

PRINT RATES 2020

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

TULSA WORLD SUNDAY

SPECS

SIZE	INCHES	PCI	PRICE
Full Page	125.34	\$49 PCI	\$6,141.66
Half Page H	62.4	\$49 PCI	\$3,057.60
Half Page V	62.67	\$49 PCI	\$3,070.83
Quarter Page V	31.2	\$49 PCI	\$1,528.80
Quarter Page H	31.5	\$49 PCI	\$1,543.35
Eighth Page	15.51	\$49 PCI	\$759.99
Sixteenth Page	7.68	\$49 PCI	\$376.32

SIZE	COLUMNS	DEPTH
Full Page	6	20.89"
Half Page H	6	10.4"
Half Page V	3	20.89"
Quarter Page V	3	10.4"
Quarter Page H	6	5.25"
Eighth Page	3	5.17"
Sixteenth Page	3	2.56"

TULSA WORLD DAILY

SIZE	INCHES	PCI	PRICE
Full Page	125.34	\$26 PCI	\$3,258.84
Half Page H	62.4	\$26 PCI	\$1,622.40
Half Page V	62.67	\$26 PCI	\$1,629.42
Quarter Page V	31.2	\$26 PCI	\$811.20
Quarter Page H	31.5	\$26 PCI	\$819.00
Eighth Page	15.51	\$26 PCI	\$403.26
Sixteenth Page	7.68	\$26 PCI	\$199.68

A. Size Requirements –All display advertising sold by the inch in 1/4" increments. Minimum 1 column by 1 inch. FULL PAGE DEPTH: 20.89 inches. Ads measuring more than 18.5 inches in depth are charged as full page depth.

DISPLAY AD WIDTHS

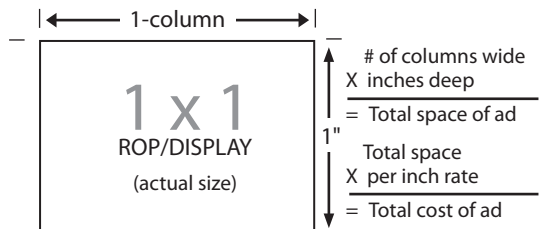
1-col.— 1.56" wide 4-col.— 6.63" wide
 2-col.— 3.25" wide 5-col.— 8.3" wide
 3-col.— 4.94" wide 6-col.— 10" wide

Double truck — 13-col. — 21" wide

B. How to figure retail ad cost

WEEKLY PRODUCTS

SIZE	INCHES	PCI	PRICE
Full Page	125.34	\$10 PCI	\$1,253.40
Half Page H	62.4	\$10 PCI	\$624.00
Half Page V	62.67	\$10 PCI	\$626.70
Quarter Page V	31.2	\$10 PCI	\$312.00
Quarter Page H	31.5	\$10 PCI	\$315.00
Eighth Page	15.51	\$10 PCI	\$155.10
Sixteenth Page	7.68	\$10 PCI	\$76.80



Example: 1 column x 1" ad

$$\frac{1 \text{ columns}}{\times 1 \text{ inches}} = 1 \text{ inches} \quad \frac{1 \text{ inches}}{\times \$26.00 \text{ Mon.-Wed. open inch rate}} = \$26.00 \text{ ad cost}$$

PCI = \$5 on Weekly Products when coupled with a Tulsa World ad at Open Rate

PCI = Price per Column Inch

C. Full Page Advertisement Measurement
 6 columns by 20.89 inches - charged at 125.34 column inches.

D. Double Page Advertisement
 A double truck position includes an additional column times the depth - color charged at single page rate.

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WRAPPER & SPADIA

SIZE	COLUMNS	DEPTH	INCHES	PCI	RATE
Wrapper - Wed or Thurs					
Outside	6	20.89"	125.34	\$30 PCI	\$3,760.20
Inside	6	20.89"	125.34	\$25 PCI	\$3,133.50
Wrapper - Sunday					
Outside	6	20.89"	125.34	\$40 PCI	\$5,013.60
Inside	6	20.89"	125.34	\$30 PCI	\$3,760.20
Spadea - Weekday					
Outside	6	10.4"	62.4	\$20 PCI	\$1,248.00
	3	20.89"	62.67	\$20 PCI	\$1,253.40
Inside	6	10.4"	62.4	\$18 PCI	\$1,123.20
	3	20.89"	62.67	\$18 PCI	\$1,128.06
Spadea - Sunday					
Outside	6	10.4"	62.4	\$30 PCI	\$1,872.00
	3	20.89"	62.67	\$30 PCI	\$1,880.01
Inside	6	10.4"	62.4	\$25 PCI	\$1,560.00
	3	20.89"	62.67	\$25 PCI	\$1,566.75

