



**TULSA FLYER**

| **The Oklahoma Eagle**

**Tulsa's Home for Free & Independent Journalism**

Align your business with our trusted brand



# The Oklahoma Eagle

## COMBINED REACH

|                                        |                       |
|----------------------------------------|-----------------------|
| <b>82,000</b> — Monthly readers        | 70K Flyer + 12K Eagle |
| <b>20,000</b> — Newsletter subscribers | 15K Flyer + 5K Eagle  |
| <b>35,000</b> — Social followers       | 29K Flyer + 6K Eagle  |

## PHILANTHROPY + MARKETING

Philanthropic giving that makes business sense

An AD with us is a gift to Tulsa

Our readers appreciate our advertisers

## 5 PARTNERS EXTEND OUR REACH

KOSU + THE FRONTIER + LA SEMANA DEL SUR

FOCUS: BLACK OKLAHOMA + KOTV

PUT YOUR MESSAGE IN FRONT OF  
OUR LOYAL AUDIENCE 

We are Tulsa's second largest newsroom after KOTV — Our team of 22 digs out the news your clients need to power their day

# BANNERS at the FLYER

\$500/day TOP or SIDE banner  
\$400/day MIDDLE banner

**A LA  
CARTE**



## WEEKDAY PACKAGE **\$2400**

5 placements

Top or Side banner + link + short message

\$480/per placement

## FULL WEEK PACKAGE **\$3200**

7 placements

Top or Side banner + link + short message

\$458/per placement

## DOUBLE WEEKDAY DISCOUNT **\$4400**

10 placements

Top or Side banner + link + short message

\$440/per placement

## DOUBLE WEEK DISCOUNT **\$6000**

14 placements + 2 social posts added value

Top or Side banner + link + short message

\$430/per placement

**NEED A CUSTOM PACKAGE?**



**ADS@TULSAFLYER.ORG**

# BANNERS at the EAGLE

\$300/day TOP or SIDE banner  
\$200/day MIDDLE banner

**A LA  
CARTE**

## The Oklahoma Eagle

### WEEKDAY PACKAGE **\$1400**

5 placements

Top or Side banner + link + short message

\$280/per placement

### FULL WEEK PACKAGE **\$1800**

7 placements

Top or Side banner + link + short message

\$258/per placement

### DOUBLE WEEKDAY DISCOUNT **\$2400**

10 placements

Top or Side banner + link + short message

\$240/per placement

### DOUBLE WEEK DISCOUNT **\$3200**

14 placements

Top or Side banner + link + short message

\$230/per placement

**NEED A CUSTOM PACKAGE?**



**ADS@TULSAFLYER.ORG**

FLY YOUR BANNER  
ACROSS OUR  
NEWSROOMS

**TULSA FLYER**

+ **The Oklahoma Eagle**

**WEEKDAY PACKAGE \$3700**

10 placements  
Top or Side banner + link + short message  
\$370/per placement

**FULL WEEK PACKAGE \$4900**

14 placements  
Top or Side banner + link + short message  
\$350/per placement

**DOUBLE WEEKDAY DISCOUNT \$7000**

20 placements + 2 social posts added value  
Top or Side banner + link + short message  
\$350/per placement

**DOUBLE WEEK DISCOUNT \$9200**

28 placements + 4 social posts added value  
Top or Side banner + link + short message  
\$330/per placement

**SOCIAL ADD-ON \$350 per post**

Available only to active Flyer or Eagle sponsors  
\$10 CPM - cost per view

# SPONSOR the NEWSLETTER

Our newsletters boast a 53% open rate — Far higher than the national average of 34-43%  
The Flyer lands in 12,000 inboxes 5 days a week — The Eagle lands in 6000 on Thursdays



The Oklahoma Eagle

## DAY PASS

|                               |        |
|-------------------------------|--------|
| Flyer — 1 day + Top placement | \$1000 |
| Eagle — 1 day + Top placement | \$500  |

## MIDI PACK \$800

One Flyer + One Eagle — Middle banner

## MIDI THURSDAY FLIGHT x 4 \$3000

Four Flyer + Four Eagle — Middle banner

## TOP FLIGHT x M/W/F \$2500

One Flyer — Top banner

## TOP FLIGHT x 4 \$3000

Four Flyer — Choose M/W/F + Top banner

## TOP THURSDAY FLIGHT x 4 \$4000

Four Flyer + Four Eagle — Top banner

## SOCIAL ADD-ON \$350 per post

Available only to active Flyer or Eagle sponsors  
\$10 CPM - cost per view

## PRINT EDITION

THE OKLAHOMA EAGLE print edition is distributed free on Fridays at over 70 locations

