

# AUDIENCE



## PRINT

**144,157** Average Daily Readers

**177,649** Sunday Readers

**7,750** Owasso Readers

**6,200** Sand Springs Readers

**7,750** Wagoner Readers

**4,650** Skiatook Readers

Source: Nielson Scarborough 2019 R2 Tulsa



## ONLINE

**1.3M** Monthly Unique Visitors

**22M** Monthly Pageviews

**272,602** Owasso Pageviews

**75,944** Sand Springs Pageviews

**305,844** Wagoner Pageviews

**48,470** Skiatook Pageviews

Source: Google Analytics 2020 3-month average (April-June)



## E-EDITION

**1,903,893** Monthly Views

**20,112** Monthly Users

Source: Google Analytics 2020 3-month average



## APP

**12,000** Monthly Unique Visitors

**855,000** Monthly Pageviews

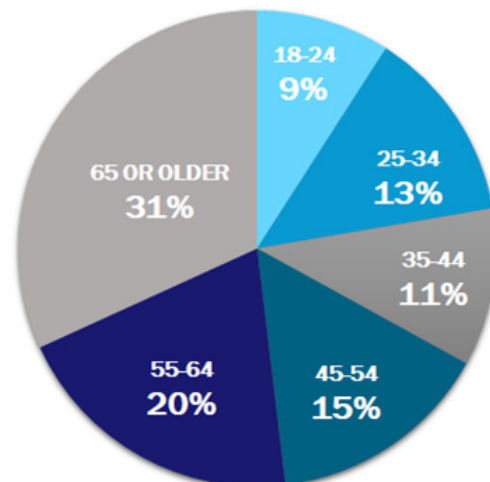
Source: Google Analytics 2020 3-month average

## NEWSLETTERS

- Breaking News - **25,271**
- Morning Headlines - **27,602**
- Latest Headlines - **2,961**
- Marketing / Eblast - **30,908**
- Daily Deals - **46,721**
- Weekend - **3,373**
- Food - **3,304**
- Home & Garden - **1,831**
- High School Sports - **1,218**
- OSU Sports - **1,496**
- OU Sports - **1,710**
- TU Sports - **943**
- Real Estate - **679**
- Obits - **5,478**
- Jobs - **9,229**
- Owasso - **1,362**
- Skiatook - **491**
- Sand Springs - **1,490**
- Wagoner - **1,547**

Suscribers  
August 2020

## AGE



Source: Nielsen Scarborough 2019 R1 Tulsa

# PRINT SPECS

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

## DISPLAY AD WIDTHS

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

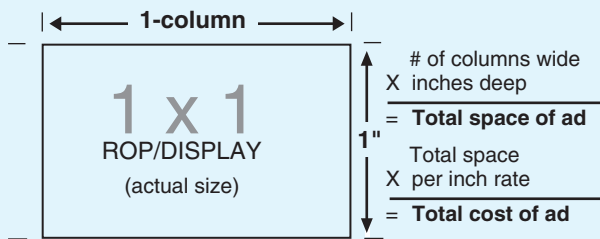
Double truck — 13-col. — 21" wide

## TAB DIMENSIONS

- Full Page - 10" x 9.75"
- Half Pg H - 10" x 4.8125"
- Half Pg V - 4.94" x 9.75"
- 1/4 Pg H - 10" x 2.375"
- 1/4 Pg V - 4.94" x 4.8125"
- 1/8 Pg H - 4.94" x 2.375"
- 1/16 Pg H - 4.94" x 1.1094"
- 1/16 Pg V - 3.25" x 1.85"

