

# We want to partner with **YOU!**

Our publications can help you **TARGET** your advertising and get results!

## Publication Rates & Information

Publication	Open Rate P.C.I.	Frequency	6 Weeks 150''	13 Weeks 600''	26 Weeks 1200''	52 Weeks 2400''	Annual 6400''	Circulation	Deadline	Day of Publication
		Bulk								
All 4 Publications Package	\$18.80		\$18.37	\$17.58	\$17.32	\$17.06	\$16.80	16,230	see below	see below
All 3 Altus Publications	\$16.70		\$16.27	\$15.48	\$15.22	\$14.96	\$14.70	15,900	see below	see below
Altus Times	\$8.80		\$8.45	\$7.03	\$6.82	\$6.61	\$6.42	4,400	72 hrs prior	Daily except Saturday
The Freedom Flyer	\$6.77		\$5.81	\$5.67	\$5.45	\$5.25	\$5.09	3,200	Friday 5pm	Friday
SW Oklahoma Shopper	\$5.46		\$4.95	\$4.83	\$4.62	\$4.51	\$4.41	7,800	Thursday 5pm	Wednesday
Frederick Leader	\$5.53		\$4.67	\$4.26	\$4.01	\$3.93	\$3.42	830	Monday/ Thursday Noon	Wednesday/ Sunday

**Super Added Value!** Multi Paper and Color Buy Discount – Buy two or three individual publications, get an additional 10% discount.

### Office Locations—Please call or fax us for more information

**Altus Times • The Freedom Flyer • SW Oklahoma Shopper**

218 W. Commerce | P.O. Box 578 | Altus, OK 73522 | advertising@altustimes.com | www.altustimes.com

**508.482.1221 | Fax 580.482.5709**

**Frederick Leader**

304 W. Grand | P.O. Box 488 | Frederick, OK 73542 | fredled@cableone.net www.altustimes.com/frederick\_leader/

**580.335.2188 | Fax 580.335.2407**

### Mechanical Measures

Full Page	6 col x 21.5"
1 column	1.80
2 columns	3.74
3 columns	5.69
4 columns	7.62
5 columns	9.56
6 columns	11.5

Patriot is tab size 6 col. X 11.3"

Classified pages are a 9 col x 21.5"  
Each column is 1.15".

2 ROP columns = 3 Classified columns

### Additional Rate Information

**COLOR** — Color increases response as much as 50%. Color is billed at \$110 for spot and \$210 for process.

**INSERTS** — We accept free standing advertising inserts.

We offer programs with rates determined by the insert's size and the frequency contract rate. Please contact your sales representative for per 1000 rate and size requirements. A less than full run is available with a zoning fee of \$63 per insertion. All inserts should be delivered to the Altus location.

**NON-PROFIT ACCOUNTS** — Will be billed at the discounted 52-week rate.

**POLITICAL ADVERTISING** — Must be paid in advance.

**GUARANTEED PREMIUM PAGES** — Will have a 25% surcharge based on space availability.

**CLASSIFIED DISPLAY RATES** — \$6.70 Contact your sales representative.

**INTERNET RATES** for banner ads available—see your sales representative.

### Helpful Information

- Payment & Credit Policy: All new accounts must be pre-paid until credit is approved. Payment terms are net 15 days from the statement date.
- The Publisher has the *right to reject or cancel* any advertising at any time without notice.
- The Publisher will *not be liable for any errors* beyond the costs of the actual space occupied by the ad. We will reprint that portion of any advertisement in which the error occurs.
- Production design and layout of your ads has no charge.
- Contract Discount Rates are effective only if a contract is signed in advance, and the advertiser is fulfilling the frequency or bulk requirement.
- Advertising as News. All advertisement which simulates editorial content must be marked advertisement on top.
- No Brokered space accepted.
- Tear Sheets are available for monthly mailing.
- Minimum Ad size accepted is 3 column inches.