

# McAlester News-Capital

Effective March 1, 2010

## DISPLAY ADVERTISING

### NON-CONTRACT RATES

Open Retail Rate	\$13.25 pci
Political Rate	\$13.25 pci
National Rate	\$17.25 pci
Community Service Rate*	\$8.50 pci
Sunday Rate	Add \$.50 pci
TMC Pickup Rate	Add \$2.00 pci

\*Rates apply to civic and religious groups with documented non-profit status.

### GUARANTEED POSITIONING

Position requests will guarantee page number only at an additional charge of 30% to the overall ad cost. Subject to availability.

### COLOR

**BY THE INCH** (Available on ads 4" or larger)

One Spot Color	-	\$2.00 pci
Two Spot Color	-	\$3.00 pci
Full Process Color	-	\$4.00 pci

### LARGE AD COLOR RATES

One Spot Color	-	\$125
Two Spot Color	-	\$175
Full Process Color	-	\$300

### DEADLINES

Publication Day:	Deadline:	
Monday	Thursday	3pm
Tuesday	Friday	3pm
Wednesday	Monday	3pm
Thursday	Tuesday	3pm
Friday	Wednesday	3pm
Sunday	Thursday	Noon
TMC (Wed/Thurs)	Thursday	Noon

### PRE-PRINTED INSERTS

1-10 pages	-	70 cpm
12-22 pages	-	75 cpm
24+ pages	-	80 cpm
Sticky notes, bags, etc.	-	90 cpm

### PRE-PRINT CONTRACT RATES

(Based on annual commitment in writing - 5000 qty minimum)

6-12 Insertions	(Annual)	\$5.00 discount cpm
13-20 Insertions	-	\$8.00 discount cpm
21-30 Insertions	-	\$10.00 discount cpm
31-49 Insertions	-	\$12.00 discount cpm
45+ Insertions	-	\$15.00 discount cpm

Minimum Quantity 5000

Maximum Size 11x11 (or folded)

Zoning available by zip code. Additional charge of 25%

Must be delivered 8am-4pm M-F, 10 days prior to insertion

Inserts should be labeled and delivered to:

**McAlester News-Capital**  
**500 S. 2nd**  
**McAlester, OK 74501**

### AD SUBMISSION

All photos & artwork submitted must be at least 200 dpi. Acceptable forms are PDF or TIFF with fonts embedded. Advertisements may be submitted electronically to:

[composing@mcalesternews.com](mailto:composing@mcalesternews.com)

### PRINT MECHANICALS

1 column	-----	1.60 inches
2 column	-----	3.36 inches
3 column	-----	5.10 inches
4 column	-----	6.80 inches
5 column	-----	8.60 inches
6 column	-----	10.30 inches

**ADVERTISING TERMS & POLICIES.** All advertising must be paid in advance unless the business or individual has approved credit with the McAlester News-Capital. All invoices are due upon receipt. Accounts 60 days overdue will not be allowed to advertise until the balance is paid in full. Major credit cards are acceptable forms of payment. Tobacco & alcoholic beverage advertising is accepted. Advertising messages simulating news must carry the word "advertisement" in the ad. The McAlester News-Capital does not knowingly accept ads of fraudulent, misleading or discriminatory nature and reserves the right to edit or reject any advertisement. Publisher reserves the right to revise rates at any time. Pre-prints & advertisements cancelled after deadline will be charged at the full rate of the scheduled run. The McAlester News-Capital will not be responsible for errors if the client has been furnished a proof. In the event of an error, liability is limited to the space of the error and a correction ad of similar size will be provided. All political advertising must be paid in advance prior to deadline and must adhere to political advertising guidelines.