BILLBOARDS

SIZE	COLUMNS	DEPTH	INCHES			
Billboards	6	3"	18			
SIZE - WEEKDAY	PCI	RATE		SIZE - SUNDAY	PCI	RATE
Main - A1	\$75 PCI	\$1,350.00		Main - A1	\$85 PCI	\$1,530.00
Main - Pg 2	\$60 PCI	\$1,080.00		Main - Pg 2	\$70 PCI	\$1,260.00
Main - Pg 6	\$40 PCI	\$720.00		Main - Pg 6	\$50 PCI	\$900.00
Local - Front	\$60 PCI	\$1,080.00		Local - Front	\$70 PCI	\$1,260.00
Local - Pg 2	\$40 PCI	\$720.00		Local - Pg 2	\$50 PCI	\$900.00
Business - Front	\$60 PCI	\$1,080.00		Business - Front	\$70 PCI	\$1,260.00
Business People	\$40 PCI	\$720.00		Business People	\$50 PCI	\$900.00
Scene - Front	\$60 PCI	\$1,080.00		Scene - Front	\$70 PCI	\$1,260.00
Scene - Pg 2	\$40 PCI	\$720.00		Scene - Pg 2	\$50 PCI	\$900.00

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POWER NOTES

	WIDTH	DEPTH	DISTRIBUTION	CPM
Sunday & Daily	3.125"	2.5"	Full or Metro	\$60.00
Zoned Distribution <i>Zoning not available on Sunday</i>	3.125"	2.5"	10,000-14,999	\$69.00
			15,000-24,999	\$67.00
			25,000 & up	\$65.00

POWERNOTES

Your message may prominently placed on the front page of Tulsa World or any section front with this printed adhesive ad. For more information and availability call the Tulsa World Advertising Dept. at (918) 581-8515.

A. Deadlines

Reservation deadline, 21 days in advance of run date.
Material deadline, 18 days in advance of run date.

B. Mechanical Requirements

Image area: 2.875" x 2.25" (on a 3" x 2.375" square).
Final Size: 3.125" x 2.5" includes 1/8" bleed.
Up to four spot colors available no extra charge. Up to four additional spot colors on back - \$35 per color. Converting type to outlines is preferred. File Type: Acrobat PDF.
Include all fonts and assets with your files.

FAUX NOTES for Weekly Group

	WIDTH	DEPTH	PCI	RATE
Skiatook, Wagoner, Sand Springs, & Owasso	3.125"	2.5"	\$42 PCI	\$252.00

FRONT FLAGS

SECTIONS & DAYS	COLUMNS	DEPTH	RATE
Sports, Buisness, Scene, or Local			
Sunday	2	2"	\$463.00
Mon-Sat	2	2"	\$363.00

FRONT FLAGS

Brand your business and be seen by the masses! Make an impression and deliver your message to our valuable audience. For more information and availability call the Tulsa World Advertising Dept. at (918) 581-8515.

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POLYBAGS

	DISTRIBUTION	CPM
Sunday & Daily	Full or Metro	\$45.00
Zoned Distribution <i>Zoning not available on Sunday</i>		\$55.00

Polybag Size:
 Mon.-Tues – 5.5" x 19", 1.0 mil
 Wed.-Sat. – 605" x 19", 1.0 mil
 Sun. – 10" x 23", 1.0 mil

POLYBAGS

Have Tulsa World delivered inside a polybag that carries your advertising message.

A. Deadlines

Deadline for "Printed and Distributed"
 Reservation: 6 weeks prior to publication.
 Copy due: 5 weeks prior to publication.

B. Printed and Distributed – Contact sales rep for quote or call (918) 581-8515.

C. Metro or full circulation distribution offered on Sunday.

Full, metro or zoned distributed Mon.-Sat.

Dollars will count toward fulfillment of dollar volume contract or converted inches toward fulfillment of annual volume contract.

2. Mechanical Information

Minimum 1 Mil thickness. Polybags should be delivered on 50ct headers, product sample bags may vary in quantity.

Deliver all bags to: Tulsa World Media Company

Tulsa World
 315 S. Boulder Ave.
 Tulsa, Oklahoma 74103

PRINT & DELIVER

8.5" x 11"		
Full Color Glossy, 60# Gloss – Front & Back		
Wed & Thurs Distribution	1x CPM	4x CPM Discount
10,000 – 19,999	\$50.38 cpm	\$46.35 cpm
20,000 – 29,999	\$46.05 cpm	\$42.37 cpm
30,000 – 39,999	\$32.11 cpm	\$29.54 cpm
40,000 – 49,999	\$30.60 cpm	\$28.15 cpm
Sunday Distribution (full or metro)	\$30.60 cpm	\$28.15 cpm

5.5" x 8.5"		
Full Color Glossy, 60# Gloss – Front & Back		
Wed & Thurs Distribution	1x CPM	4x CPM Discount
10,000 – 19,999	\$30.43 cpm	\$27.99 cpm
20,000 – 29,999	\$28.61 cpm	\$26.33 cpm
30,000 – 39,999	\$23.37 cpm	\$21.50 cpm
40,000 – 49,999	\$21.82 cpm	\$20.07 cpm
Sunday Distribution (full or metro)	\$21.82 cpm	\$20.07 cpm

- Available Wednesday, Thursday and Sunday.
- Minimum of 10,000 quantity. Sunday may not be zoned.
- Frequency discounts available.
- 16-day turnaround
- PRINT & HOLDS — Will hold up to 3 months with advance scheduled run date and quantity.

