
TULSA FLYER
The Oklahoma Eagle
Tulsa's Home for Free & Independent Journalism
Align your business with our trusted brand

TULSA FLYER

The Oklahoma Eagle

COMBINED REACH

123,000 — Monthly readers

32,000 — Newsletter subscribers

48,000 — Social followers

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

TULSA FLYER

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

The Oklahoma Eagle

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

A LA CARTE

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

TULSA FLYER

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 80 locations
Circulation: 1400

The Oklahoma Eagle

FULL PAGE $2000

8.5 inches (5 columns) x 21.5 inches

HALF PAGE $1100

8.5 inches (5 columns) x 11 inches - horizonal
5.25 inches (3 columns) x 21.5 inches - vertical

QUARTER PAGE $600

5.25 inches (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

The Oklahoma Eagle

PRINT SPECIFICATIONS

Full Page: 8.5 inches (5 columns) x 21.5 inches

Half Page: 8.5 inches (5 columns) x 11 inches

Quarter Page: 5.25 inches (3 columns) x 11 inches

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

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

Submission Deadline: Wednesday end of day

Order Deadline: Wednesday prior to submission



DIGITAL SPECIFICATIONS

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

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
- Trackable URL

SPONSORED CONTENT

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

TULSA FLYER

The Oklahoma Eagle

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

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

TULSA FLYER

ADS@TULSAFLYER.ORG