

Advertising Specifications and Policies



186 Years of Cherokee Journalism

CHEROKEE PHOENIX

ADVERTISE TODAY

**Let Us Help
Grow Your
Business!**

**Reach the tens of
thousands of
individuals who
read the Cherokee
Phoenix each month!**

**PRINT • WEB • RADIO
DAILY NEWSLETTER**

Contents: Revised Sept. 24, 2015

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About the Cherokee Phoenix

The Cherokee Phoenix, first published in 1828, exists to inform Cherokee citizens about the many political and cultural issues that weave the fabric of Cherokee society. We are not just a media organization, but an institution vital to the vast community that relies on us to remain a beacon of truth and information about the Cherokee people and culture.

Our readers are not a casual audience. Many, if not all, of our readers have deep personal and emotional connections to the stories portrayed on our pages. Our readers are active and invested, and they believe in our purpose and mission. As a result, our advertisers can be assured that any ad placement, whether it be in print or online, will be seen by tens of thousands of engaged readers who believe in the content of the Cherokee Phoenix.

I encourage all of our current and future advertisers to examine our newspaper and website to understand the special significance we have in the hearts and minds of our readers, and the importance their advertisement will have when they place an ad with us. We are committed to working with our advertisers to not just reach their intended audience, but to send new customers through their doors.

If you have any questions about our rates or packages, please contact our Advertising Department.



Advertising platforms

From our Flagship newspaper to our latest web, radio and mobile offerings, our products deliver audiences that drive results.

Print

The Cherokee Phoenix has growing monthly circulation with distribution within the 14-county jurisdiction, nationwide and overseas.



Digital Newsletter

The Cherokee Phoenix currently has nearly 33,000 subscribers to our daily digital newsletter. It is distributed via email at 8 a.m. Monday - Friday.



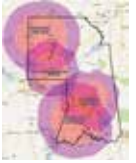
Website

Our redesigned website, CherokeePhoenix.org, showcases written stories, photos, audio and video. It's updated daily and the content is shared to our Facebook page and Twitter feed.

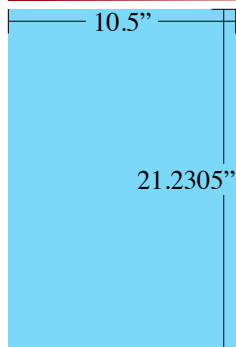


Radio

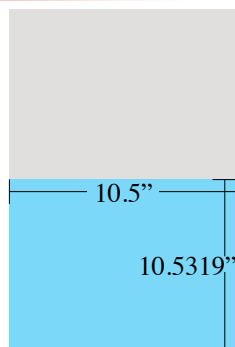
Cherokee Phoenix Radio is a weekly news program broadcast every Saturday and Sunday across 4 radio stations. It is a 15-minute newscast of the happenings within the Cherokee Nation.



