

OUR STORY

THE OKLAHOMA EAGLE IS A TULSA, OKLAHOMA-BASED MEDIA COMPANY THAT DISSEMINATES NEWS AND INFORMATION, A STOUT ADVOCATE FOR THE AFRICAN AMERICAN COMMUNITY AND THOSE THAT CHAMPION EQUITY.



OUR HISTORY

MILESTONES

YEARS IN SERVICE

99

Years

DIGITAL PRODUCTION

15

Years

We have endured, with faith and the support of our communities, a century-long journey of shared struggles and triumphs for human rights, civic equality, economic enfranchisement and judicial reform.

The Oklahoma Eagle rose out of the ashes of the infamous Tulsa Race Massacre in 1921, a week-long act of unprovoked violence against Tulsa's African American citizenry, economic, political and faith-based institutions. The event, which spanned every aspect of life within Tulsa, is recognized as one of the most heinous acts of domestic terrorism within the United States.

THE OKLAHOMA EAGLE, LLC. | THEOKLAHOMAEAGLE.NET | +1 918.582.7124

OUR MISSION

OUR MISSION IS TO AMPLIFY OUR CORE VALUE OF EQUITY, THROUGH IMPARTIAL JOURNALISM.

OUR VALUES

EXPLORE

"The narratives and voices of the African American community are worthy of being amplified while aligned with our highest virtue, truth." – We actively build and nurture a culture that is committed to an unwavering exploration of truth and what it reveals.

IMMERSE

"A narrative partially shared, with a muted emphasis of what truly informs and educates, a pitched emphasis for effect, or is nuanced for the perceived benefit of the reader, is fiction." – We offer unvarnished truth, appropriately framed, yet, an unvarnished truth. s committed to an unwavering exploration of truth and what it reveals.

PUBLISH

"What will provide the most appealing, engaging and memorable experience for our readers, while aligning with our values?" – We ask ourselves this question prior to publishing every article, post, advertisement, branded/sponsored content, editorial and op-ed... And our responses must meet the established standards.

EMBRACE

"We must be committed to every tomorrow." – The Oklahoma Eagle, its staff, partners, affiliates and supporters embrace every opportunity to review and assess strategies and solutions that strengthen our ability to thrive.

OUR MARKET

The Oklahoma Eagle publishes a print edition each week, distributed to retailers throughout the Tulsa Metropolitan Area and mailed to subscribers. Print edition retailers are primarily located within Tulsa County, which is comprised of the largest concentration of African Americans and African American households.

CIRCULATION/DISTRIBUTION

Monthly Circulation 3,000

Monthly Distribution 12,000

Monthly Social Media Reach w/Partners 5.2M

TULSA METROPOLITAN AREA COUNTIES

Tulsa County

Rogers County

Wagoner County

Creek County

Osage County

Okmulgee County

Pawnee County

Tulsa Metropolitan

Total Population - 937K

Black, African American - 79K

Hispanic, Latino - 75K

White - 667K

Tulsa Metropolitan

Total Households - 405K

Black, African American - 34K

Hispanic, Latino - 32K

White - 289K

Tulsa Metropolitan

Medium Income - 48K

Black, African American - 33K

Hispanic, Latino - 44K

White - 57K

RATE CARD

PRINT

PLACEMENTS AND SPECS - WEEKLY	RATES
Full page - 6 columns x 21.5 inches	\$ 2,000
Header box - 2 columns x 2 inches	\$ 1,500
Foot banner - 6 columns x 2.75 inches	\$ 1,250
Two thirds page vertical - 4 columns x 21.5 inches	\$ 1,333
Half page horizontal - 6 columns x 11 inches	\$ 1,023
Half page vertical - 3 columns x 21.5 inches	\$ 1,000
Half page semi-vertical - 3 columns x 16 inches	\$ 992
Quarter page - 3 columns x 11 inches	\$ 512
Eighth page - 3 columns x 5.5 inches	\$ 255
Sixteenth page - 3 columns x 2.75 inches	\$ 128
Two by two - 2 columns x 2 inches	\$ 62