## The Oklahoma Eagle

### FULL PAGE \$2000

6 columns x 21.5 inches

### HALF PAGE \$1100

6 columns x 11 inches - horizontal  
3 columns x 21.5 inches - vertical

### QUARTER PAGE \$600

3 columns x 11 inches

### ADD WEEKDAY DIGITAL \$1400

5 placements

Top or Side banner + link + short message  
\$280/per placement

### ADD FULL WEEK DIGITAL \$1800

7 placements

Top or Side banner + link + short message  
\$258/per placement

**NEED A CUSTOM PACKAGE? → [ADS@TULSAFLYER.ORG](mailto:ADS@TULSAFLYER.ORG)**

# The Oklahoma Eagle

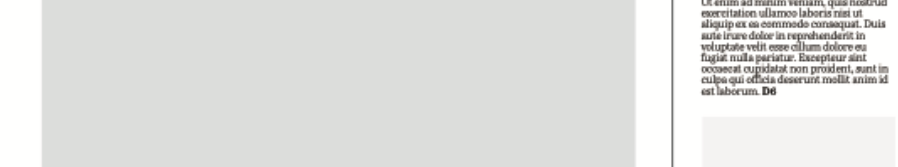
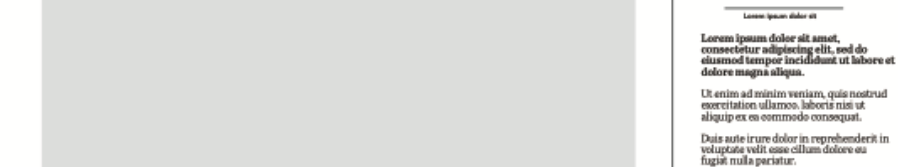
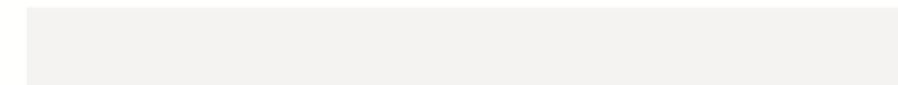
## PRINT SPECIFICATIONS

Weekly print newspaper

Quarter Page: 1575 x 3000 (pixels)

Advertising files may be submitted in any one of the following formats:

- Adobe Photoshop (.psd),
- Adobe InDesign (.indd),
- Adobe PDF,
- TIFF
- JPEG/JPG.



TULSA FLYER

# DIGITAL SPECIFICATIONS

Banner art + link + short message (125 character limit)



The Oklahoma Eagle

## Website

- 728 × 90 px
- Trackable URL

## Newsletter

- 728 × 90 px
- Trackable URL

## Social media

- 1080 × 1350 px graphic or carousel OR 1080 × 1920 px video
- Social media caption



# SPONSORED CONTENT

You have a story to tell — Place it in front of our loyal audience

## WRITE YOUR STORY

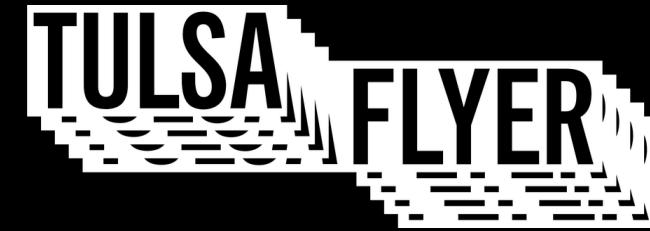
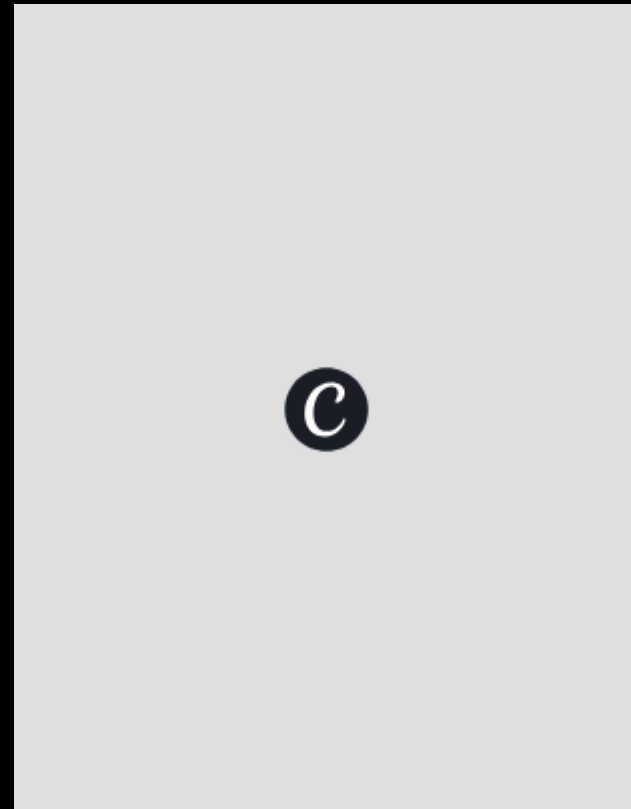
starts at **\$2500**

One feature length story (800-1000 words) + photo

Provided by you — Edited by us

All content must meet the  
Tulsa Flyer/Oklahoma Eagle  
Funding Standards &  
Guidelines →

Content should not be  
designed to appear as  
editorial or news content



The Oklahoma Eagle

APPEARS FOR FIVE (5) DAYS in the designated  
“Sponsored Content” space of the Flyer or Eagle

IS FEATURED IN OUR NEWSLETTER the day it is  
published — headline, image, brief synopsis

IS ARCHIVED to show up in search results

BECOMES YOURS TO USE however you like —  
on your website, social, newsletters, annual reports

# THANK YOU



ADS@TULSAFLYER.ORG