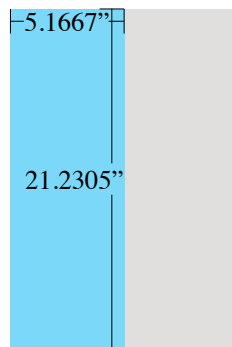
Print ad sizes



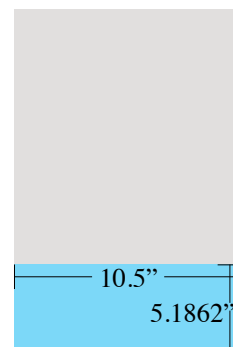
Full Page
\$1,320.00



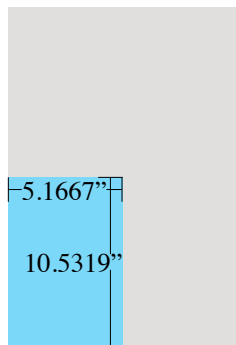
Half Page Horizontal
\$688.00



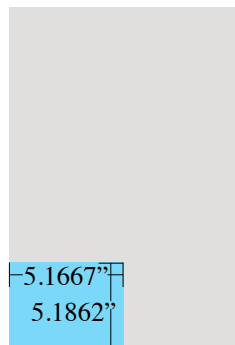
Half Page Vertical
\$688.00



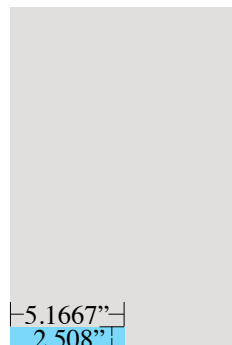
1/4 Page Horizontal
\$344.00



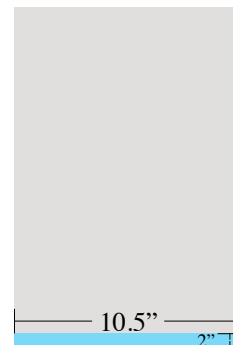
1/4 Page Vertical
\$344.00



1/8 Page
\$203.00



1/16 Page
\$116.00



Premium Front Page
\$800.00



Gatefold wrap*

*Seasonal, call for pricing and availability



Power Note*

*Seasonal, call for pricing and availability

Advertise Longer and Save

Ad Size	Base Cost	2-6 insertions	7-12 insertions	Color Fee	2-6 insertions	7-12 insertions
Full Page Ad-	\$1320.00	\$1,188	\$1,056	\$350	\$325	\$300
Half Page Ad-	\$688.00	\$619	\$550	\$300	\$275	\$250
¼ Page Ad-	\$344.00	\$310	\$275	\$225	\$200	\$175
1/8 Page Ad-	\$203.00	\$183	\$163	\$130	\$105	\$80
1/16 Page Ad-	\$116.00	\$104	\$93	\$100	\$75	\$50
Prem. Front-	\$800	\$750	\$700	\$75	\$50	\$25

Design fee = 20% of base price of advertisement

To get started, contact our Advertising Department at 918-207-3825 or 918-453-5743 or email phoenix-advertising@cherokee.org today.

Print Announcement Section

All classified advertisements, announcements and obituaries will be placed in the Announcement Section of the Cherokee Phoenix newspaper.

A. Classified advertisements, announcements and obituaries must be submitted on the Cherokee Phoenix Classified ad/Obituary form. The form may be picked up and returned to the Cherokee Phoenix offices. The form is also published on the cherokeephoenix.org web site and can be submitted via fax to 918-207-0049 or emailed to Advertising@cherokee.org.

B. Classified advertisements, announcements and obituaries must be prepaid. Full payment is to be submitted along with the required Cherokee Phoenix Classified ad/Obituary form. Classified advertisement, announcement and obituary rates

are based on the number of words.

1. First ten words = \$5
2. Every word after the first ten = \$.25 cents per word

C. A photo or logo may be included with Announcement Section advertisements.

1. Picture or logo included = \$5
2. The dimensions of the photo or logo are not to exceed 1.00" W x 1.25" H.

D. A complimentary "In Memoriam" is published in the Announcement Section upon request and as space permits at no cost in honor of Cherokee Nation citizens who have recently passed. That section will include the name of the deceased, age, birthplace, date of birth, place and date of death, and occupation only.



Classified/obits section

Website



- Premium web banner
960 px w X 125 px h
Monthly: \$385
6 month: \$365
- Premium web ad
400 px w X 400 px h
Monthly: \$300
6 month: \$280
- Web ad
600 px w X 300 px h
Monthly: \$250
6 month: \$230
- 600 px w X 150 px (not shown)
Monthly: \$180
6 month: \$160



- Web ad
400 px w X 200 px h
Monthly: \$130
6 month: \$110

- Story page web ad (not shown)
200 px w X 300 px h \$250
200 px w X 200 px h \$180

- Pre-roll video
15 seconds - \$300
- Production Costs:
Tier 1 - \$150 (still photo + voiceover)
Tier 2 - \$250 (video shot on location)



Newsletter



Ad Dimensions and Rates per day

Premium Banner	590 px w x 77 px h		
Premium Newsletter	590 px w x 295 px h		
1-5days	6-10days	11+days	Design
\$25	\$20	\$15	\$50
Standard-	400 px w x 200 px h		
1-5days	6-10days	11+days	Design
\$20	\$15	\$10	\$25

Radio

Tahlequah
Lakes Country 102.1 FM
Sundays 9 a.m.

Muskogee
Okie Country 101.7 FM
Sundays 6:45 a.m.

- Cost per 15-sec. ad spot - \$10
- Cost per 30-sec. ad spot - \$15
- 5-8 - Weekly spots - \$14
- 9-12 Weekly spots - \$13

Bartlesville
KRIG 104.9 FM
Sundays 10:30 a.m.
KWON 1400 AM
Sundays 8:45 a.m.
Claremore
RSU Radio 93.1 FM
Saturdays 7:45 a.m.

Radio Production
15-second \$25
30-second \$55

Discounts

Discounts offered include, but are not limited to, the following:

- 10% Cherokee Nation Citizen Discount*
- 10% Cherokee Nation Department/Entity Discount*
- 10% Pre-paid Discount**

- *Cherokee Nation Citizen Discount and Cherokee Nation Department/Entity Discount cannot be combined.
- **Pre-paid discount applies to contracts that total \$501 or more and are paid in full.

Discounts do not apply to additional fees such as color or placement fees.

The Cherokee Phoenix will run specials and promotions from time to time that may include additional discounts.

How to Advertise

A signed Advertising Agreement is required to advertise with the Cherokee Phoenix. Please contact our Advertising Department at 918-207-3825 or 918-453-5743 or email phoenix-Advertising@cherokee.org.

