
CIMARRON VALLEY COMMUNICATIONS

Cushing
Citizen

Keystone
GUSHER

YALE NEWS

Cimarron
Valley
WEEKENDER

SMARTYPANTS

Trash**Panda**
digital

Advertising Rates

Popular Ad Sizes and Rates

Niche publications

Full Page • 21hX11.33w • 126 c.i.
 1 Paper \$ 850
 2 papers \$1,275
 3 papers \$1,700

Half Page • 10.5h X 11.33w • 63 c.i.
 1 Paper \$460
 2 papers \$690
 3 papers \$920

**Quarter Page
 10.5h X 5.5w
 31.5 c.i.**
 1 paper \$260
 2 papers \$390
 3 papers \$520

**Eighth Page
 5h X 5.5w
 15 c.i.**
 1 paper \$135
 2 papers \$200
 3 papers \$270

Prices are per-run,
 Color not included

We do a lot more than publish great newspapers!

ABOUT US

Company spotlight and business directory.

Cover story package	\$2,000
Premium Page	\$1,200
Double Truck	\$1,600
Full Page	\$ 850
Half Page	\$ 550
Quarter Page	\$ 375
Eighth Page	\$ 275

KEYSTONE LAKE GUIDE

Adventure guide to the Keystone Lake area.

Back Cover	\$1,600
Premium Page	\$1,200
Double Truck	\$1,600
Full Page	\$ 850
Half Page	\$ 550
Quarter Page	\$ 375
Eighth Page	\$ 275

GRADUATION SPECIAL

Exclusive publication dedicated to the class of 2024

Full Page	\$ 450	
Half Page	\$ 250	
Quarter Page	\$ 125	Color add \$50

FALL SPORTS PREVIEW

A detailed look at the coming prep-sports season

Full Page	\$ 450	
Half Page	\$ 250	
Quarter Page	\$ 125	Color add \$50

THE BEST OF CIMARRON VALLEY

The results from our Reader's Choice Awards contest.

Full Page	\$ 450	
Half Page	\$ 250	
Quarter Page	\$ 125	Color add \$50

CIMARRON CHRISTMAS

Insanely popular holiday book full of Christmas Carols and Recipes

Back cover	\$ 500
Full Page	\$ 390
Banner	\$ 125

Specials

- ABOUT US
- HEROES SECTION
- GRADUATION SPECIAL
- KEYSTONE LAKE GUIDE
- BEST OF CIMARRON VALLEY
- CIMARRON SPORTS CLUB
- DEVOTIONAL PAGES
- HALLOWEEN SPECIAL ONLINE
- FALL SPORTS PREVIEW
- VETERANS DAY TRIBUTE
- HOW TO COOK A TURKEY
- LETTERS TO SANTA
- CIMARRON CHRISTMAS

Mix and match your advertising efforts and combine your best options into an annual package that will save you money and keep your brand in front of your customers and your business ahead of the competition.

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RATES

BY THE INCH

Open/National	\$11.20 p.c.i.
Non-profit	\$6.50
AD AREA	RATE
Up to 30 column inches	\$9 p.c.i.
31 to 62 column inches	\$8.25 p.c.i.
63 to 125 column inches	\$7.25 p.c.i.
Full Page (126 column inches)	\$6.75 p.c.i.

DIGITAL - WEBSITES

Banner (Top)	\$350 per month
Banner (Midpage)	\$300 per month
Sidebar box	\$225 per month

www.cushingcitizen.com
www.keystonegusher.com
www.yalenews.com

BY THE AD

SIZE	COST
2X2	\$36.00
2X5	\$90.00
3X5 (eighth page)	\$135.00
3X10.5 (quarter page)	\$260.00
6X10.5 (half page)	\$456.75
6X21 (full page)	\$850.50

WEEKENDER ONLINE

One time	\$60
Multiple runs	\$25
Full page only • 8.5 X 11	

PREMIUM PLACEMENT

Top Right "Post-It" Front Page	\$200 per week
Bottom Banner Front Page	\$250 per week
SMARTYPANTS	\$250 per month
Sports Club	\$50 per month
Devotional	\$55 per month

COLOR

Full color is charged at \$3 per column inch in each publication, up to 50 inches when available. Color rate on ads larger than 50 column inches is \$125 per insertion.

INSERTS

One time -- \$65 per thousand		
	Qty	Cost
Cushing Citizen	2,600	\$169
Keystone Gusher	2,000	\$117
Yale News	1,200	\$ 78
All three	5,600	\$364

ART SPECS & DEADLINES

The deadline for advertising artwork is noon Friday for publication in any one of the following week's papers.

Pages are 21" high

If you are designing your own ad... for the best results, we recommend 300 dpi, pdf or jpeg files.	1 column	1.75" 2
	2 columns	3.66"
	3 columns	5.5"
	4 columns	7.5"
	5 columns	9.416 6
	6 columns	11.33"

ADVERTISING WITH US WORKS!

