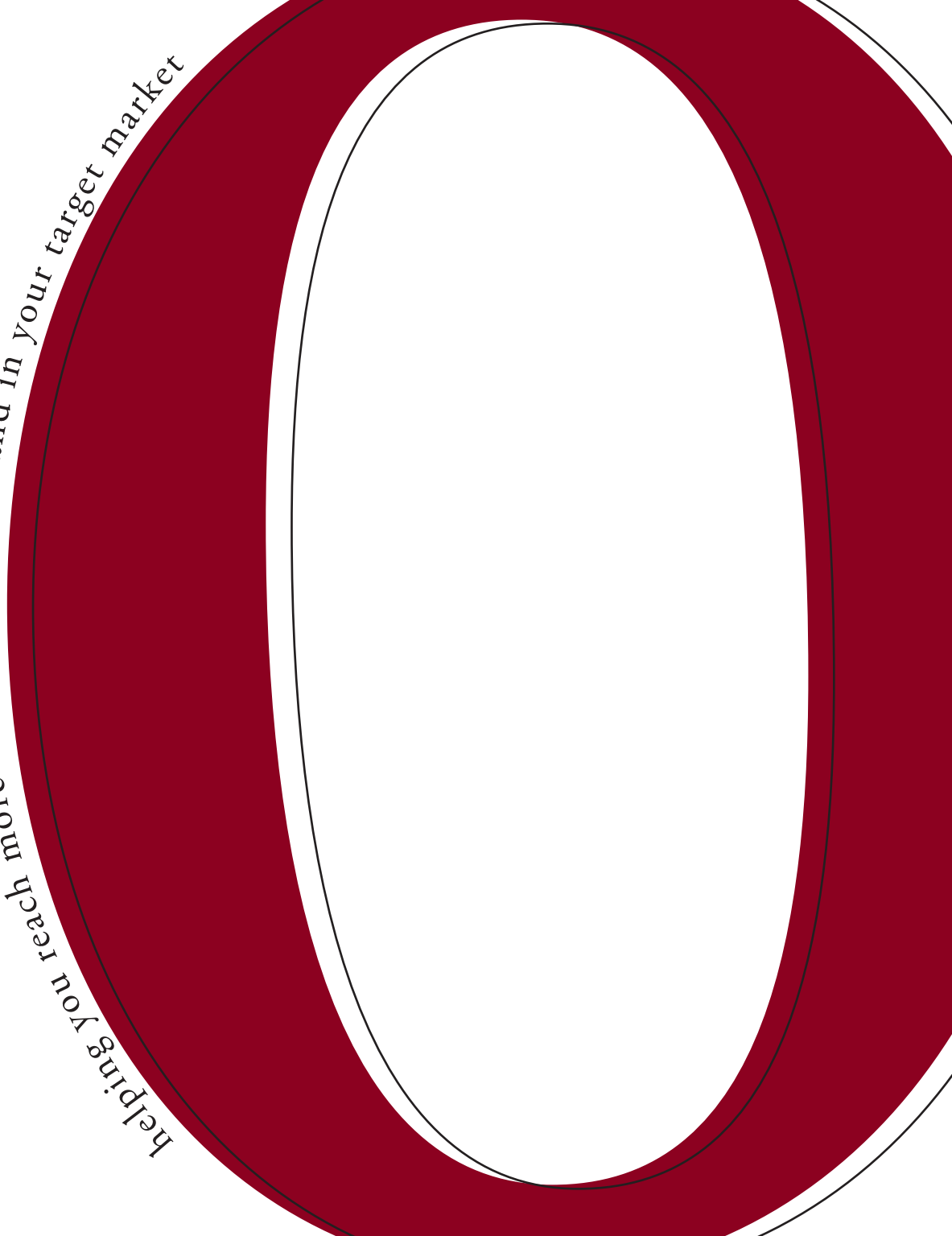


2006-2007

THE OKLAHOMA DAILY

advertising rates & information

helping you reach more than thirty thousand in your target market



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CONTACT INFORMATION

860 Van Vleet Oval
Copeland Hall, 149A
Norman, OK 73019
studentmedia.ou.edu
hub.ou.edu

Advertising
405.325.2521
F: 405.325.7517
dailyads@ou.edu

Classifieds/Billing
405.325.2521
classifieds@ou.edu

Newsroom
405.325.3666
dailynews@ou.edu

Printer Address
The Edmond Sun
201 S. Broadway
Edmond, OK 73034

People to Know

Director:
Twila Smith

Advertising Advisor:
Allison Stanford

Billing Office Manager:
Stacy Wehrenberg

Advertising Manager:
Brandt Smith

Design Manager:
Ashley Compton

Editor:
William Savage III

OU MARKET

Since 1916, The Oklahoma Daily has been a perfect fit for the OU community and can now be a perfect fit for you. The information provided in this planner is designed to assist you in getting your message to OU students, faculty and staff, but we know that nothing can take the place of personal service. That's why The Oklahoma Daily's advertising, business and production staffs are available to help as you plan and prepare your promotions for the University of Oklahoma.

SUCCESS PARTNERS

Very simply, we don't believe in selling you something you don't need. If, however, you're interested in reaching the University of Oklahoma Market and you're interested in growing your business or organization with a base of more than 30,000 students, faculty and staff, we're ready to be your partner in success. It's our pledge to