

# The Purcell Register



## PERSONNEL

John D. Montgomery, Jr.....publisher  
 Gracie Montgomery .....general mgr.  
 John D. Montgomery III.....asst. editor  
 Emily Montgomery.....graphics tech.  
 David Stull.....graphics tech.  
 Vickie Foraker..... advertising mgr.

## REPRESENTATIVES

The Purcell Register is a member of the Oklahoma Press Association and US Suburban Press, Inc.

## CIRCULATION

Established November 23, 1887.

Annual mail subscription is \$30.00 in McClain, Cleveland and Garvin counties; \$42.00 for all other counties in Oklahoma; and \$58.00 out of state.

Single copy price, 75¢.

Approximately 3,200 copies are distributed each week, through mail and single copy sales.

Publication covers the trade area surrounding the town of Purcell, McClain County, Oklahoma 73080.

## COMMISSION & TERMS OF PAYMENT

Accounts are due by the 10th of each month and in arrears on the 25th. Standard 2% cash discount and 15% commission allowed to firms providing usual advertising agency services, including camera-ready copy and payment when due.

Agency commissions reduced to 10% on balances due 30 days, 5% on balances due 60 days and none on balances 90 days old.

## AD ACCEPTANCE

All advertising is subject to the approval of The Purcell Register staff. An advertisement or insert is not considered accepted until publication.

The Purcell Register reserves the right to refuse any advertising that does not conform to the newspaper's advertising policy, which may be obtained from The Purcell Register office.

For additional information please contact us at 405.527.2126.

## CONTRACT & COPY REGULATIONS

**A.** If an advertiser does not meet his/her commitment, they will be billed according to contract unless other arrangements are made.

**B.** All advertising is accepted subject to the approval of the publisher. The publisher reserves the right to revise or reject in whole or in part any advertisement.

**C.** Liability for errors on advertisements shall not exceed the cost of the space occupied by the error.

**D.** Advertiser assigns all right, title and interest on layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to The Purcell Register. Advertiser may not authorize photographic or other reproduction of such material without express written consent of The Purcell Register.

## CONTENT

Content of The Purcell Register is determined by a staff of editors and managers. Advertising acceptability is determined by the advertising manager.

## DISTRIBUTION

The Purcell Register goes to press every Wednesday and is distributed to over 40 local business locations by 4 p.m. Wednesday. Subscriptions are delivered Thursday via U.S. Postal Service.

## ERRORS

We regret it when mistakes happen, and will work to amend any advertising errors made by our newspaper as quickly as possible.

The Purcell Register will be responsible for only the first insertion of incorrect copy. Compensation for errors can only be for the cost of the ad.

## ONLINE

The Purcell Register Web site may be viewed at:

[www.purcellregister.com](http://www.purcellregister.com)



*The Purcell Register has delivered news and information to the trade area surrounding the town of Purcell, Oklahoma, since 1887.*

*Grow your organization or business with a readership base of over 5,000 families in McClain and Cleveland counties.*

*The information in this pamphlet is designed to serve as a guide in helping plan your promotions.*

*We believe that nothing takes the place of personal service, that's why the Advertising Department at The Purcell Register is ready to be your partner in success.*

*It is our goal to address your needs, ask questions, and develop and implement strategies to effectively market you to the town of Purcell and surrounding communities.*

**-The Purcell Register Advertising Department**

## INFORMATION & RATE CARD

The Newspaper for Purcell, Oklahoma  
 Effective 01/01/16

## CONTACT

address.....225 W. Main  
 P.O. Box 191  
 Purcell, OK 73080  
 phone.....405.527.2126  
 fax.....405.527.3299  
 e-mail.... [pregister@earthlink.net](mailto:pregister@earthlink.net)  
 web.....[purcellregister.com](http://purcellregister.com)

## SPECIFICATIONS

broadsheet..... 6 columns wide  
 x 21 inches deep  
 column inches (per page) ..... 126  
 column width.....1.8292"  
 full page .....6 columns x 21"  
 126 column inches  
 11.625" x 21"  
 margins (between columns) ..... -1/8"  
 reproduction .....by offset printing

## COLUMNS

Printing is by offset process. Type is set by postscript 300dpi laserwriters. Halftone screens should not be finer than 100 lines per inch.

1 column.....1.8292"  
 2 columns.....3.7883"  
 3 columns.....5.7475"  
 4 columns.....7.7067"  
 5 columns.....9.6658"  
 6 columns.....11.625"

## DEADLINES

Display Advertising Deadline  
 10 a.m. Tuesday  
 Classified Advertising Deadline  
 11 a.m. Tuesday  
 Preprinted Inserts Deadline  
 10 a.m. Monday  
 Color Advertising Deadline  
 2 p.m. Friday for following week's paper

Please call for deadlines on special issues. Classified and line ads are due at 11 a.m. Tuesday... 405.527.2126.



## RATES (BLACK & WHITE)

base rate  
per column inch..... **\$8.00**

National commissionable rate  
**\$12.00 per column inch**

Guaranteed placement an additional  
25%.

Transient, Amusement and Political  
advertising rate is **\$12.00 per col-  
umn inch** and is accepted on the  
same basis as other ads, with pay-  
ment in advance and compliance  
with state and federal law.