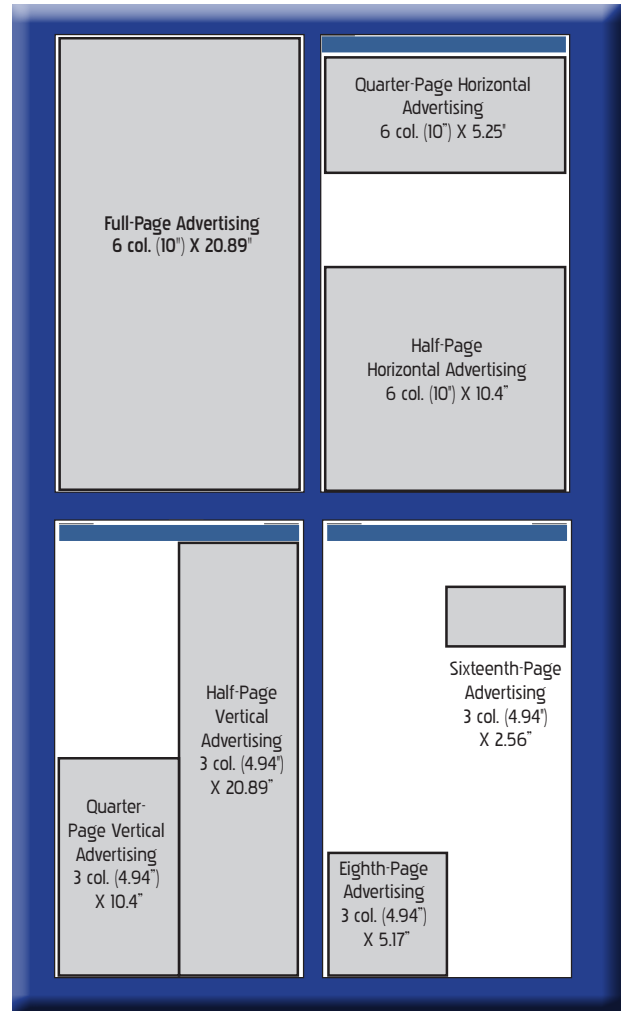
**Size Requirements** —All display advertising sold by the inch in 1/4" increments. Minimum 1 column by 1 inch.

## How to figure retail ad cost



**Example: 1 column x 1" ad**

1 columns	1 inches
X 1 inches	X \$26.00 Mon.-Wed. open inch rate
= 1 inches	= \$26.00 ad cost



## PRODUCTION CHARGES

- 1/8 PG AND SMALLER - \$15
- 1/8 TO 1/4 PG - \$25
- 1/4 TO 1/2 PG - \$45
- 1/2 PG AND LARGER - \$55
- SPECIALTY PUBLICATIONS - \$15

Excludes Weekly Products



# DEADLINES

**Please book ads by Space Deadline.** We cannot guarantee placement or position in section after deadline. Manager must contact *Matt Ferrel* and *Sarah Reichert* for all late requests.

PUBLICATION	SPACE DEADLINE	ART DEADLINE
<b>Monday ROP</b>	5:00 pm Thursday	2:00 pm Friday
<b>Tuesday ROP</b>	5:00 pm Friday	2:00 pm Monday
<b>Wednesday (Early Run) - Weekend/Scene</b>	12:00 pm Monday	12:00 pm Tuesday
<b>Wednesday ROP - Main, Metro/Local, Sports</b>	5:00 pm Monday	2:00 pm Tuesday
<b>Wednesday Wrapper</b>	3:00 pm Friday 12 Days Prior to Pub	12:00 pm Tuesday 8 Days Prior to Pub
<b>World Of Homes</b>	12:00 pm Tuesday	2:00 pm Wednesday
<b>World Of Homes - Line ads</b>	3:00 pm Wednesday	3:00 pm Wednesday
<b>Thursday ROP</b>	5:00 pm Tuesday	2:00 pm Wednesday
<b>Thursday Wrapper</b>	3:00 pm Monday 10 Days Prior to Pub	12:00 pm Wednesday 8 Days Prior to Pub
<b>Friday Scene (Early Run)</b>	3:00 pm Wednesday	12:00 pm Thursday
<b>Friday ROP - Main, Metro/Local, Sports</b>	5:00 pm Wednesday	2:00 pm Thursday
<b>Saturday Scene (Early Run)</b>	3:00 pm Thursday	12:00 pm Friday
<b>Saturday ROP - Main, Metro/Local, Sports</b>	5:00 pm Thursday	2:00 pm Friday
<b>Sunday Wrapper</b>	5:00 pm Wednesday 11 Days Prior to Pub	12:00 pm Friday 9 Days Prior to Pub
<b>Sunday Business People (Early Run)</b>	5:00 pm Wednesday	12:00 pm Thursday
<b>Sunday - Scene, Entertainment, Business</b>	5:00 pm Wednesday	2:00 pm Thursday
<b>Sunday - Main, Metro/Local, Sports</b>	3:00 pm Thursday	2:00 pm Friday
<b>Weekly Products - ROP</b>	5:00 pm Thursday	10:00 am Monday
<b>Digital - Owned &amp; Operated</b>	72 Hours prior to Start	48 Hours Prior to Start
<b>Digital - Amplified</b>	7-10 Business Days prior	5-7 Business Days prior
<b>Sponsored Content</b>	7-10 Business Days prior	5-7 Business Days prior

