

oklahoma state

STUDENT MEDIA



O'COLLY ADVERTISING

The best way to reach out to the OSU population

Twitter

#stayrelevant with thousands of followers

Mobile

Reach the OSU campus at its fingertips

Desktop

Get your ad seen alongside breaking news

Photo Gallery

Put your ad on display

Inserts

Stand out with a pre-printed stand-alone ad

Print

A traditional approach in a non-traditional way

The O'Colly creative department is qualified to **design advertisements free of charge.** The O'Colly prints every Monday, Wednesday, and Friday during the academic year and is online 24/7.

REACH AND REPORTS

92%

STUDENTS

98%

FACULTY & STAFF
REPORT READING
THE O'COLLY



@O'COLLYSPORTS

HAS OVER 6,000 TWITTER FOLLOWERS

@O'COLLY

HAS OVER 14,000 TWITTER FOLLOWERS

- Our average monthly page views are **150,000**.
- One O'Colly video has over **2 million** views.
- One O'Colly story was shared **8,000** times via our Facebook page.

We offer solutions for any budget

To find out more, schedule an appointment today

O

CONTACT US

Advertising

P: 405.744.7371

F: 405.744.7936

ads@ocolly.com

www.ocolly.com

**106 Paul Miller Building
Oklahoma State University
Stillwater, OK 74078**

Classifieds

P: 405.744.7355

Billing

P: 405.744.7355

Newsroom

P: 405.744.6363

editorinchief@ocolly.com

news.ed@ocolly.com

**Contact O'Colly Advertising
for all your advertising needs**



ORANGE HOUSE
MARKETING & COMMUNICATIONS

all your branding needs
UNDER ONE ROOF

Orange House is Oklahoma State University's student-run marketing and communications agency. By combining fresh ideas and competitive pricing, we offer a unique range of communications solutions. Business with Orange House enhances your marketing efforts and the student educational experience.

CONTACT US

P: 405-744-4192
orangehouse.agency
orangehouseagency@gmail.com

ORANGE HOUSE

SERVICES

WEB DESIGN

Creative, easy-to-use websites are our specialty. We pride ourselves on functional, clean and memorable sites that attract and inform.



ADVERTISING

Let us create comprehensive marketing campaigns that bring you to the forefront of consumers' minds. Our advertisement campaigns focus on establishing credibility, recognition and competitive advantage.





EVENT PLANNING

We create custom event packages that cater to each client's unique needs, with the goal of peak effectiveness and enjoyment for reasonable cost. A well-planned event leaves a lasting impression on the audience.



SOCIAL MEDIA OPTIMIZATION

Social media is an ever-evolving avenue for marketing. Through targeting techniques, we are able to pinpoint receptive audiences and keep our clients' message front and center on social media.



GRAPHIC DESIGN

Our team boasts graphic designers who offer fresh, youthful visuals that are unlike the competition. We can design graphics with as much guidance or freehanded creativity as our clients desire.

ORANGE HOUSE



Videos evoke powerful reactions in the minds and hearts of audiences. Let us help you with your video needs. We have the latest video technology including drone footage.

VIDEOGRAPHY

Contact us to schedule an appointment today!

405.808.9550 • videos@orangehouse.agency

RATE SHEET

THE O'COLLY



ADVERTISING

Advertising

P: 405.744.7371
F: 405.744.7936

ads@ocolly.com
www.ocolly.com

106 Paul Miller Building
Oklahoma State University
Stillwater, OK 74078

Classifieds

P: 405.744.7355

Billing

P: 405.744.7355

Newsroom

P: 405.744.6363
editorinchief@ocolly.com
news.ed@ocolly.com

WEB & SOCIAL MEDIA

Web Advertising

Per month - \$400
Per week - \$150
CPM - \$12

Sizes:

300x250 pixels
728x90 pixels
960x30 pixels
468x60 pixels

Photo Gallery -
\$20 per week
Sole Page Sponsor -
\$500 per month

Web Ad Formats

Flash ads (.swf files)
HTML ads (varies by type,
willing to support anything,
iFrames are the usual)
Static Images (Prefer PNG, but
able to support JPG, GIF, BMP)

Mobile

\$100 per month

Mobile ads run on the mobile
version of ocolly.com nonstop
for 1 month.

Deadline for all web/social media
is 1 week prior to run date.

Mobile Info

300x50px Image, HTML, Text
300x600px Image, HTML, Text

Twitter Ads

\$50 for 3 tweets

PRINT ADVERTISING

All ads include **FULL COLOR** in price!
*Excluding 1/8 page Black & White

Deadlines

All display advertising space must
be reserved by **noon 2 business
days** prior to publication. Artwork
is due by **noon 1 business day** prior
to publication. Cancellations or
changes cannot be accepted after
this deadline.

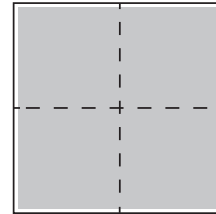
Ad Submission

Fonts must be embedded in the
ad. Images should be at least 300
DPI and correct dimensions.
Microsoft Word or Publisher files
will not be accepted.

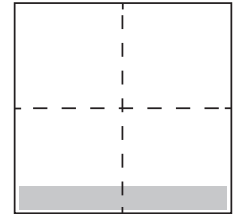
Adobe PDF files preferred.

Proofs

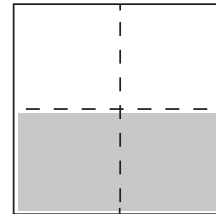
Provided upon request. Proofs
must be corrected and approved in
conjunction with deadlines.



