

# THE JOURNAL RECORD

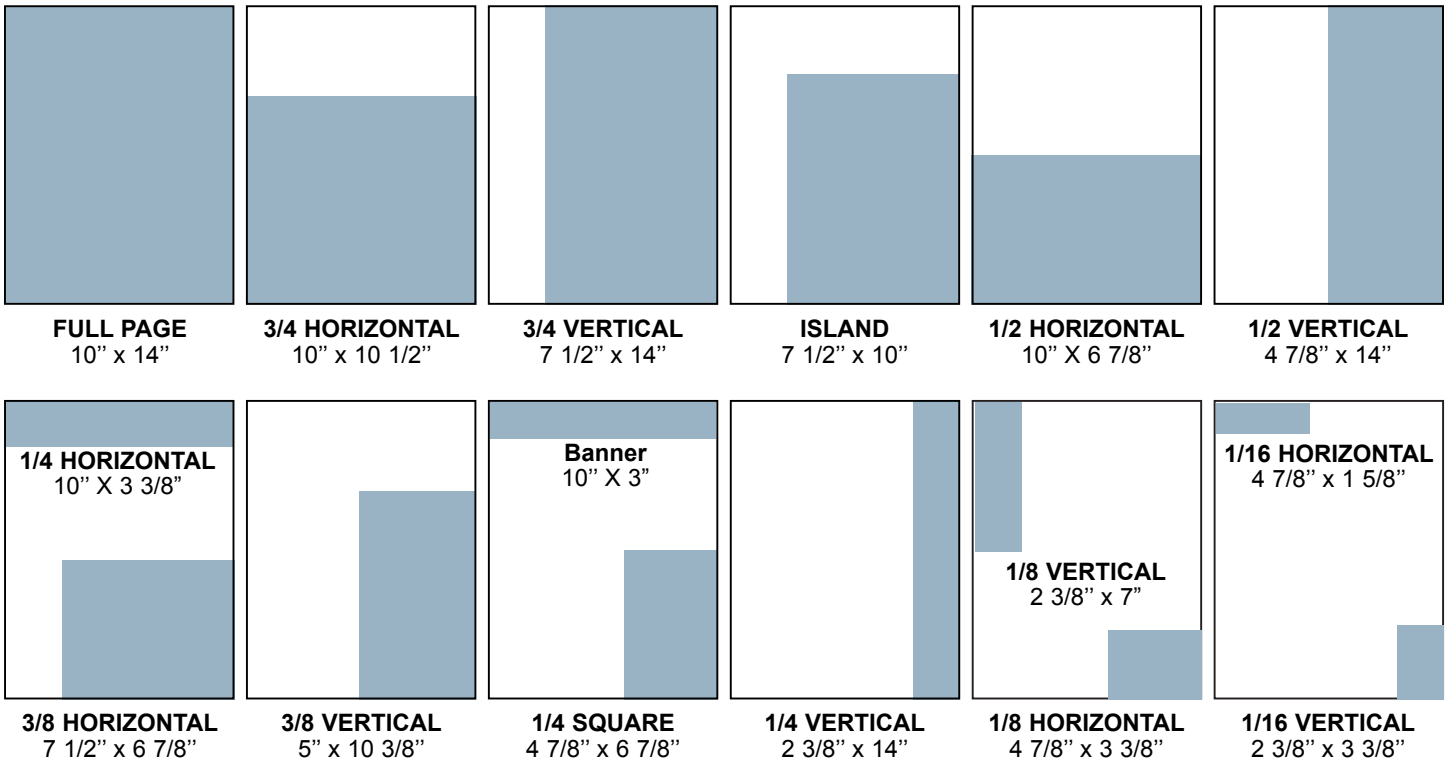
SINCE 1903, THE BEST SOURCE OF OKLAHOMA BUSINESS NEWS AND LEGAL INFORMATION

## Advertising Sizes and Deadlines

### STANDARD AD SIZES

The Journal Record has established standard ad sizes. These sizes will either fit The Journal Record's mechanical requirements exactly or will float in the space. It is expected that The Journal Record will do the camera reductions for all basic black and white ads that do not contain screens or halftones. Ads containing color, halftones and/or screens should be prepared to the specific mechanical requirements of The Journal Record.

Contact your account executive for exceptions to standard ad sizes.



### GENERAL INFORMATION

**Advertising Agency Commission** – recognized advertising agencies will receive 15% commission with the submission of camera-ready copy and payment of the account within 30 days of invoice.

**Cancellation** – an advertisement cannot be cancelled after the regular deadline.

**Credit Guidelines and Terms** – all new accounts will be payable in advance until credit is established. Terms are 30 days net when credit is established.

**Short Rates/Rebates** – Contracts cancelled before

completion or contracts that do not fulfill the contract frequency within a 12-month period will be short-rated at the earned rate.

Contracts may be upgraded to a higher frequency any time during the contract year. Advertisers will earn lower rates for all ads placed after the contract frequency upgrade and prior to space deadline. No rebate will be given in any situation.

**Ad Materials** – Please email materials to your account executive formatted as a PDF. Resolution should be at least 300 DPI with a mini-

um line screen of 85. Ads may also be sent via Adsend to okokj. Contact your account executive for other printing processes if needed.

**Position** – advertisers may request position on any page but production requirements may limit the availability of any specific positions. Position may be guaranteed with a 10% premium.

**Legal Advertising** – The Journal Record meets all requirements as a legal publication and gives complete and accurate service on all publications as required by law. Call 405-278-2853 for legal advertising information.

### ADVERTISING DEADLINES

Dates of Publication	Deadline	Dates of Publication	Deadline
Monday	Thursday, 12 Noon	Thursday	Tuesday, 12 Noon
Tuesday	Friday, 12 Noon	Friday	Wednesday, 12 Noon
Wednesday	Monday, 12 Noon		

**Preprinted Insert Deadline:** 5:00 PM, 1 week prior to insertion

For more information on advertising in The Journal Record, please call (405) 278-2820