CLASSIFIED ADS - WEEKLY

Text-only Classifieds - First 10 words \$4.20, and \$0.37/word thereafter	
Box Classifieds, 1 column inch wide x 2 inches tall	\$ 33
Box Classifieds, 1 column inch wide x 3 inches tall	\$ 50
Box Classifieds, 1 column inch wide x 4 inches tall	\$ 67
Box Classifieds, 2 column inches wide x 2 inches tall	\$ 67
Box Classifieds, 2 column inches wide x 3 inches tall	\$ 100
Box Classifieds, 2 column inches wide x 4 inches tall	\$ 134

CHURCH DIRECTORY - MONTHLY	RATES
Base Listing - 1 column inch wide x 2 inches tall	\$ 35
Standard Listing - 1 column inch wide x 3 inches tall	\$ 55
Premium Listing - 2 column inches wide x 3 inches tall	\$ 75

ANNOUNCEMENTS

Without Photo, 4 column inches wide x 4 inches tall	\$ 25
Without Photo, 4 column inches wide x 6 inches tall	\$ 35
With Photo, 4 column inches wide x 4 inches tall	\$ 35
With Photo, 4 column inches wide x 6 inches tall	\$ 45

OBITUARIES | IN LOVING MEMORY

100 Words	\$ 50
100 Words with Picture	\$ 75

CLASS NOTES

Annual Submission	\$ 100
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DEATH NOTICE

No cost

COMMUNITY CALENDAR

No cost

RATE CARD

DIGITAL

BANNER ADS - MONTHLY

	RATES
Large Banner - 728 x 90 pixels	\$ 1,000
Small Banner - 468 x 60 pixels	\$ 750
Large Square - 300 x 250 pixels	\$ 500
Small Square - 125 x 123 pixels	\$ 300

ADVERTISEMENT BUNDLES

PRINT PLACEMENTS PLUS LARGE SQUARE DIGITAL

Full page - 6 columns x 21.5 inches	\$ 2,250
Two thirds page vertical - 4 columns x 21.5 inches	\$ 1,583
Half page horizontal - 6 columns x 11 inches	\$ 1,273
Half page vertical - 3 columns x 21.5 inches	\$ 1,250
Quarter page - 3 columns x 11"	\$ 762



PRINT AD SPECIFICATIONS

PRINT

WEEKLY DISPLAY

All print ads run on a weekly basis

MONTHLY DISPLAY

All monthly print ads runs receive a 10% discount

NONPROFIT DISCOUNT

Nonprofit organizations and charities receive a 20% discount.

RUN OF PAPER DISPLAY AD RATES

\$15.50 per column-inch (non-commissioned)

MECHANICAL SPECIFICATIONS

Full-page dimensions: 6 columns (11 1/8 inches) wide x 21.64 inches high.

One column is 1 11/16 inches wide.

Gutter is 1/5 (0.2) inches wide.

