

ADVERTISING RATES AND INFORMATION

EFFECTIVE JAN. 1, 2016

DISCOUNTS
AVAILABLE FOR
LONG TERM
ADVERTISERS

GENERAL INFORMATION

Oologah Lake Leader
109 S. Maple Street, PO Box 1175
Oologah OK 74053-1175
918-443-2428 Fax 918-443-2429

Circulation:

Regular Circulation: About 2,400
Circulation with Sample: About 3,300
The Oologah Lake Leader is Rogers County's largest weekly newspaper with a primary circulation area in Northwest Rogers County and the Oologah-Talala School District, Oologah, Talala, Tacora Hills, Briarcliff, Canyon Oaks, parts of rural Claremore. Zips 74053, 74080, 74017

Publication Schedule:

Printed every Wednesday for delivery Thursday except the last week of the year.

Mechanical Requirements:

Broadsheet 22" web
6 col. (10") x 21" page image area
1 col. = 1.56", 2 col. = 3.25", 3 col. = 4.93"
4 col. = 6.61", 5 col. = 8.3", 6 col. = 10"

Electronic submission:

E-mail ads in pdf or jpg format to
OologahAds@sbcglobal.net

Staff:

Advertising Director: Carolyn Estes
carolyn.estes@sbcglobal.net
Cell: 918-344-3389

Publisher and Editor: John M. Wylie II
Publisher, General Manager: Faith Wylie
Paper Deliveries: Tim Carman
Receptionist/Billing: Vickie Hefner

Policies:

The publisher has the right to accept, reject or cancel any advertising. **The Leader does not accept anonymous political advertising, tobacco advertising or advertising which is inappropriate for minors.**

Established advertisers can set up a monthly advertising account with the *Leader*. Advertising charges are due by the 15th of the next month. Past due charges of 1.5% per month will be imposed after the 30th. Discounts may be revoked retroactively on overdue accounts.

The *Leader* accepts payments by MasterCard, Visa and Discover.

1099 Information:

Oologah Lake Leader LLC, Fed ID# 73-1546388
Download a 1099 form at www.oologah.net/ads

DISPLAY ADVERTISING

Display Deadline: 5 pm Monday

(We can accept pdf finished ads until noon Tuesday)

National Rate: \$6.50 per column inch

Agency commission available on national rate

Local Rate: \$4.95 per column inch

Local discounts can be earned based on frequency and size. Discounts and commissions may be revoked on accounts due over 30 days. Accounts due over 30 days are subject to 1.5% interest per month.

Combo Sample Rate: \$5.95 per column inch

About once a month, the *Leader* mails to non-subscribers in addition to our regular readers. We sample readers in Oologah, Talala and Claremore Route 5. Circulation those weeks is about 3,300.

Color: \$1.00 per inch additional charge for spot or process color - as available on a first-come basis
\$1.50 per inch combo rate for TMC

Business Card Directory:

\$12.50 per week for multiple insertions.
\$15 for one insertion

WEB ADVERTISING ON OOLOGAH.NET

125x125 \$20 per month, 300x250 \$25 per month

INSERTS

Regular circulation (2,400): \$60/M, \$144
Combo (3,300): \$60/M, \$312

Single sheet inserts must be on at least 24 Lb. paper
Rates are based on a single sheet, 8-page tab, or 4-page broadsheet up to 1 oz. and 11" x 11".

Surcharges:

12-Page insert or larger \$75/M
Overweight: \$20 per additional ounce per thousand
Folding charge: \$10 per thousand
Hand-inserting: \$10 per thousand

CLASSIFIED ADVERTISING

30¢ per word for one insertion

25¢ per word for multiple insertions

\$6.00 minimum. Must be paid in advance except for established commercial accounts.

Due at 5 p.m. Tuesday.

Place classifieds online at www.oologah.net

LEGAL ADVERTISING

15¢ per word/70¢ line

The *Oologah Lake Leader* is a paid circulation legal newspaper in Rogers County, Oklahoma. Legal rates are set by state law.