

RATE SHEET

Fall 2017-Spring 2018

THE O'COLLY



ADVERTISING

Advertising
P: 405.744.7371
F: 405.744.7936

ads@ocolly.com
www.ocolly.com

106 Paul Miller Building
Oklahoma State University
Stillwater, OK 74078

Classifieds
P: 405.744.7355

Billing
P: 405.744.7355

Newsroom
P: 405.744.6363
editorinchief@ocolly.com
news.ed@ocolly.com

DIGITAL

Twitter Ads

\$25 per Tweet

Web Advertising

- Masthead 1000x250 pixels
Displayed on desktop and mobile
\$300 - week \$18 - CPM
- Leaderboard 700x90 pixels
Displayed on desktop only
\$150 - week \$12 - CPM
- Rectangle Top 300x250 pixels
Displayed on desktop and mobile
\$275 - week \$16 - CPM
- In-Story Rectangle 300x250 pixels
Displayed on desktop and mobile
\$275 - week \$16 - CPM
- Rectangle Middle 300x250 pixels
Displayed on desktop and mobile
\$225 - week \$14 - CPM
- Rectangle Bottom 300x250 pixels
Displayed on desktop and mobile
\$100 - week \$10 - CPM
- Footer 720x90 pixels
Displayed on desktop only
\$75 - week \$8 - CPM

Sole Page Sponsor -
Displayed on desktop and mobile
\$500 a week or \$1,500 a month

Web Ad Formats

- Flash ads (.swf files)
- HTML ads (varies by type, willing to support anything, iFrames are the usual)
- Static Images (Prefer PNG, but able to support JPG, GIF, BMP)

PRINT ADVERTISING

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.

Ad Submission

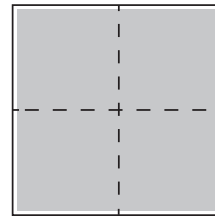
Fonts must be embedded in the ad. Images should be at least 300 DPI and correct dimensions. Microsoft Word or Publisher files will not be accepted.

Adobe PDF files preferred.

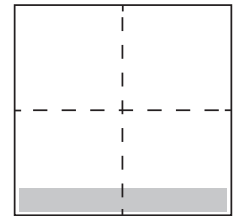
Proofs

Provided upon request. Proofs must be corrected and approved in conjunction with deadlines.

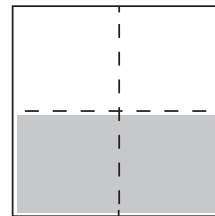
ALL ADS INCLUDE **FULL COLOR** IN PRICE!
**EXCLUDING 1/8 PAGE BLACK & WHITE*



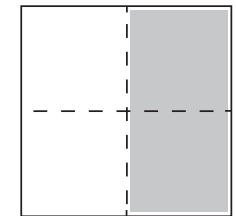
Full Page \$625
10.125" x 10"



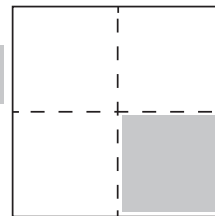
Front Page \$200
10.125" x 1.5"



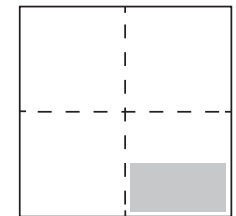
1/2 Page \$375
10.125" x 5"



1/2 Page \$375
5" x 10"



1/4 Page \$200
5" x 5"



1/8 Page \$100
5" x 2.5"
*Black & White \$40

SPECIAL RATES

Classifieds

*Not included w/ Contract

Classified display ads:

\$8.50 a column inch.

- 1 day \$0.50 per word/per day
- 2-4 days \$0.40 per word/per day
- 5-9 days \$0.35 per word/per day
- 10-14 days \$0.30 per word/per day
- 15+ days \$0.25 per word/per day

Graphics and logos available for \$1 per day.
Borders available for \$2.

Society Squares for the Greek community, on-campus organizations and OSU departments:
\$5.00 per day for 7 lines
\$0.50 for each additional line

Business Squares:
\$8.00 per day for 7 lines
\$1.00 for each additional line

Deadline is noon, 1 business day prior publication.

Obituaries

250 words with picture for \$25. Every additional 250 words are \$25. Must be submitted by funeral homes.

Inserts

\$60 cpm

8,000 full run
8.5" x 11" maximum page size.
5" x 7" 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.

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SEMESTER & YEARLY 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.

Semester Contracts

\$500	\$900	\$1,400	\$2,000	\$2,600	\$3,400	\$4,200	\$6,000
10%	12%	14%	16%	18%	20%	22%	24%

Year Contracts

\$1,800	\$2,800	\$4,000	\$5,200	\$6,800	\$8,400	\$12,000	\$16,000
12%	14%	16%	18%	20%	22%	24%	26%

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.

CALENDAR

Publication dates are marked in GRAY.

Special deadlines are marked by dark outlines.

AUGUST

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

SEPTEMBER

S	M	T	W	TH	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Fall Semester

Class work begins	8/21/17
University Holiday	9/4/17
Fall Break	10/20/17
Holiday Break	11/22-11/24
Finals Week	12/11-12/15
Commencement	12/15-12/16
University Holiday	12/22/17-1/1/18

NOVEMBER

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

S	M	T	W	TH	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JANUARY

S	M	T	W	TH	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Spring Semester

Class work begins	1/16/18
University Holiday	1/15/18
Spring Break	3/19-3/23
Finals Week	5/7-5/11
Commencement	5/11-5/12

FEBRUARY

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2017 OSU Football Schedule

Sept. 2 – Tulsa
Sept. 9 – at South Alabama
Sept. 16 – at Pittsburgh
Sept. 23 – TCU
Sept. 30 – at Texas Tech
Oct. 14 – Baylor
Oct. 21 – at Texas
Oct. 28 – at West Virginia
Nov. 4 – Oklahoma
Nov. 11 – at Iowa
Nov. 18 – Kansas State
Nov. 25 – Kansas

Special Deadlines:

Sept. 6 deadline is Sept. 1
Oct. 23 deadline is Oct. 18
Nov. 27 deadline is Nov. 20
Jan. 17 deadline is Dec. 15
Mar. 26 deadline is Mar. 15

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.

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

Cancellations

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

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.

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

Proofs

Proofs will be furnished upon request. Proofs must be corrected and approved in conjunction with deadlines.

Positions

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

The back page, double trucks and center spreads are available on a first-come, first-serve basis for advertisers.

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.

Credit

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