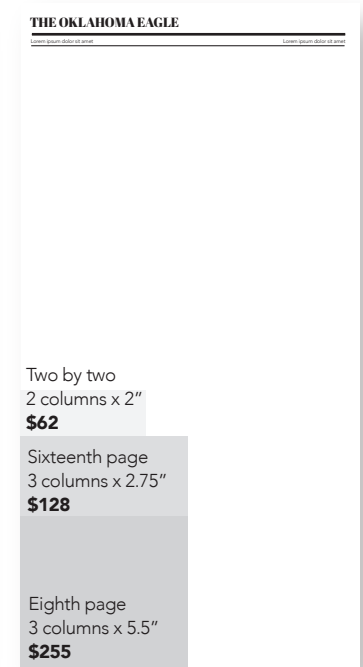
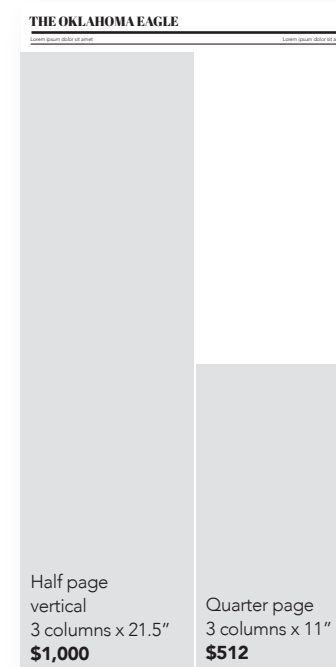
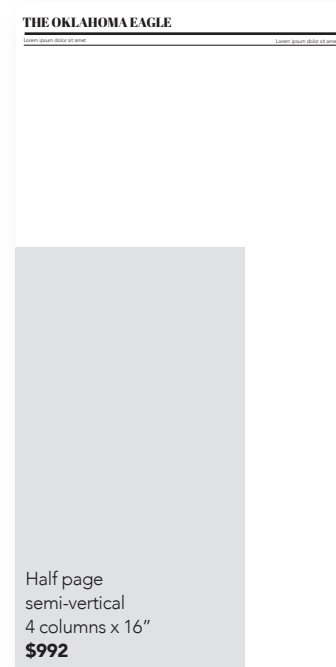
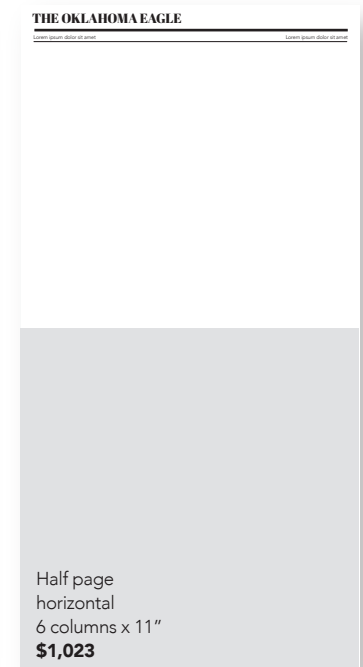
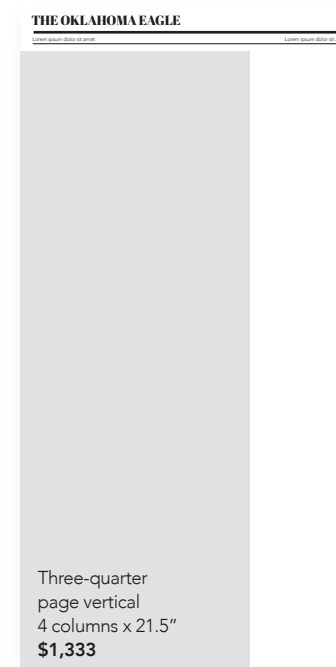
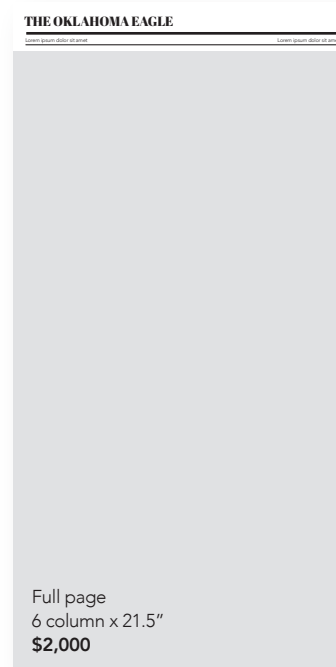
Printing process is web offset.

Black and white halftones and four-color separations must be 85-line screen.

Bleeds: add \$125 for spot, and \$375 for full-color bleed.

ADVERTISING DEADLINES

Copy • 5 p.m. Friday Camera-ready art • 5 p.m. Friday



SERVICES SPECIFICATIONS

PRINT

CHURCH DIRECTORY LISTINGS

If you would like your church listed in this weekly directory, please complete the advertising insertion order form, and submit with your photo and wording by mail to: The Oklahoma Eagle, 624 East Archer Street, Tulsa, Oklahoma 74101, call 918-582-7124, or email advertising@theoklahomaeagle.net

CHURCH DIRECTORY PRICING

Church directory listing may include a logo or photograph. Sizes are in columns, by inches. For example a 1x2 listing would be 1 column inch wide, by 2 inches tall. The sizes shown on this page are actual sizes as they appear in the newspaper.

Prices are per month. Please ask your ad sales representative for more information. Please refer to the "Advertising Specifications" page for details on deadline and submitting artwork.