listen to your needs, ask questions about your goals and develop plans to help you be successful. We're ready and willing to help you design effective messages, prepare your ads for publication and deliver "you" to the "U" every weekday morning.

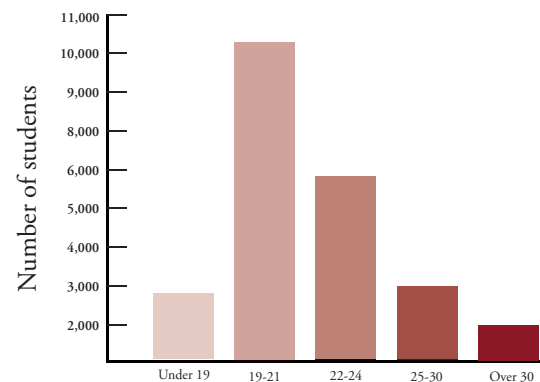
CONTENT

Content of The Oklahoma Daily is determined by a staff of student editors. Decisions on the acceptability of editorial material are made by the student editor, and advertising acceptability is determined by the advertising manager, also a student.

PROVEN QUALITY

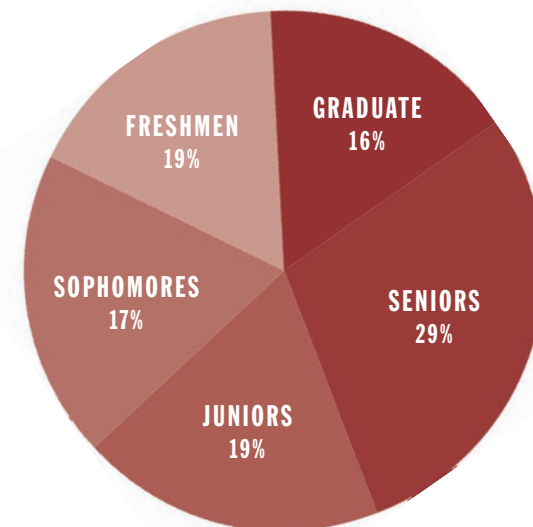
While we pride ourselves on quality work, it's always nice when it's recognized by someone else. In March 2006, The Oklahoma Daily was awarded two Gold Crowns by the Columbia Scholastic Press Association, ranking it in the top four collegiate daily newspapers in the country. Individual staff members received their share of pats on the back, too.

AGE DISTRIBUTION



Source: OU Institutional Research and Reporting Factbook 2006.

OU STUDENT MARKET



Freshmen	4,360
Sophomores	3,944
Juniors	4,275
Seniors	6,761
Graduate	3,608
Total	22,948



OUR MARKET

Over 30,000
number of students, faculty and staff reached by The Oklahoma Daily

95% of OU students own or lease a computer; 95.3% have access to a car

11,000 our weekday circulation during the fall and spring academic terms; 6,000 on Wednesdays during the summer months

\$500,000 is spent per month on clothing and gifts by OU students

140 number of on- and off-campus sites at which The Oklahoma Daily is distributed free by 7 a.m. weekdays