## COLOR

Charges are in addition to the cost for  
black and white space. Color dead-  
lines are 2 p.m. Friday for publication  
on the following Thursday. Any one  
color is \$100.00. For each additional  
color in the same ad, \$80.00.

**Full Color ..... \$125.00**

## INSERTS

Preprinted inserts are accepted on  
approval of **The Purcell Register**.

**Base/minimum: 3,000**

Inserts must meet Post Office require-  
ments and may not exceed 11-1/4" x  
7-1/2". An extra charge of \$40.00 will  
be made if the inserts need folding  
to meet this requirement.

### INSERT RATES:

1. Single sheet 8-1/2" x 11"  
folded - \$72.00 per 1,000
2. Single sheet 8-1/2" x 11"  
non-folded - \$82.00 per 1,000
3. Tabloid or smaller 4 to 24  
pages - \$103.00 per 1,000
4. 32 or more pages - \$123.00  
per 1,000

## SPECIAL SERVICES

Clip art services, typesetting, lay-  
out, local photography services and  
tearsheets are included in the basic  
ad price.

## ROP DEPTH REQUIREMENTS

Minimum ad size is 1 column wide by  
2" deep. An ad measuring 19" deep  
by 6 columns will be charged as a full  
page.

## CLASSIFIEDS

1 wk .....	\$11.00
2 wks .....	\$21.00
3 wks .....	\$31.00
4 wks .....	\$41.00
5 wks .....	\$51.00

• **Rates are figured up to  
40 words**

• **After 40 is 20¢/word**

• **\$1.00 billing fee**

## DISPLAY RATE

\$8.00/col. in.

1x2 .....	\$16.00
1x3 .....	\$24.00
2x2 .....	\$32.00
2x3 .....	\$48.00
2x4 .....	\$64.00
2x5 .....	\$80.00
2x6 .....	\$96.00
2x7 .....	\$112.00
2x8 .....	\$128.00
2x9 .....	\$144.00
2x10 .....	\$160.00
3x4 .....	\$96.00
3x5 .....	\$120.00
3x6 .....	\$144.00
3x7 .....	\$168.00
3x8 .....	\$192.00
3x9 .....	\$216.00
3x10 .....	\$240.00
1/4 pg. (3x10.5).....	\$252.00
1/2 pg. (6x10.5).....	\$504.00
Full Page .....	\$1008.00

## SUBSCRIPTIONS

**\$30.00**

*McClain, Cleveland, Garvin*

**\$42.00**

*All Other Oklahoma Counties*

**\$58.00**

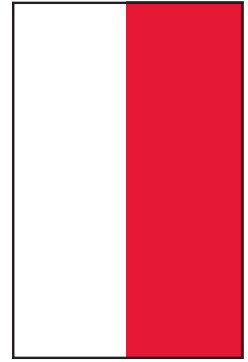
*Out of State*

## ADVERTISING UNIT SIZES

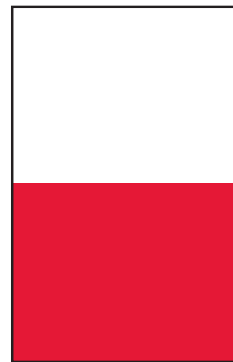
The following are examples of our most popular ad sizes. Other sizes are avail-  
able. Contact **The Purcell Register** for details.



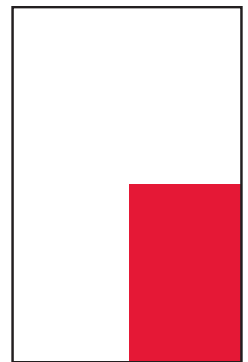
**FULL PAGE**  
6 x 21"



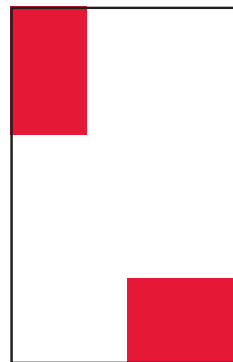
**HALF PAGE**  
3 x 21" VERTICAL



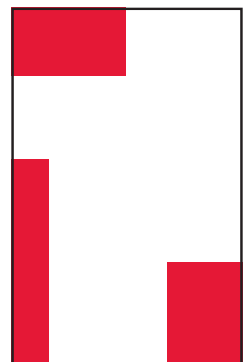
**HALF PAGE**  
6 x 10.5" HORIZONTAL



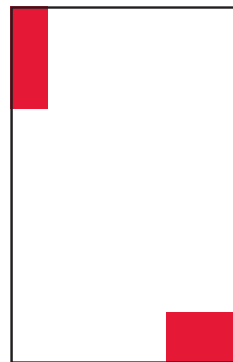
**QUARTER PAGE**  
3 x 10.5"



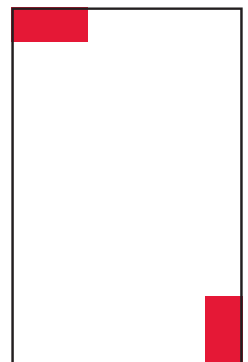
**EIGHTH PAGE**  
3 x 5"  
2 x 7.5"



**3 x 4" HORIZONTAL**  
**2 x 6" HORIZONTAL**  
**1 x 12" VERTICAL**



**2 x 3" HORIZONTAL**  
**1 x 6" VERTICAL**



**2 x 2" HORIZONTAL**  
**1 x 4" VERTICAL**