

## ADVERTISING RATES AND INFORMATION

EFFECTIVE JAN. 1, 2010

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 3,200  
TMC Circulation: About 6,000  
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

### Publication Schedule:

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

### Mechanical Requirements:

Broadsheet 23" web  
6 col. (10.556") x 21.5" page image area  
1 col. = 1.65", 2 col. = 3.43", 3 col. = 5.215"  
4 col. = 6.996", 5 col. = 8.776", 6 col. = 10.556"

### Electronic submission:

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

### Staff:

Advertising Director: Carolyn Estes (ext. 26)  
carolyn.estes@sbcglobal.net  
Cell: 918-344-3389

Publisher and Editor: John M. Wylie II (ext. 23)  
Publisher, General Man.: Faith Wylie (ext. 22)  
City Editor: Chris Edens (ext. 25)  
Receptionist/Billing: Vickie Hefner (ext. 21)

### Policies:

The publisher has the right to accept, reject or cancel any advertising. No anonymous political advertising will be accepted. Tobacco advertising is not accepted. Advertising for alcoholic beverages will not be placed on the church or school pages. Advertising which is inappropriate for minors will not be accepted.

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 or Visa.

### 1099 Information:

Oologah Lake Leader LLC, Fed ID# 73-1546388

### DISPLAY ADVERTISING

#### Display Deadline: Noon Tuesday

(2 p.m. Monday if a proof is required or if color is desired)

#### National Rate: \$6.25 per column inch

Agency commission available on national rate

#### Local Rate: \$4.50 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 TMC Rate: \$5.40 per column inch

About once a month, the *Leader* offers a total market coverage product which covers non-subscribers in addition to our regular readers in Oologah, Talala and Claremore Route 5. Circulation those weeks is about 6,000.

**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 per week for multiple insertions.

\$15 for one insertion

### WEB ADVERTISING ON OOLOGAH.NET

\$20 per month or \$10 cpm

### INSERTS

**Regular circulation (3,200): \$60/M, \$192**

**TMC (6,000): \$60/M, \$360**

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 11.5" x 11.5".

#### 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

**25¢ per word for one insertion**

**20¢ per word for multiple insertions**

\$5.00 minimum. Must be paid in advance except for established commercial accounts.

Due at 5 p.m. Tuesday.

Place classifieds online at [www.oologah.net](http://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.