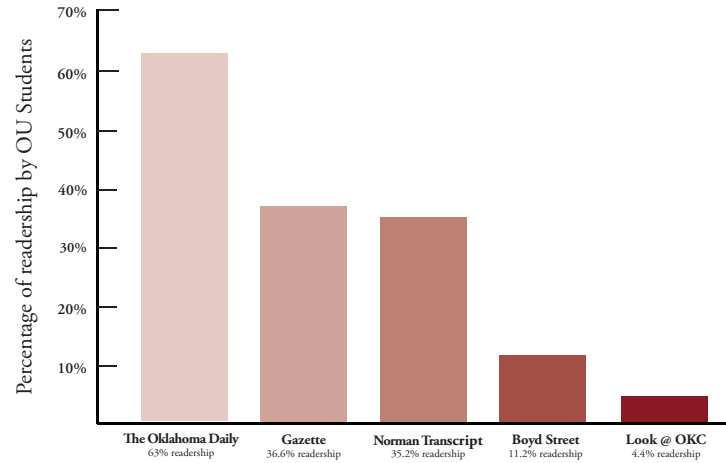
19,000 number of visits per week made to off-campus fast-food restaurants by OU students; 16,000 visits per week are made to sit-down restaurants

1

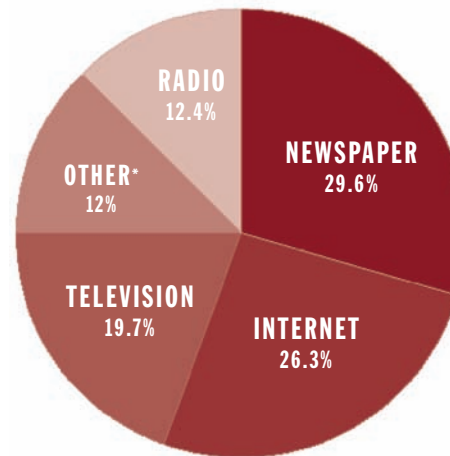
\$200,000 amount spent per month on hair styling, manicures, pedicures and tanning

Over 110,000 number of hours per week OU students spend online

OUR REACH



Source: University of Oklahoma Media Survey. Jordan Associates, August 2005.



Areas from which OU students get their information about local & campus events

* "Other" includes word-of-mouth, direct mail and sidewalks

Source: University of Oklahoma Public Opinion Learning Lab, October 2005.

LOCAL

per col. inch \$15.00

Oklahoma-based businesses advertising for business conducted in the state are eligible for local rates.

Monthly Contracts

Monthly contracts must be fulfilled within 20 consecutive issues of The Oklahoma Daily. Contract may begin on any day of the month.

20 to 49 col. in., per inch \$12.50

50 to 99 col. in., per inch \$12.00

100 to 149 col. in., per inch .. \$11.50

150 to 199 col. in., per inch .. \$11.00

200 to 299 col. in., per inch .. \$10.50

300 to 399 col. in., per inch ... \$10.00

400 to 499 col. in., per inch \$9.50

500 to 599 col. in., per inch \$9.00

600 to 699 col. in., per inch \$8.50

700 or more col. in., per inch .. \$8.00

Semester Contracts

Semester contracts must be signed by Sept. 1 for the fall semester and Feb. 1 for the spring semester.

200 to 299 col. in., per inch .. \$10.00

300 to 399 col. in., per inch \$9.50

400 to 499 col. in., per inch \$9.00

500 to 599 col. in., per inch \$8.50

600 to 699 col. in., per inch \$8.00

700 or more col. in., per inch .. \$8.00

Annual Contracts

Annual contracts must be signed by Sept. 1 and end July 31, 2007.

500 or more col. in., per inch .. \$8.00

OPEN

per col. inch \$15.00

Open display advertising rate applies to all transient business and non-contract local clients.

NATIONAL

per col. inch \$15.00

National display advertising rate applies to all national (non-local) advertisers, their agencies and representatives. Net to newspaper, non-commissionable rate. Ten percent pre-payment discount available with prior arrangement. Call for details.

NON-PROFIT

per col. inch \$10.00

Special rate applies to all churches; non-profit civic and service organizations; government agencies; and public colleges and universities. To qualify for this rate, organizations must provide an IRS form 501(c)3 or 501(c)4.

