

McAlester News-Capital

500 S. 2ND • McALESTER, OKLAHOMA • 918-423-1700 • WWW.MCALESTERNEWS.COM

NON-CONTRACT RATES

Open Rate	-	\$12.75 pci
Political Rate	-	\$12.75 pci
National Rate	-	\$16.75 pci
Community Service Rate*	-	\$8.00 pci
Sunday Rate	-	\$.50 pci additional

*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%

COLOR BY INCH RATES

(Available on ads 4" or larger)

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

LARGE AD COLOR RATES

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

FREQUENCY AD PACKAGES

- Daily Package** - to run 26 times in the News-Capital and 4 times in the Hartshorne Sun. \$5.00 pci. (30 total appearances*)
- Alternating Daily Package** - To run 12 times in the News-Capital and 4 times in the Hartshorne Sun. \$6.50 pci. (16 total appearances*)
- Bi-Weekly Package** - To run 8 times in the News-Capital and twice in the Hartshorne Sun. \$8.50 pci. (10 total appearances*)

*Ads to publish within a 30-day period. In the event that the frequency package is cancelled before the fulfillment of the necessary appearances, open rates will apply. One copy change will be allowed throughout the 30-day period.

ROP CONTRACTS

Based on annual commitments in writing.

Total Inches	Rate PCI
200-299	\$10.80
300-499	\$10.60
500-699	\$10.40
700-999	\$10.15
1,000-1,599	\$9.80
1,600-2,199	\$9.30
2,200-3,499	\$8.90
3,500-6,199	\$8.50
6,200-9,999	\$8.00
10,000-15,000	\$7.50
Sundays, add \$.50 pci	

*All contract advertisers will get an additional \$1.00 off per inch from standard "color by the inch" rates and \$50.00 off "large ad" color rates.

COMMERCIAL PRINT JOBS

- Special newsprint sections
- Full-color slick magazine-style publications.
- Preprint Design
- Available on request. Call for a quote.

PRE-PRINTED INSERTS

1-10 pg	-	70 cpm
12 pg -22	-	75 cpm
24 +	-	80 cpm
Sticky Notes	-	90 cpm

PRE-PRINT CONTRACT RATES

Based on annual commitments in writing.

6-12 insertions	(Annual)	\$5.00 discount cpm
13-20		\$8.00 discount cpm
21-30		\$10.00 discount cpm
31-49		\$12.00 discount cpm
45-50		\$15.00 discount cpm

-Minimum quantity of 5000.

-Maximum size - 11x11.5 (or must be folded).

-Pre-Print Zoning is available by zip code at an additional charge of 25%.

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

-Inserts should be labeled and delivered to:

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

PRINT MECHANICALS

ROP SIZES

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

CLASSIFIED DISPLAY SIZES

1 column.....	1.00	inches
2 column.....	2.20	inches
3 column.....	3.30	inches
4 column.....	4.50	inches
5 column.....	5.60	inches
6 column.....	6.80	inches
7 column.....	7.90	inches
8 column.....	9.10	inches
9 column.....	10.30	inches

AD SUBMISSION

-All photos & artwork submitted for News-Capital publication must be at least 200 dpi.

-Ads may be submitted electronically through AP AdSend, FastChannel adDirect.com or via email to composing@mcalesternews.com.

-Acceptable formats are PDF or TIFF with fonts embedded. Must be high resolution.

DEADLINES

Publication Day:	Deadline:	
Monday.....	Thursday	3pm
Tuesday.....	Friday	3pm
Wednesday.....	Monday	3pm
Thursday.....	Tuesday	3pm
Friday.....	Wednesday	3pm
Sunday.....	Thursday	Noon

McAlester News-Capital

CLASSIFIED LINER RATES

# Days # Lines	1	2	3	4	5	6	7	10	14	30
2	8.20	13.32	17.90	22.39	26.69	30.54	34.68	47.32	61.30	98.50
3	11.50	16.98	22.05	28.06	33.5	38.28	43.49	58.44	75.40	125.70
4	14.00	20.64	26.40	33.73	40.32	46.03	52.30	69.54	89.50	152.95
5	16.50	24.30	30.75	39.40	47.14	53.77	61.11	80.66	103.60	180.15
6	19.00	27.96	35.10	45.07	53.96	61.51	69.93	91.76	117.70	207.40

CLASSIFIED SPECIALS

GARAGE SALES (5 LINES)

1 DAY \$15
2 DAYS \$20
3 DAYS \$25

CAR ADS

RUNS UNTIL IT SELLS! (5 LINES)

\$45 - INCLUDES PRINT AD, PICTURE & AUTOCONX

OTHER ITEMS FOR SALE

UNDER \$100 - FREE FOR 3 DAYS
UP TO \$1,000 - 10 DAYS \$10
UP TO \$5,000 - 10 DAYS FOR \$30
OVER \$5,000 - 10 DAYS FOR \$40

RENTAL SPECIAL (5 LINES)

2 WEEKS - \$45
UP TO 1 MONTH - \$60

REAL ESTATE SPECIAL (12 LINES)

1 MONTH - \$125

BUSINESS DIRECTORY

SINGLE SIZE - \$4 PER DAY OR \$90 PER MONTH

DOUBLE SIZE - \$8 PER DAY OR \$180 PER MONTH

CLASSIFIED RECRUITMENT PACKAGES

LINER RECRUITMENT PACKAGE - \$99.00

Includes:

4 lines for 5 days in the McAlester News-Capital (\$3.25 per line added for longer ads)
7-day post on Monster.com
5 days premium text ad on mcalesternews.com
5-day liner ad on mcalesternews.com
1 post in the Hartshorne Sun (weekly paper)

DISPLAY RECRUITMENT PACKAGES

Includes:

2-day run in the McAlester News-Capital
7-day post on Monster.com
5 days premium text ad on mcalesternews.com
5-day display ad upload on mcalesternews.com
5-day liner ad (4 lines) in the McAlester News-Capital

Add Print Run:

SMALL	-	4" Ad	\$152	-	\$36
MEDIUM	-	10" Ad	\$260	-	\$90
LARGE	-	24" Ad	\$512	-	\$260

OBITUARIES

Include: 1-day appearance in the McAlester News-Capital print version and an interactive online obituary for 30 days at mcalesternews.com. Here, visitors may sign a guestbook, offer condolences, order flowers and more.

300 words	-	\$60
301 - 450 words	-	\$75
450 words or larger	-	\$100

The McAlester News-Capital has the right to edit obituaries as they see fit. If you would like to run exactly as submitted, space may be purchased at \$12.75 per column inch.

ADVERTISING TERMS & POLICIES

- All advertising must be paid in advance unless the business or individual has approved credit on file with the McAlester News-Capital.
- All invoices are due upon receipt.
- All accounts 60 days past due will not be allowed to advertise until 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" above 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.
- Preprints & 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 a similar size will be provided.
- All political advertising must be paid in advance (by deadline).

Revised January 2009