ANNOUNCEMENTS

Announcements with a photograph (limited to 100 words), community, birthdays, weddings, anniversaries, thank-you, etc.

OBITUARIES | IN LOVING MEMORY

Each article includes 100 words. \$0.37 each additional word.

Placeholder for church directory listings with various sizes and pricing. Includes text: "Church Directory 2 column in. wide x 3 column in. tall \$75", "Church Directory 1 column in. wide x 3 column in. tall \$55", "Church Directory 1 column in. wide x 2 column in. tall \$35".

Placeholder for general text blocks with titles like "Lorem ipsum dolor sit amet, consectetur adipiscing elit" and "Lorem ipsum dolor sit amet, consectetur".

Placeholder for general text blocks with titles like "Lorem ipsum dolor sit amet, consectetur" and "Lorem ipsum dolor sit amet, consectetur".

SERVICES SPECIFICATIONS

PRINT

TEXT-ONLY CLASSIFIEDS

First 10 words \$4.20, and \$0.37 per word thereafter.

BOX CLASSIFIEDS

Box classified ads may include a logo or photograph. Sizes are in columns, by inches. For example a 1x2 ad would be 1 column inch wide, by 2 inches tall. The sizes shown on this page are actual sizes as they appear in the newspaper.

Custom sizes are available. Please ask your ad sales representative for more information. Please refer to the "Advertising Specifications" page for details on deadlines and submitting artwork. To order, please fill out the advertising insertion order form.

Placeholder for a newspaper page layout showing various classified ad sizes and prices. The page includes a header with "CLASSIFIEDS" and two columns of placeholder text. The ads are arranged in a grid-like structure with varying dimensions and prices.