Deadlines

- Reservation and art to Tulsa World – 16 days prior
- Camera ready art to printer – 14 days prior
- Printed inserts delivered to warehouse – 7 days prior

Tulsa World will charge Full Run Advertisers only for those inserts that are placed in our newspaper. For Metro Zone, Zipped and Zoned advertisers, the Tulsa World will distribute all useable inserts received unless otherwise directed by advertiser. As our quantities listed are advance estimates, any insert quantities remaining will be distributed to the nearest possible area.

Any order placed by advertiser constitutes an acceptance of publishers advertising policies. All contracts specifically outline publishers practices in this area.

Sunday CPMs will be charged on Thanksgiving Day.

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WORLD OF HOMES

SIZE	INCHES	PCI	PRICE
Full Page	58.5	\$33 PCI	\$1930.50
Half Page H	28.875	\$33 PCI	\$952.88
Half Page V	29.25	\$33 PCI	\$965.25
Quarter Page V	14.4375	\$33 PCI	\$476.44
Quarter Page H	14.25	\$33 PCI	\$470.25
Eighth Page	7.125	\$33 PCI	\$235.13
Sixteenth Page	3.7	\$33 PCI	\$122.10

Full Page	10" x 9.75"
Half Pg Horizontal	10" x 4.8125"
Half Pg Vertical	4.94" x 9.75"
1/4 Pg Horizontal	10" x 2.375"
1/4 Pg Vertical	4.94" x 4.8125"
1/8 Pg Horizontal	4.94" x 2.375"
1/16 Page Hor.	4.94" x 1.1094"
1/16 Page Ver.	3.25" x 1.85"

- A. Open Rate, Liners –
 \$15.96 per 1/4 inch column
 Print to web \$10
- Open rate, Display –
 \$33.00 per 1/4 inch column
 Print to web \$10

- B. Accepted Categories – Only ads in classifications will be accepted in World of Homes. These categories are: homes and condos for sale, lots, suburban property, resort property, financing, abstracts, titles and insurance.

Deadlines

Display Ads – Proof ads to be set and camera ready reservations are due Monday, 3 pm prior to pub date.
 No-proof ads are due Tuesday. Proof back and camera ready ads due Wednesday, 3 pm prior to pub date.

Liner Ads – due Wednesday, 3 pm.
 Call classified department for holiday deadline schedule.

Policies / Contract Information

- A. Volume rates are available to all advertisers except those requesting agency discounts, those who do not have an established business outlet within the retail trade zone and those engaged in interstate transportation.
- B. Publisher may revise rates at any time by giving advertiser 10 days written notice.
- C. TAX- should any government body levy a tax on any advertising covered by these rates, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.
- D. Advertiser cannot use a volume contract, weekly frequency agreement or frequency preprint contract to place advertising for any other establishment or group of establishments without expressed permission of the Tulsa World Media Company management.
- E. Tulsa World Media Company reserves the right to reject any copy deemed unacceptable.
- F. Advertisements simulating news matter will be plainly marked "Advertisement" in small caps at top of ad.
- G. Please read your advertisement the first day it appears. In spite of our best efforts errors occasionally occur. We will make an adjustment on the FIRST INSERTION ONLY. The liability of Tulsa World Media Company in this respect shall not exceed such proportion of the space occupied as the noted error bears to the whole advertisement.
- H. Legality and propriety of advertisement is the advertiser's responsibility. The advertiser agrees to indemnify and hold harmless Tulsa World Media Company, its officers, agents and employees from any litigation involving improprieties in advertising content.
- I. We will make every effort to accommodate position requests. We do not guarantee position, nor is advertising accepted for publication subject to position. Failure to comply with position requests will in no way constitute reason for non-payment or result in an allowance.
- J. When the wrong rate appears on an insertion order, the mistake will be considered a clerical error. We will publish the ad and charge the correct amount shown on the current rate card.
- K. By ordering an ad, advertisers acknowledge acceptance of the conditions and rates of the current rate card.
- L. Converted preprint lineage, Front Page Ads and tulsaworld.com advertisements apply toward fulfillment of frequency contract.
- M. Tulsa World Media Company, a locally operated business owned by BH Media Group - a subsidiary of Berkshire Hathaway, reserves the right to refuse to publish any material submitted for publication. Only publication of an advertisement shall constitute final acceptance. Tulsa World Media Company is not required to offer reasons for rejecting an advertisement or editorial submission and will not entertain inquiries relative to justification. The management of Tulsa World Media Company will be the sole decision maker as to the content of its editorial and advertising pages.
- N. For any contract rate to be in force, the advertiser must execute a contract and publisher must accept the contract in advance of publication. The effective contract date cannot be backdated more than 30 days.