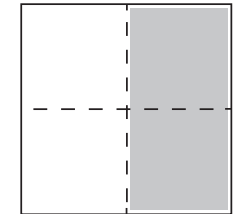
Full Page \$625
10.125" x 10"



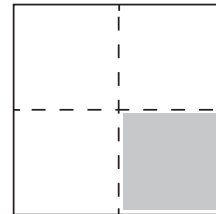
Front Page \$200
10.125" x 1.5"



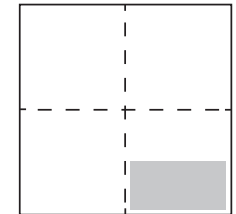
1/2 Page \$375
5" x 10"



1/2 Page \$375
10.125" x 5"



1/4 Page \$200
5" x 5"



1/8 Page \$100
5" x 2.5"
***Black & White \$40**

SPECIAL RATES

Classifieds

**Not included w/ Contract*

Classified display ads:
\$8.50 a column inch.

1 day	\$0.50 per word/per day
2-4 days	\$0.40 per word/per day
5-9 days	\$0.35 per word/per day
10-14 days	\$0.30 per word/per day
15+ days	\$0.25 per word/per day

Graphics and logos available for \$1
per day. Borders available for \$2.

**Society Squares for the Greek
community, on-campus
organizations and OSU departments:**
\$5.00 per day for 7 lines
\$0.50 for each additional line

Business Squares:
\$8.00 per day for 7 lines
\$1.00 for each additional line

Deadline is noon, 1 business day prior

Obituaries

250 words with picture for
\$25. Every additional 250
words are \$25. Must be
submitted by funeral homes.

Inserts

\$60 cpm

5,000 minimum
7,500 maximum
8.5" x 11" maximum page size.
5" x 7" minimum page size.

Additional charges for more
than 12 pages

Ship inserts to:
TBD
Contact Shelby Rogers for
more shipping information.

Deadline for inserts is one
week prior to run date.

RATE SHEET

THE O'COLLY



ADVERTISING

SEMESTER & YEARLY CONTRACTS

Businesses that hold contracts with The O'Colly agree to spend a minimum dollar amount of advertising for a percentage discount off our open rate of all included advertising.

Semester Contracts

\$500	\$900	\$1,400	\$2,000	\$2,600	\$3,400	\$4,200	\$6,000
10%	12%	14%	16%	18%	20%	22%	24%

Year Contracts

\$1,800	\$2,800	\$4,000	\$5,200	\$6,800	\$8,400	\$12,000	\$16,000
12%	14%	16%	18%	20%	22%	24%	26%

CALENDAR

Publication dates are marked in GRAY.

Special deadlines are marked by dark outlines.

AUGUST

S	M	T	W	TH	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

S	M	T	W	TH	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

S	M	T	W	TH	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

S	M	T	W	TH	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

S	M	T	W	TH	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

S	M	T	W	TH	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

S	M	T	W	TH	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

S	M	T	W	TH	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

S	M	T	W	TH	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						

Fall Semester

Class work begins 8/15/16
 University Holiday 9/5/16
 Fall Break 10/14/16
 Holiday Break 11/23-25/16
 Finals Week 12/5-9/16
 Commencement 12/9-10/16
 University Holiday 12/23/16-1/2/17

Spring Semester

Class work begins 1/17/17
 University Holiday 1/16/17
 Spring Break 3/13-17/17
 Finals Week 5/8-12/17
 Commencement 5/12-13/17

2016 OSU Football Schedule

Sept. 3 - Southeastern Louisiana
 Sept. 10 - Central Michigan
 Sept. 17 - Pittsburgh
 Sept. 24 - at Baylor
 Oct. 1 - Texas
 Oct. 8 - Iowa State
 Oct. 22 - at Kansas
 Oct. 29 - West Virginia
 Nov. 5 - at Kansas State
 Nov. 12 - Texas Tech
 Nov. 19 - at TCU
 Dec. 3 - at Oklahoma

Special Deadlines:

Sept. 7 deadline is Sept. 2
 Oct. 17 deadline is Oct. 12
 Nov. 28 deadline is Nov. 21
 Jan. 18 deadline is Dec. 7

INFO & POLICIES

General Policies

The Publisher reserves the right to refuse any advertisement.

Advertising simulating news must be clearly labeled "advertisement" in 10 point or larger type.

The O'Colly will not accept any advertisement that is libelous; promotes academic dishonesty; violates any federal, state or local laws; or encourages discrimination against any individual or group on the basis of race, sex, age, color, creed, religion, national origin or disability.

No advertisements will be published upside down, sideways, or in any other manner inconsistent with traditional newspaper make-up.

Cancellations

No cancellations accepted after space deadline. Space deadline is noon two business days prior to publications.

Proofs

Proofs will be furnished upon request. Proofs must be corrected and approved in conjunction with deadlines.

Errors

The O'Colly is not liable for errors in advertisements that are provided by the client. If the newspaper is at fault, the client must make claims within 5 days of publication. Compensation is made at the discretion of the general manager.

Billing Terms

All advertising requires prepayment unless credit has been established. Payment is due 30 days from the invoice in cases of credit. Accounts falling 60 days past due will revert to prepayment and must pay the past due amount in full. Submission of an insertion order is a binding contract (see cancellation policy).

Visa and Mastercard are accepted

Positions

While The O'Colly does not guarantee position, we make every effort to grant position requests.

The back page, double trucks and center spreads are available on a first-come, first-serve basis for advertisers.

Credit Cards

Credit card charges must be authorized by the customer for each charge. The O'Colly is required to obtain a signature from customers. Credit card numbers cannot be stored by The O'Colly for future charges.

Credit

Credit is offered on a limited basis to preferred advertisers, subject to approval by The O'Colly business office.