

Rate Schedule

Mechanics

Advertising	Column Inches	Display Ads	Classified Display
	1 - 15	\$ 6.25 pci (per column inch)	\$ 7.50 pci.
	16 - 31	\$ 5.00 pci	\$ 6.00 pci
	32 - 63	\$ 4.00 pci	\$ 5.00 pci
	64 - 129	\$ 3.00 pci	\$ 4.00 pci
	Above 129	\$ 2.75 pci	\$ 3.00 pci
National Rate	\$ 6.25 pci Not subject to discounts		
Specialty Ads	Birthday / Anniversary Ad \$ 20.00		
	Sports Page Ads \$ 15.00 Per week, not subject to discounts		
	Spiritual Page Ads \$ 8.00 Per week, not subject to discounts		
Political Ads	\$ 6.25 pci All political ads must be pre-paid, not subject to discounts		
Non-Profit Ads	\$ 3.00 pci Churches and charitable groups, not subject to discounts		
Classified Ads	\$ 7.50 for up to 35 words; \$1 for each additional 5 words		
Ad Briefs	50 cents per word	10 word minimum, 40 word maximum	
Color	1 Color	\$ 75.00	
	2 Colors	\$ 125.00	
	3 Colors	\$ 150.00	
	4 Colors Process	\$ 200.00	
Guaranteed Positioning	An extra 30% of earned rate		
Pre-Printed Inserts	2-6 Pages	\$ 75.00 Per thousand	
	Over 6 Pages	Call for quote	
Discounts			
Multi-Issue Discount	15%	Ads must run in at least 4 consecutive issues within a month	
Pickup Ads	15%	For the same ad running in at least 2 issues with no changes	

Dimensions (SAU) - Standard Advertising Unit		
Full Page	11.125" wide (66.9 picas) x	
	21" high (126 picas)	
	Billed at 129 inches	
1 Column	1.75" wide	10.6 picas
2 Column	3.625" wide	21.9 picas
3 Column	5.5" wide	33.0 picas
4 Column	7.375" wide	44.3 picas
5 Column	9.25" wide	55.6 picas
6 Column	11.125" wide	66.9 picas

Composing Equipment

- All Mac
- We can scan on flatbed or use digital photos

Software

- Adobe Photoshop 7.0
- InDesign 2.0
- Illustrator 10.0
- Acrobat 5.0
- Multi-Ad Creator 4.0
- Microsoft Word 10.1

Deadlines

Classified Ads	Monday at Noon
Camera ready ads:	Monday 1 p.m.
Ads requiring typesetting and proofs:	Friday 2 p.m.

Subscribers	2,117	(837)*	135% Increase since 2003
Total circulation	2,834	(1,337)*	100% Increase since 2003
Breakdown by community:			
Perkins	972	53.5% of	1,779 households
Tryon	65	14.5% of	427 households
Carney	54	12.8% of	383 households
Coyle	48	11.2% of	426 households
Ripley	29	8.0% of	364 households
Stillwater	1,257	6.3% of	18,772 households

* 2003 Circulation figures

Subscription price	\$28 in Oklahoma
	\$32 out of Oklahoma

The Journal

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