

# DIGITAL RATES 2020

Deliver your message to Northeastern Oklahoma's #1 news site, tulsaworld.com.

## OWNED & OPERATED

PRODUCT	SIZES	PRICE
<b>Standard Banners</b>	728 x 90 320 x 50 300 x 250	<b>\$12 CPM</b>
<b>Premium Banners</b>	300 x 600 970 x 250	<b>\$12 CPM</b>
<b>Premium Reveal</b> (File size 150kb)	1920 x 600 Desktop 800 x 250 Mobile	<b>\$25 CPM</b>
<b>Premium Floatbar</b> (File size 150kb)	1170 x 70 Desktop 480 x 50 Mobile	<b>\$15 CPM</b>
<b>Native Banners</b>	Image, Header and Body Text	<b>\$12 CPM</b>
<b>Local Pre-roll Video</b>	<b>RESOLUTION:</b> 640 x 480 <b>ASPECT RATIO:</b> 16:9 and 4:3	<b>\$36 CPM</b>
<b>Eblasts</b>	600 x 675 Image or HTML File	<b>\$600 each</b>
<b>Sponsored Content</b>	Content, Images and Social Media Targets	<b>\$2,500 each</b>
<b>InstaPage</b>		<b>\$100 / mo</b>
<b>App Banners</b>	728 x 90 320 x 50 300 x 250	<b>\$15 CPM</b>
<b>App Open</b>	640 x 770 Mobile 1080 x 1040 Tablet	<b>\$25 CPM</b>
<b>Contests</b>		<b>Quote built around needs.</b>

CPM = cost per thousand impressions. The amount charged to the advertiser per 1,000 impressions.

RON = Run of Network

## EMAIL NEWSLETTERS

Build your brand and deliver your message with email newsletter marketing.

**Banner Size: 970 x 250**

TIME	PRICE
<b>Breaking News</b> When news breaks, subscribers are notified via email. Minimum of 15 per month.	<b>\$1,500 / mo</b>
<b>Morning Headlines</b> Our morning headlines newsletter is sent at 7am, 7 days a week.	<b>\$1,500 / mo</b>
<b>Afternoon Headlines</b> Our afternoon headlines newsletter is sent at 4pm, 7 days a week.	<b>\$800 / mo</b>

EMAIL	SENT	PRICE
<b>Real Estate</b>	Tuesdays	<b>\$50 / mo</b>
<b>Weekend: Things to Do</b>	Wednesdays	<b>\$50 / mo</b>
<b>Food</b>	Wednesdays	<b>\$50 / mo</b>
<b>Home and Garden</b>	Saturdays	<b>\$50 / mo</b>
<b>Job Seeker</b>	Sundays	<b>\$1,000 / mo</b>
<b>OSU News</b>	Daily	<b>\$100 / mo</b>
<b>OU News</b>	Daily	<b>\$100 / mo</b>
<b>TU News</b>	Daily	<b>\$100 / mo</b>
<b>HS Sports</b>	Daily	<b>\$100 / mo</b>
<b>Obits</b>	Daily	<b>\$500 / mo</b>

## BANNER SPECS

**SITE:** Responsive

**FILE TYPE:** GIF, JPG, HTML 5

**FILE SIZE:** 50kb

**RESOLUTION:** 72dpi

**ANIMATION:** Limited 3 frames, forever setting, 3-5 seconds per frame

## VIDEO SPECS

**FILE SIZE LIMIT:** 1 MB

**FILE FORMATS ACCEPTED:**

MPEG, and MOV, AVI, WMV, FLV

**MAX VIDEO LENGTH:** 30 seconds  
(15 seconds or less is recommended)

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## PROGRAMMATIC

PRODUCT	SIZES	PRICE
Programmatic Display or Targeted Display	728 x 90	\$12 CPM
	320 x 50	
	320 x 480	
	300 x 50	
	300 x 250	
	300 x 600	
160 x 600		
Programmatic Streaming or Targeted Video	<b>RESOLUTION:</b> 640 x 480	\$36 CPM Run of Network \$40 CPM Targeted
	<b>ASPECT RATIO:</b> 16:9 and 4:3	
OTT/CTV or Programmatic Streaming	<b>RESOLUTION:</b> 640 x 480	\$50 CPM Streaming Services
	<b>ASPECT RATIO:</b> 16:9 and 4:3	
YouTube TruView	Video or YouTube Link	Budget-Based 33% Admin Fee