We offer multi-paper and multi-run discounts.

We can get your message in front of more than 6,000 informed and engaged individuals, families and professionals throughout Oklahoma's Cimarron Valley from Sand Springs to Stillwater.

Newspaper readers represent a high-quality demographic that:

- Cares about their community
- Votes
- Owns their own homes
- Has a family with school-aged kids
- Generally has disposable income

Call us today and we'll go to work for you, putting together a marketing package that will fit your budget and get results.

CONTACT

CIMARRON VALLEY COMMUNICATIONS

P. O. Box 910

Cushing, Oklahoma 74023

918.285.5555 or 5556

marketing@cushingcitizen.com

CIMARRON VALLEY COMMUNICATIONS, LLC

Cushing Citizen

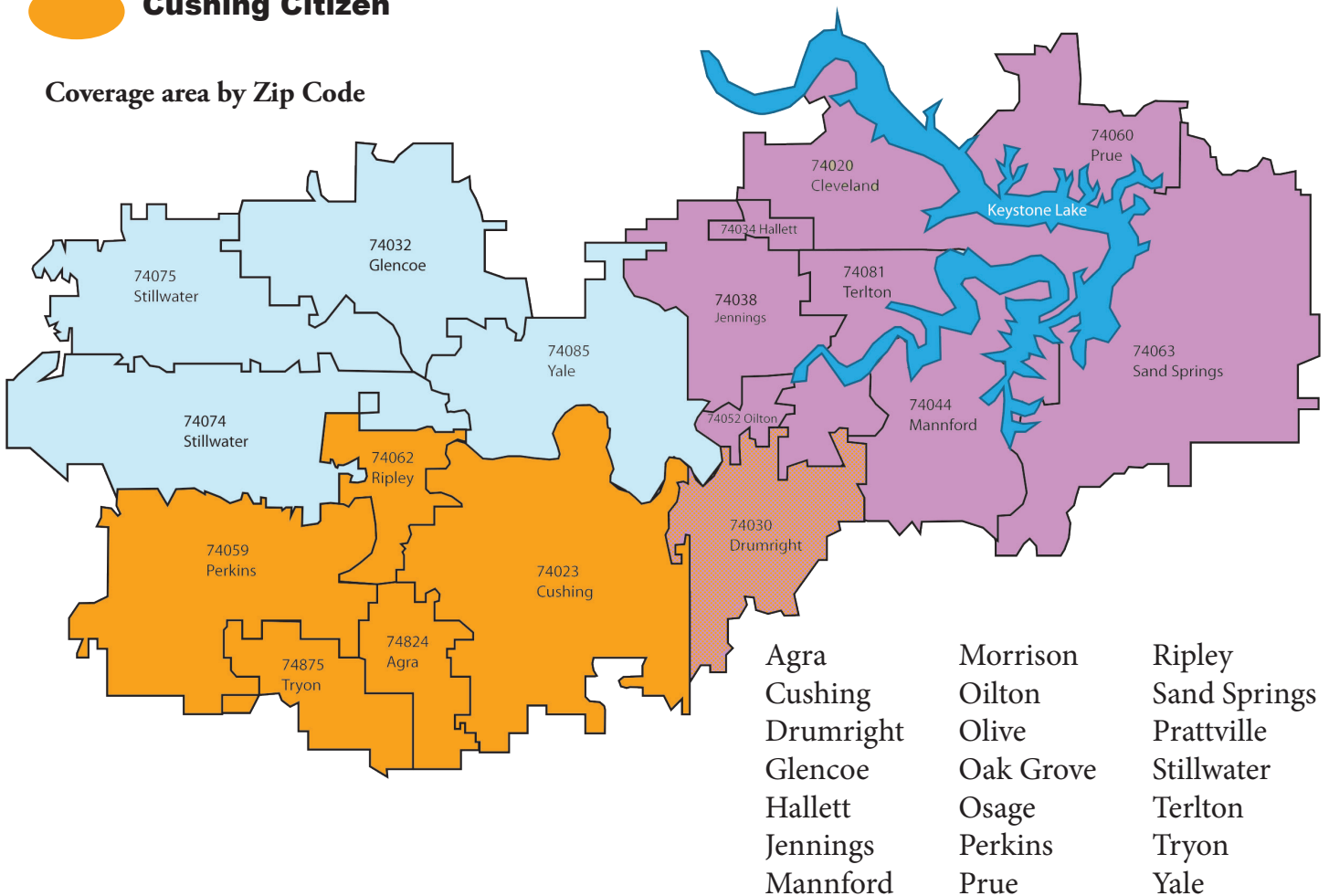
YALE NEWS

Keystone GUSHER

Reach more than 6,000 readers in the Cimarron Valley.



Coverage area by Zip Code



Newspaper readers are a high-quality demographic.

Call today!

918-285-5555

P. O. Box 910 • Cushing, OK 74023