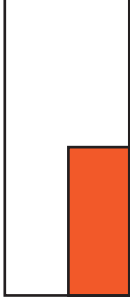

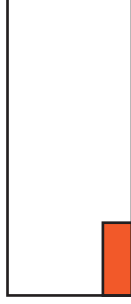
PACKAGES	OPTION 1 \$250/MONTH	OPTION 2 \$500/MONTH	OPTION 3 \$1,000/MONTH
PRINT ADVERTISEMENT	5" x 5" per week	5" x 10" / 10" x 5" per week	10" x 10" per week
ONLINE ADVERTISEMENT	daily ad	daily ad	daily ad
BUSINESS SQUARES	1 business square per week	5 business squares - daily in online edition & printed on Friday	5 business squares - daily in online edition & printed on Friday
WEB ADVERTISEMENT	1 rectangle ad rotating continuously	1 rectangle ad rotating continuously	2 web ads rotating continuously - 1 leaderboard and 1 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**

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
- 20,000 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

JULY

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

AUGUST

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	31		

SEPTEMBER

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

OCTOBER

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
31				

NOVEMBER

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		

DECEMBER

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

SPECIAL EDITIONS

JULY 1 - Independence Day Edition
AUGUST 19 - Back to School Edition
SEPTEMBER 2 - Football Preview Issue
OCTOBER 28 - Homecoming Edition
NOVEMBER 18 - Black Friday Issue
NOVEMBER 25 - Bedlam Edition
DECEMBER 9 - Holiday Edition