## SETUP SERVICES

PRODUCT	SIZES	PRICE
YouTube Channel		\$150 One Time
Call Tracking		\$20 / mo
Javascript call tracking		\$30 / mo

## ADDITIONAL 3RD PARTY ITEMS

PRODUCT	SIZES	PRICE
Pay-Per-Click/PPC/ SEM	Text Ads	Budget-Based 33% Admin Fee
Targeted Audio	Audio File	\$30 CPM
Social Media Ads	Image, Header & Body Text	Budget-Based 33% Admin Fee
	Onboarding Call	
SmartSend		\$99 / mo

## TARGETED EMAIL

PRODUCT	SIZES	PRICE
Targeted Email	600 x 675 Image or HTML File	\$20 CPM 50,000 Min
Rebroadcast	600 x 675 Image or HTML File	\$500 Flat or Quoted Amount
HTML Creation from Amplified		\$300 Flat

## WEB SERVICES

PRODUCT	SIZES	PRICE
SEO		Custom Quote
Content Creation		\$200 / Page
Content Creation	Non-Amplified Site	Custom Quote

## WEB DESIGN

PRODUCT	SIZES	PRICE
Amplified Built Site	Landing Page	\$400 Upfront \$60 / mo
	5 pages	\$900 Upfront \$99 / mo
	10 pages	\$1,500 Upfront \$99 / mo
	Custom	Custom Quote
	Additional Work	\$150 / hr
	Domain Register	\$20 / yr
	Website Training	\$300 One-Time

## WEB HOSTING

PRODUCT	SIZES	PRICE
Hosting	Hosting & Main- tenance	\$99 / mo
	Hosting Only	\$39 / mo
Coding		\$150 / hr

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# PRESENCE PACKAGES 2020

	PRESENCE \$179 / mo \$150 onboarding fee	PRESENCE BOOST \$349 / mo \$169 onboarding fee	PRESENCE PRO \$799 / mo \$169 onboarding fee
Reputation Intelligence	✓	✓	✓
<b>LISTING SERVICES</b>			
Listing Sync Pro	✓	✓	✓
Listing Distribution	✓	✓	✓
Listing Claim	✓	✓	✓
<b>REVIEW SERVICES</b>			
Review Requests	✓	✓	✓
Review Responses			✓
<b>SOCIAL AND BLOG SERVICES</b>			
Social Scheduler		✓	✓
Google My Business Posting		✓	✓
Social Posting			✓
Monthly Blog Post			✓

<b>PLUS WEB</b>			
Pkg + One Page Website with Facebook Sync	<b>\$249 / mo</b> <b>\$255 onboarding fee</b>		
Pkg + Three Page Website with Lead Form	<b>\$325 / mo</b> <b>\$495 onboarding fee</b>	<b>\$499 / mo</b> <b>\$499 onboarding fee</b>	<b>\$849 / mo</b> <b>\$499 onboarding fee</b>
Pkg + Five Page Website with Lead Form		<b>\$549/month</b> <b>\$599 onboarding fee</b>	<b>\$899/month</b> <b>\$799 onboarding fee</b>

<b>ADD-ON OPTIONS</b>	
Additional Location Listing Services	<b>\$99 each</b>
Menu Sync	<b>\$100</b>
Review Requests SMS200x	<b>\$40</b>
Review Responses	<b>\$200</b>
Social Posting	<b>\$250</b>
Blog Post	<b>\$200</b>
Additional Posting: Instagram, Houzz or Pinterest	<b>\$350 each</b>