**Deadlines subject to change for Special Features and Holidays**



# DIGITAL

## OWNED & OPERATED

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

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

RON = Run of Network

## VIDEO

**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)

**RESOLUTION:**

640 x 480

**ASPECT RATIO:**

16:9 and 4:3

## BANNERS

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

**RESOLUTION:** 72dpi

**FILE SIZE:** 50kb

## PRODUCTION CHARGES

2 SIZES \$20    4 SIZES \$30

3 SIZES \$25    5 SIZES \$35

Rich media \$30

## EMAIL NEWSLETTERS

Ad size - 970 x 250

3 per newsletter

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

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

# DIGITAL

## PRESENCE PACKAGES 2020

	<b>PRESENCE</b> \$179 / mo \$150 onboarding fee	<b>PRESENCE BOOST</b> \$349 / mo \$169 onboarding fee	<b>PRESENCE PRO</b> \$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	\$249 / mo \$255 onboarding fee		
Pkg + Three Page Website with Lead Form	\$325 / mo \$495 onboarding fee	\$499 / mo \$499 onboarding fee	\$849 / mo \$499 onboarding fee
Pkg + Five Page Website with Lead Form		\$549/month \$599 onboarding fee	\$899/month \$799 onboarding fee

<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>

**PRESENCE ONBOARDING -** Regardless of the package there will be an onboarding call with Lee Corporate to establish a baseline and make sure all connections are made. An email will be sent to setup the call. The advertiser needs to complete this call in order for the campaign to go live.

# DIGITAL

## 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	RESOLUTION: 640 x 480 ASPECT RATIO: 16:9 and 4:3	\$36 CPM Run of Network \$40 CPM Targeted
OTT/CTV or Programmatic Streaming	RESOLUTION: 640 x 480 ASPECT RATIO: 16:9 and 4:3	\$50 CPM Streaming Services
YouTube TruView	Video or YouTube Link	Budget-Based 33% Admin Fee

## 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
SmartSend	Onboarding Call	\$99 /\$250/\$450 per 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 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 SERVICES

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

## WEB HOSTING

PRODUCT	SIZES	PRICE
Hosting	Hosting & Maintenance	\$99 / mo
	Hosting Only	\$39 / mo
Coding		\$150 / hr

## SETUP SERVICES

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





# CLASSIFIEDS

Local Phone Number — 918-583-2121  
 Email: [advertising@tulsaworld.com](mailto:advertising@tulsaworld.com)  
 Obituaries — 918-581-8503 [tributes@tulsaworld.com](mailto:tributes@tulsaworld.com)  
 Celebrations — 918-581-8488 [celebrations@tulsaworld.com](mailto:celebrations@tulsaworld.com)  
 Fax Number — 918-583-3550  
 Business hours: 8 am - 5 pm, Monday through Friday;

## A. Rates

### Classified Rates

	In Col. per 1/4 inch	Display per 1/4 inch
Mon-Tues .....	\$15.86.....	\$26.43
Wed-Sat .....	\$17.50.....	\$29.17
Sun.....	\$19.36.....	\$32.27

\*color not included

\*Other print and digital packages available. Contact a representative. All ads include Print to Web expanded reach for seven days at an additional \$10 per ad.

## B. Classified Recruitment Rates

### 1. Local Employment Rates

Recruitment ads placed by any employer within our defined circulation area will be charged the local employment rate. Local rates are non-commissionable, unless otherwise noted. All ads include Print to Web expanded reach for seven days at an additional \$10 per ad and included on Sunday Employment newsletter for \$10. 1/2 inch minimum.

