

Tulsa County News

3704 Southwest Blvd.

447-8882

advertising@tulsacountynews.info

RATE CARD

Tulsa County News is published weekly on Wednesdays, with mail delivery to subscribers on Thursday. It is also distributed through newspaper racks and retail locations located throughout the market area. Circulation is approximately 1,000.

Publication Date - Wednesday

Mail Delivery - Thursday

Display Advertising Deadline

- Ad Reservation Friday, 1 p.m.
- Camera Ready Monday, 1 p.m.

Ad Composition

For this service, all components of the ad must be submitted by time of reservation – including layout, drawings, art work, and complete instructions. Complicated composition may require an extra charge.

Mechanical Requirements

Electronic files preferred in Acrobat PDF format. Check with ad rep on acceptability of other formats. Display ad files may be submitted by email to advertising@tulsacountynews.info (include all ad, dimension, and contact information).

Dimensions

Page Size

6 columns, 20 inches deep

Column Width

1 column – 1.6944 inches wide
2 column – 3.5556 inches wide
3 column – 5.4167 inches wide
4 column – 7.2789 inches wide
5 column – 9.1429 inches wide
6 column – 11 inches wide

Display Advertising Rates

- Rates are “per column inch”.
- Display Ad Rates are non-commissionable.
- Discounts for repeat ads and bulk contracts.

Local Open Rate	\$9.00 per column inch
Pickup Rate (Repeat ad)	\$8.00 per column inch
Church & Non-Profit Rate	\$7.50 per column inch

Bulk Contracts

250-749 inches	\$7.50 per column inch
750-1,499 inches	\$7.00 per column inch
1,500 – 2,999	\$6.50 per column inch
3,000-5,999	\$6.00 per column inch
6,000+	\$5.00 per column inch

Obituaries & Announcements

\$37 with picture and text
Deadline: Monday, 1 p.m.

Classified Advertising

\$10 - 15 words

Color Rates

Black + One Color	Add \$50
Black + Two Colors	Add \$100
Black + Three Colors	Add \$150

Policies

All sales cash, unless credit has been approved.

The publisher has the right to refuse any ad.

All political advertising requires cash payment. Other copy requirements may apply – inquire with ad rep.

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DISPLAY AD RATES

Single/Repeat Insertion

Ad Size	Page Part	Column Inches	Open Rate (\$9.00)	Pickup Rate (\$8.00)	Church Rate (\$7.50)
1x1		1	\$9.00	\$8.00	\$7.50
1x2		2	\$18.00	\$16.00	\$15.00
1x3		3	\$27.00	\$24.00	\$22.50
2x2		4	\$36.00	\$32.00	\$30.00
2x3		6	\$54.00	\$48.00	\$45.00
2x4		8	\$72.00	\$64.00	\$60.00
2x5		10	\$90.00	\$80.00	\$75.00
3x3		9	\$81.00	\$72.00	\$67.50
3x4	1/10	12	\$108.00	\$96.00	\$90.00
4x5	1/6	20	\$180.00	\$160.00	\$150.00
4x7.5	1/4	30	\$270.00	\$240.00	\$225.00
6x5	1/4	30	\$270.00	\$240.00	\$225.00
3x10	1/4	30	\$270.00	\$240.00	\$225.00
4x15	1/2	60	\$540.00	\$480.00	\$450.00
5x12	1/2	60	\$540.00	\$480.00	\$450.00
6x10	1/2	60	\$540.00	\$480.00	\$450.00

Annual Contract/Bulk Rates

Ad Size	Page Part	Column Inches	Annual Inches	Pickup (\$8.00)	250-749 (\$7.50)	750-1,499 (\$7.00)	1,500-2,999 (\$6.50)	3,000-5,999 (\$6.00)	Church Rate (\$7.50)
1x1		1	52	\$416.00					\$390.00
1x2		2	104	\$832.00					\$780.00
1x3		3	156	\$1,248.00					\$1,170.00
2x2		4	208	\$1,664.00					\$1,560.00
2x3		6	312		\$2,340.00				\$2,340.00
2x4		8	416		\$3,120.00				\$3,120.00
2x5		10	520		\$3,900.00				\$3,900.00
3x3		9	468		\$3,510.00				\$3,510.00
3x4	1/10	12	624		\$4,680.00				\$4,680.00
3x5	1/8	15	780			\$5,460.00			
4x5	1/6	20	1040			\$7,280.00			
4x7.5	1/4	30	1560				\$10,140.00		
6x5	1/4	30	1560				\$10,140.00		
3x10	1/4	30	1560				\$10,140.00		
4x15	1/2	60	3120					\$18,720.00	
5x12	1/2	60	3120					\$18,720.00	
6x10	1/2	60	3120					\$18,720.00	

Eligible for Bulk Rates