Placeholder text: Lorem ipsum dolor sit amet

CLASSIFIEDS

Classifieds Ad
1 column inches
wide x 2 column
inches tall
\$33

**Lorem ipsum
dolor sit amet**

Classifieds Ad
1 column inches
wide x 3 column
inches tall
\$50

**Lorem ipsum
dolor sit amet,
consectetur**

Classifieds Ad
1 column inches
wide x 4 column
inches tall
\$67

**Lorem ipsum
dolor sit amet,
consectetur**

Classifieds Ad
2 column inches
wide x 2 column
inches tall
\$67

Classifieds Ad
2 column inches
wide x 3 column
inches tall
\$100

Classifieds Ad
2 column inches
wide x 4 column
inches tall
\$134

**Lorem ipsum dolor sit
amet, consectetur adipiscing
elit**

Classifieds Ad
2 column inches
wide x 4 column
inches tall
\$134

**Lorem ipsum dolor sit
amet, consectetur adipiscing
elit**

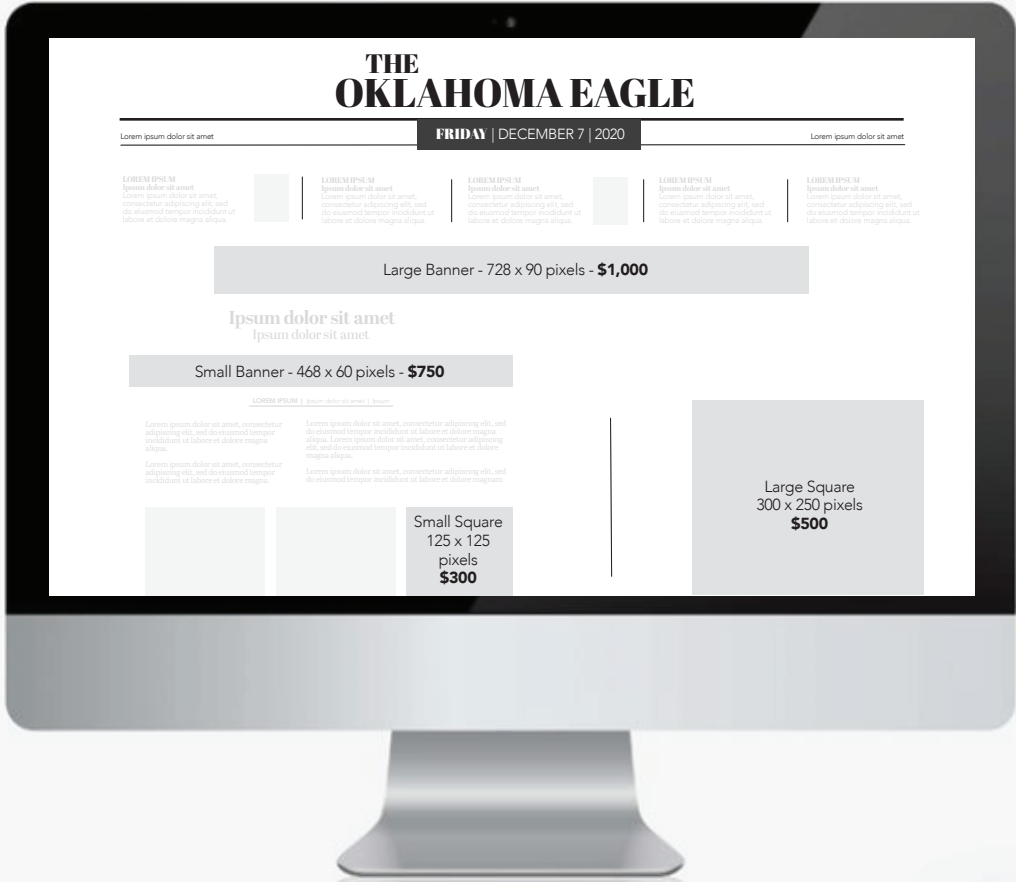


DIGITAL SPECIFICATIONS

ONLINE

THEOKLAHOMAEAGLE.NET

We're proud to announce the launch of our new website, www.theoklahomaeagle.net available on any web or mobile device, including smart phones and tablets!



MOBILE AD LAYOUTS



AD SPECIFICATIONS

ADVERTISING DEADLINES

Copy - 5 p.m. Friday

Camera-ready art - 5 p.m. Friday

SUBMITTING ARTWORK

Advertising files may be submitted in any one of the following formats: Adobe Photoshop (*.psd), Adobe InDesign (*.indd), Adobe PDF, TIFF and JPEG/JPG. PDF is the preferred format, and will produce the most accurate results. Please include all fonts and included artwork when sending. When sending PDF files, please embed all fonts.

All color artwork and photos must be saved as CMYK.

All advertisements must be saved at a high resolution (300dpi or greater).

Preferred delivery method is email or electronic download.

If you have technical questions, please contact your sales person. All camera-ready art must exactly fit the dimensions displayed in the rate card. Artwork that is not exact will be resized by the Eagle staff, and will incur a resize fee of \$50 per hour.

PRODUCTION

The production department of The Oklahoma Eagle is available to assist in ad production. Production charges will be billed over and above contract space charges. Classified ads will be produced free of charge for simple typesetting and layout.

BILLING AND TERMS

Pre-payment is required for all ads without prior approval.

Credit limits are set on an individual basis, with credit extended to established businesses with a signed contract. Space orders not on signed contracts with approved credit must be prepaid prior to publication.

CONTRACT FREQUENCY RATES

Frequency rates on multiple insertions are available to all advertisers except those requesting agency discount. Frequency rates apply only if the contract is completed according to terms and within time periods specified. Failure to complete contract will result in a short rate being applied for actual space used.

POLICIES

The publisher reserves the right to refuse any advertisement at any time. The advertiser assumes all liability for ad content and full responsibility for any claims, expenses or losses arising from such content. Liability for any production errors appearing in advertisements is limited to a corrected repeat insertion.

SUBSCRIPTIONS

For home delivery of The Oklahoma Eagle through the mail \$52 for one year • \$26 for six months

Make checks payable to:

The Oklahoma Eagle • P.O. Box 3267

• Tulsa, Oklahoma 74120

TO ADVERTISE WITH THE OKLAHOMA EAGLE

Please complete an insertion order - in print or online at www.theoklahomaeagle.net. Questions, contact 918.582.7124 or email advertising@theoklahomaeagle.net

Payment may be completed online via the link provided by Advertising team member or by checks payable to:
The Oklahoma Eagle • 624 East Archer • Tulsa, Oklahoma 74120

IMAGE CREDIT

Photography by Trent Brown