	In Col. per 1/2 inch	Display per 1/2 inch
Mon-Tues .....	\$33.60.....	\$56.00
Wed-Sat .....	\$35.64.....	\$59.40
Sun.....	\$39.40.....	\$65.66

\*color not included

### 2. Print and digital and digital only packages available

### 3. Email Transmission

Display and liner employment ads should be submitted to [careerads@tulsaworld.com](mailto:careerads@tulsaworld.com)

## C. Service Directory Contract Rates

3 consecutive months — \$154.65 each month - 1/2 inch  
 6 consecutive months — \$145.65 each month - 1/2 inch  
 12 consecutive months — \$135.65 each month - 1/2 inch

Discounted rates for all levels are prepay by the month. Additional 1/4 inch - \$52.20. Display packages also available

## E. Political, Education, Church and Charity Rates

These rates apply only to established, recognized, non-profit organizations and institutions. All ads include Print to Web expanded reach for seven days at an additional \$15 per ad.

	In Col. per 1/4 inch	Display per 1/4 inch
Mon-Tues.....	\$11.10.....	\$18.50
Wed-Sat.....	11.76.....	19.60
Sun .....	13.72.....	22.87

## G. Color Premium:

1-40 inches \_\_\_\_\_ \$25 per column inch  
 41-126 inches \_\_\_\_\_ \$1,000

## I. Mechanical Requirements

For accurate width specifications use the inch measurements below.

PUBLICATION	SPACE DEADLINE	ART DEADLINE
<b>Class Display - Tues - Sat</b>	11:00 am Prior Day	3:00 pm Prior Day
<b>Class Display - Sunday - Monday</b>	1:00 pm Friday Prior	3:00 pm Friday Prior
<b>Liners - Tuesday-Saturday</b>	3:00 pm Prior Day	3:00 pm Prior Day
<b>Liners - Sunday-Monday</b>	5:00 pm Friday prior	5:00 pm Friday prior
<b>Legals - Sunday, Monday &amp; Tuesday</b>	12:00 pm Friday prior to publication	3:00 pm Monday prior to publication
<b>Legals - Wednesday, Thursday, Friday</b>	12:00 pm, 2 days prior to publication	3:00 pm, 2 days prior to publication
<b>Weeklies - Obit Display</b>	5:00 pm Thursday	12:00 pm Monday
<b>Weeklies - Legals</b>	12:00 pm Friday	3:00 pm Friday
<b>Weeklies - Liners</b>	2:00 pm Friday	2:00 pm Friday

## PRODUCTION CHARGES

1/8 PG AND SMALLER - \$15  
 1/8 TO 1/4 PG - \$25  
 1/4 TO 1/2 PG - \$45  
 1/2 PG AND LARGER - \$55  
 SPECIALTY PUBLICATIONS -\$15

Excludes Weekly Products



# PRINT

## TULSA WORLD SUNDAY

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

## 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

## 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

### Business People

\$37.50 PCI

### Guaranteed Placment

25% Addtional

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

PCI = Price per Column Inch

## 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 - Spot 1	\$60 PCI	\$1,080.00		Local - Spot 1	\$70 PCI	\$1,260.00
Local - Spot 2	\$40 PCI	\$720.00		Local - Spot 2	\$50 PCI	\$900.00
Business - Spot 1	\$60 PCI	\$1,080.00		Business - Spot 1	\$70 PCI	\$1,260.00
Business People	\$40 PCI	\$720.00		Business People	\$50 PCI	\$900.00
Scene - Spot 1	\$60 PCI	\$1,080.00		Scene - Spot 1	\$70 PCI	\$1,260.00
Scene - Spot 2 (if open)	\$40 PCI	\$720.00		Scene - Spot 2	\$50 PCI	\$900.00