POLITICAL

per col. inch \$15.00

Local rates apply for political advertising for local elections, issues, candidates, forums and political organizations. Students running for University of Oklahoma political offices or advertising for OU elections are eligible for the student rate.

STUDENT

per col. inch \$8.00

Special rate applies to registered student organizations of the University of Oklahoma; OU fraternities and sororities; student government candidates; and individual OU students placing non-commercial and non-political advertising.

UNIVERSITY

per col. inch \$10.00

Special rate applies to University of Oklahoma colleges, departments, offices, auxiliaries and OU faculty/staff organizations placing non-commercial and non-political advertising. University Semester and Annual contracts are also available.

COLOR

Charges are in addition to the cost for black and white space. Color deadlines are one business day prior to the standard space reservation deadlines.

Black plus 1 \$95

Black plus 2 \$175

Process color \$275

AD DEADLINES

Ad scheduling, payment and copy/artwork deadline is by 5 p.m. two days prior to the day on which you want the ad to run.

Published	Deadline
Monday	Thursday by 5 p.m.
Tuesday	Friday by 5 p.m.
Wednesday	Monday by 5 p.m.
Thursday	Tuesday by 5 p.m.
Friday	Wednesday by 5 p.m.

INSERTS

Pre-printed inserts are accepted upon prior approval. Base/minimum: 11,000

Per 1,000 inserts:

Two 8.5 x 11" pages or less \$60

Four 8.5 x 11" or 2 tab pages \$65

Eight 8.5 x 11" or 4 tab pages \$70

Sixteen 8.5 x 11" or 8 tab pages \$75

Twenty-four 8.5 x 11" or 12 tab pages \$80

Each add'l unit of 2 tab pages \$5

* Inserts must be scheduled and received five days prior to the day they run.

Frequency contract rates are available on request.



CARD ADS

per column inch \$140

Up to 48% off

Our ultimate frequency discount! Card ads offer you considerable savings off single ad rates.

Run 20 consecutive issues

Ad copy may change every five issues.

Card ADvantage

All card ad customers renewing without a lapse in publication receive a free, 2-column x 5-inch display ad with each renewal. Each bonus ad may be used anytime in the month following renewal.

Placement choice

You may specify to have your card ad run in the classified section or the regular run of the newspaper.

For accounts with established credit, card ads are billed at the end of the month in which the first insertion occurs. For clients without an established account, payment in full must be received prior to the first insertion.

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WEEKLY FREQUENCY OFFERS

Special frequency offers are available for non-contract local, non-profit, political, student and university customers.

Your account executive can help you use these offers for promotional campaigns. Select from the following:

Seeing Double

Get an ad for 25% off

Double your exposure with our pick-up rate. Add a day's run on any regular display ad and get the next consecutive issue at 25 percent off.

Triple Hit

Get an ad for 50 % off

Triple your exposure. Run two ads in a calendar week and get a third ad that week at half off! Ad copy may change with each issue, but ad size should be the same.

No. 1 Combo

Get an ad free!

It's one of our most popular frequency offers! Place three regular display ads in a calendar week and get a fourth ad that same week absolutely free. Your ad copy may change with each issue; same size ads.

Super Size

Super exposure, super savings. Run all five days in a calendar week and get 30 percent off your inches. That's one ad at half price and one free! Copy may change, but keep the ad size the same.

NEW BUSINESS

Run 5 ads, get 3 ads free! Our new business "Welcome Special" offers three free ads during your first two weeks of advertising — a savings of more than 35 percent. New businesses may run eight ads in two calendar weeks to qualify and get three of the ads free. An account exec can work with you to prepare ad designs, plan marketing strategies and keep you in touch with the OU market. For details on this opportunity to give your new business a boost, call us!

GAME SPONSORSHIPS

There is limited space available — only one space per game! All ads are located directly above the following games/puzzles except for the Crossword, which is located just below the Crossword questions. Game sponsorship ads require a 20 consecutive day commitment.

