



# OKLAHOMA CITY HERALD

*Progressive news for Oklahoma City's Minority Community*

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**The Oklahoma City Herald** is distributed throughout  
 Metro Oklahoma City with a Readership over 20,000

### DISPLAY ADVERTISING RATES (Black and White)

#### FREQUENCY

Size	Dimensions	One Week	Two Weeks	Three Weeks	Four Weeks	Non-Profit
Full Page	11½" x 21"	\$900.00	\$810.00	\$729.00	\$660.00	\$660.00
3/4 Page	11½" x 15-¾"	\$700.00	\$630.00	\$567.00	\$511.00	\$511.00
1/2 Page	11½" x 10½"	\$500.00	\$450.00	\$405.00	\$365.00	\$365.00
1/4 Page	5-5/8" x 10½"	\$300.00	\$270.00	\$243.00	\$219.00	\$219.00
1/8 Page	5-5/8" x 5¼"	\$200.00	\$180.00	\$162.00	\$146.00	\$146.00
1/16 Page	5-5/8" x 2-5/8"	\$125.00	\$112.50	\$102.00	\$92.00	\$92.00
Col. Inch	1 Col. x 1 In.	\$17.00	\$15.30	\$13.75	\$12.40	\$12.40

### DISPLAY ADVERTISING RATES (4-Color Process — Back Page Only)

#### FREQUENCY

Size	Dimensions	One Week	Two Weeks	Three Weeks	Four Weeks	Non-Profit
Full Page	11½" x 21"	\$1,300.00	\$1,170.00	\$1,053.00	\$948.00	\$948.00
3/4 Page	11½" x 15-¾"	\$1,014.00	\$912.00	\$821.00	\$739.30	\$739.30
1/2 Page	11½" x 10½"	\$728.00	\$655.20	\$590.00	\$529.00	\$529.00
1/4 Page	5-5/8" x 10½"	\$429.00	\$386.00	\$347.00	\$325.00	\$325.00
1/8 Page	5-5/8" x 5¼"	\$286.00	\$257.00	\$231.00	\$208.60	\$208.60

Obituary.....\$8.00 per week

Typesetting Fee.....\$?????????  
(No typesetting charge for print ready advertisements)

Order: \_\_\_\_\_

Quote 1: \$\_\_\_\_\_, Quote 2: \$\_\_\_\_\_, Quote 3: \_\_\_\_\_

***I Agree:***

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Client Name: \_\_\_\_\_ Date: \_\_\_\_\_