# PRINT

## WRAPPERS

SIZE	INCHES	PCI	RATE
<b>Wrapper - Wed or Thurs</b>			
<b>Front</b>	125.34	<b>\$30 PCI</b>	<b>\$3,760.20</b>
<b>Back</b>	125.34	<b>\$25 PCI</b>	<b>\$3,133.50</b>
<b>Wrapper - Sunday</b>			
<b>Front</b>	125.34	<b>\$40 PCI</b>	<b>\$5,013.60</b>
<b>Back</b>	125.34	<b>\$30 PCI</b>	<b>\$3,760.20</b>
<b>High Impact - Tues - Sat</b>	125.34	-----	<b>\$2,500.00</b>

**Wrappers** - Two full broadsheet pages with advertising on both front and back pages that wraps Pre-Printed inserts.

**High Impact** - Two full broadsheet pages with advertising on both front and back pages that wraps the Local section.

**Spadea** - Two half page broadsheet pages front and back and 2 Full pages front and back.

## SPADEA

SIZE	INCHES	PCI	RATE
<b>Spadea - Weekday</b>			
<b>Outside Front</b>	62.67	<b>\$20 PCI</b>	<b>\$1,253.40</b>
<b>Outside Back</b>	125.34	<b>\$20 PCI</b>	<b>\$2,506.80</b>
<b>Insdie Front</b>	62.67	<b>\$18 PCI</b>	<b>\$1,128.06</b>
<b>Inside Back</b>	125.34	<b>\$18 PCI</b>	<b>\$2,256.12</b>
<b>Spadea - Sunday</b>			
<b>Outside Front</b>	62.67	<b>\$30 PCI</b>	<b>\$1,880.01</b>
<b>Outside Back</b>	125.34	<b>\$30 PCI</b>	<b>\$3,762.20</b>
<b>Insdie Front</b>	62.67	<b>\$25 PCI</b>	<b>\$1,566.75</b>
<b>Inside Back</b>	125.34	<b>\$25 PCI</b>	<b>\$3,133.50</b>

## FRONT FLAGS

**2 col x2" - Sports, Business, Local , and Scene sections** - Ads running at the top right hand corner of the front page of the section

DAYS	RATE
<b>Sunday</b>	<b>\$463.00</b>
<b>Mon - Sat</b>	<b>\$463.00</b>

### 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) 581-8510.

## FAUX NOTES for Weekly Products

**2 col x 3" - \$252.00**

Ads running at the top right hand corner of the front page of the weekly paper

# PRINT

## POWER NOTES

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

### POWERNOTES

Your message is 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) 581-8510.

#### 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.

## PRINT & DELIVER

### 8.5" x 11"

#### Full Color Glossy, 60# Gloss – Front & Back

Wed & Thurs Distribution	1x CPM	4x CPM Discount
<b>10,000 – 19,999</b>	\$50.38 cpm	\$46.35 cpm
<b>20,000 – 29,999</b>	\$46.05 cpm	\$42.37 cpm
<b>30,000 – 39,999</b>	\$32.11 cpm	\$29.54 cpm
<b>40,000 – 49,999</b>	\$30.60 cpm	\$28.15 cpm
<b>Sunday Distribution</b> (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
<b>10,000 – 19,999</b>	\$30.43 cpm	\$27.99 cpm
<b>20,000 – 29,999</b>	\$28.61 cpm	\$26.33 cpm
<b>30,000 – 39,999</b>	\$23.37 cpm	\$21.50 cpm
<b>40,000 – 49,999</b>	\$21.82 cpm	\$20.07 cpm
<b>Sunday Distribution</b> (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.
- Drop Off Information:  
315 South Boulder Tulsa, OK 74103  
Dock Hours: 8am-3:30 pm Mon-Fri

#### 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.

# PRINT

## 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 H	14.25	\$33 PCI	\$470.25
Quarter Page V	14.4375	\$33 PCI	\$476.44
Eighth Page	7.125	\$33 PCI	\$235.13
Sixteenth H	3.3282	\$33 PCI	\$109.83
Sixteenth V	3.7	\$33 PCI	\$122.10

**Open Rate, Liners –**  
\$15.96 per inch column  
Print to web \$10

**Open rate, Display –**  
\$33.00 per column  
inch

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"

**Search Boost** - The first print ad of a billing period will have a **\$49 charge added** to the invoice.

There is only 1 Search Boost charge no matter to number of total ads run in a billing period

## 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.