2 col. (3.792 in.) x 2 in. Ads

Sudoku \$760 per month

Boggle \$760 per month

Jumble \$760 per month

Horoscope ... \$760 per month

1 col. (1.833 in.) x 2.25 in. Ad

Crossword.... \$515 per month

SPECIAL ISSUES

Football Preview:

ad deadline...Aug. 24

published.....Aug. 30

Texas Weekend:

ad deadline...Sept. 28

published.....Oct. 4

Gift Guide:

ad deadline....Oct. 30

published.....Nov. 27

Finals Week:

ad deadline.....Dec. 6

published.....Dec. 11

Spring Preview:

ad deadline.....Jan. 11

published.....Jan. 16

Apartment and Home

ad deadline.....Feb. 8

published.....Feb. 27

Visitor Guide:

ad deadline...Feb. 12

published.....May 11

Graduation Magazine:

ad deadline..April 13

published.....May 11

Year in Review:

ad deadline.....May 2

published.....May 7

DATES OF PUBLICATION 2006-2007

AUGUST 2006						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER 2006						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER 2006						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER 2006						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 2006						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JANUARY 2007						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 2007						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH 2007						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

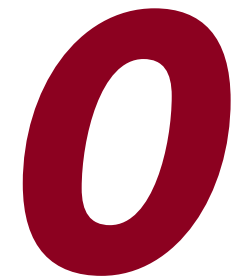
APRIL 2007						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY 2007						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE 2007						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY 2007						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

165 publication dates in red
○ special publications



AD ACCEPTANCE

All advertising is subject to the approval of The Oklahoma Daily staff. An advertisement or insert is not considered accepted until publication. The Oklahoma Daily reserves the right to refuse any advertising that does not conform to the advertising policy. A copy of this policy may be obtained from The Oklahoma Daily business or advertising offices.

CANCELLATIONS

Cancellation of advertising for refund or credit can only be made prior to the deadline for space reservations.

ERRORS

We regret it when mistakes happen and will work to amend any advertising errors made by our newspaper as quickly as possible. The Oklahoma Daily will be responsible for only the first insertion of incorrect copy. Compensation for errors made can only be for the cost of the ad.

MECHANICALS

Minimum display ad size is 1 column by 2 inches. Ads over 18 inches in depth will be charged at the full column depth of 21 inches. Horizontal ads must be a minimum of two column inches. Display advertising is sold by the column inch in quarter-inch increments.

Broadsheet Format

6 columns per page, 21 inches in depth	
2 column inches	1.833 x 2"
Full page	6 col. x 21"
1 column	1.833"
2 columns	3.792"
3 columns	5.75"
4 columns	7.708"
5 columns	9.667"
6 columns	11.625"

CLASSIFIEDS

Both line and display advertisements may be placed. There is a two-line minimum for line ads and a two-column-inch minimum for display ads. Art, reverses and other special techniques are available in display ads only. Classified display ads appear at the bottom of the classified pages. Ads may also be placed on The Oklahoma Daily's Web site, hub.ou.edu, for a nominal fee.

PAYMENT & TERMS

Payment must be made with order unless credit has been established with The Oklahoma Daily. Credit may take two weeks for processing. Payment may be made by check, cash, money order or credit card. Visa, Mastercard, American Express and Discover are accepted. Political and transient advertisers must pay cash, certified check or money order, or by verified credit card charge, in advance. For information on applying for a display advertising credit account, please consult your account executive. All classified line advertising is sold on a pre-payment basis. All advertising rates are net to newspaper.

ELECTRONIC SUBMISSION

Due to software licensing issues, Student Media cannot legally accept client-provided fonts. For this reason, the preferred file format for ad submission is an Adobe Acrobat PDF X-1A file. A PDF X-1A compliant file assures that the ad uses no RGB color files and that all fonts are correctly embedded. This format is also most compatible with all versions of Acrobat. PDF files should be tested for PDF X-1A compliance prior to submission. To test the file, open it in Adobe Acrobat and perform a preflight using the PDF X-1A setting. Ensure that the file is the correct ad size (floating prohibited). Also ensure that no security settings exist.

POSITION

The Oklahoma Daily will honor position requests when possible. Guaranteed placement is available for an additional cost. Please ask your account executive for more information.

MEMBERSHIPS

The Oklahoma Daily and its personnel are members of the Associated Press, Oklahoma Press Association, Associated Collegiate Press, Columbia Scholastic Press Association, Society of News Design, College Media Advisers, Western Association of University Publications Managers, and the College Newspaper Business and Advertising Managers.

AGENCIES

Insertion orders may be accepted from agencies who are members of the American Association of Advertising Agencies (AAAA). All rates are net to newspaper.

REP FIRMS

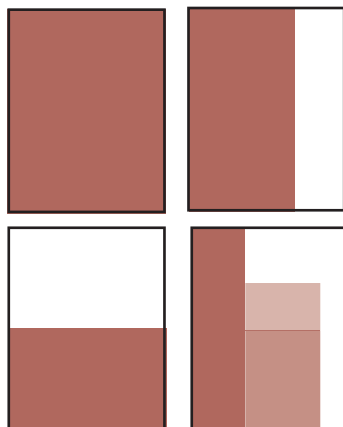
The Oklahoma Daily is represented nationally by several media companies specializing in collegiate marketing. Please call for details.



SAMPLE SIZES

Magazines*

Visitor Guide, The Sower, Commencement Dining Guide, Gift Guide and Apartment & Home Guide are also magazines, but sizes differ. Call your advertising representative for details.

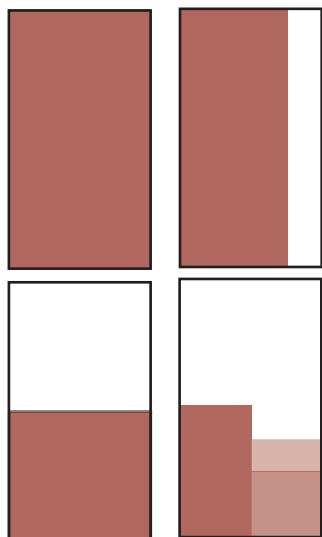


Full Page..... 8.5 x 11"
 Two-Thirds Page .. 5.67 x 11"
 Half Page 8.5 x 5.5"
 Third Page 2.83 x 11"
 Quarter Page .. 4.025 x 5.28"
 Eighth Page 4.025 x 2.56"

* Prices vary. Please call for details.

Broadsheet Special Publications

Football Preview, Finals Week, Texas Weekend, Spring Preview, Year In Review



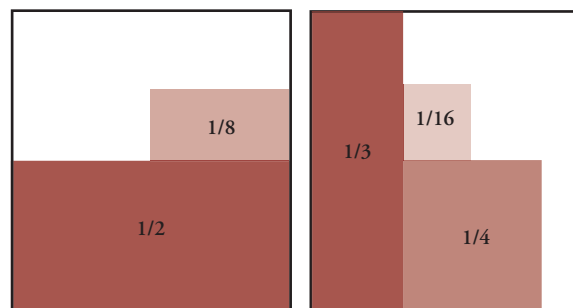
Full Page \$1,175
 11.625 x 21"
 Three-Quarter Page ... \$1,025
 11.625 x 15"
 Half Page \$750
 11.625 x 10.5" or 5.75 x 21"
 Quarter Page \$425
 5.75 x 10.5"
 Eighth Page \$250
 5.75 x 5.1875"
 Sixteenth Page \$175
 5.75 x 2.5"



OU's weekly guide to movies, music, arts & entertainment

The Scene, a heavy, high-bright tabloid, is published every Monday of the fall and spring semesters and placed in separate racks so it's available to students all week long. The Scene is OU's connection to what's happening in food, fashion, music and nightlife.

THE SCENE SIZES & PRICES



Full Page 10.25 x 11"
 Half Page 10.25 x 5.425"
 Third Page 3.33 x 11"
 Quarter Page 5.056 x 5.425"
 Eighth Page 5.056 x 2.638"
 Sixteenth Page ... 2.465 x 2.638"

	1 Week	7 Weeks	14 Weeks*
Full	\$650	\$575/wk	\$525/wk
Half	\$375	\$315/wk	\$260/wk
Third	\$300	\$225/wk	\$200/wk
Quarter	\$225	\$165/wk	\$150/wk
Eighth	\$150	\$115/wk	\$100/wk
Sixteenth	\$100	\$85/wk	\$75/wk

* Free color for 14-week contracts





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860 Van Vleet Oval, Room 149A • Norman, Oklahoma 73019-2052

The Oklahoma Daily is a publication of Student Media, in OU's division of Student Affairs. The University of Oklahoma is an equal opportunity institution.