Advertising Deadlines

Deadlines are mandatory and shall be met in order to ensure advertising placement. Requests for deadline extensions must be made in writing to the Advertising Coordinator in a timely manner. The Cherokee Phoenix reserves the right to deny any request for a deadline extension.

A. Display/Print Advertising

1. The deadline to submit a display/print advertisement is 5 p.m. on the 15th day of the month prior to the month of publishing. If the deadline falls on a weekend, the ad must be received by 5 p.m. on the preceding Friday.

2. Advertisers who choose to use the Cherokee Phoenix graphic design service must submit picture, graphics, text and design instructions to the Cherokee Phoenix by 5 p.m. on the 5th day of the month prior to the month of publication. A proof will be returned to the advertiser by the 10th day of the month prior to the month of publication for review. Written or emailed approval of proof must be returned to the Cherokee Phoenix by 5 p.m. on the 15th day of the month prior to the month of publication.

B. Website Advertising

1. The deadline to submit camera-ready web graphic advertisements is 2 days prior to the desired start date of the advertisement. If a deadline falls on a weekend, the advertisement must be received by 5 p.m. on the preceding Friday.

2. Advertisers who choose to use the Cherokee Phoenix graphic design service for web banner advertisements must submit picture, graphics, text and design instructions to the Cherokee Phoenix at least 7 days prior to the desired start date of the advertisement. A proof will be returned to the advertiser within 3 business

days of receipt of design instructions and approval of proof or revision instructions must be returned to the Cherokee Phoenix at least two days before the desired start date of the advertisement.

C. Web Video Advertising

1. The deadline to submit camera-ready web video advertisements is 5 days prior to the desired start date of the advertisement. If a deadline falls on a weekend, the advertisement must be received by 5 p.m. on the preceding Friday.

2. Advertisers who choose to use the Cherokee Phoenix video production service for web video advertisements must submit picture, graphics, text and production instructions to the Cherokee Phoenix at least 15 days prior to the desired start date of the advertisement. A proof will be returned to the advertiser within five (5) days of receipt of design instructions. A 48-hour proof approval/edit time will be allowed to each advertiser following the production of the advertisement.

D. Radio Advertising

1. The deadline for broadcast-ready radio advertisements provided by the advertiser (or underwriter) is 5 p.m. the Wednesday before the desired broadcast date

2. Advertisers who choose to use the Cherokee Phoenix production service for radio advertisements must submit production order and instructions 7 days prior to the desired scheduled broadcast date. A 48-hour proof and edit time will be allowed to each advertiser following the production of the advertisement.

E. Daily Newsletter Advertising

1. The deadline for camera-ready newsletter advertisements provided by the advertiser (or underwriter) is 2 days before the desired publish date

2. Advertisers who choose to use the Cherokee Phoenix design service for newsletter advertisements must submit design order and instructions 7 days prior to the desired scheduled publish date. A proof will be returned to the advertiser within 3 business days of receipt of design instructions

and approval of proof or revision instructions must be returned to the Cherokee Phoenix at least two days before the desired start date of the advertisement.

F. Classifieds/Obituaries/In Memoriam/Announcements

1. The deadline for Classified/Obituaries/In Memoriam/Announcements is 5 p.m. on the 15th day of the month prior to the month of publishing. If the deadline falls on a weekend, the ad must be received by 5 p.m. on the preceding Friday.

General Advertising Policies

All products published by the Cherokee Phoenix have policies governing the content of paid advertising and the Cherokee Phoenix has had them in place since 2002. The current policies represent a good faith effort to protect the integrity of these products, weed out inaccurate or false claims and ensure that readers have a high level of confidence in the truthfulness of statements contained in our digital and printed publications. The most recent update of those policies are as follows:

The Cherokee Phoenix will examine advertisements before publication to determine if they meet the standards of acceptability that the Cherokee Phoenix has developed.

The Cherokee Phoenix reserves the right to decline any advertising that the Cherokee Phoenix deems misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of fairness, decency and dignity.

The advertiser will be notified if an advertisement contains statements or illustrations that are not deemed acceptable and that the Cherokee Phoenix thinks should be changed or eliminated. The Cherokee Phoenix will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by the Cherokee Phoenix.

The Cherokee Phoenix maintains clear separation between editorial content and its advertisements. Accordingly, ads that include elements usually associated with the Cherokee Phoenix editorial

content will not be accepted (for example, but not limited to: Cherokee Phoenix-style headlines, bylines, news-style column arrangements or typography). Additionally, the Cherokee Phoenix reserves the right to label an advertisement with the word “advertisement” when, in its opinion, this is necessary to make clear the distinction between editorial content and advertising.

Whenever, in the judgment of the Cherokee Phoenix, the credit of the advertiser has been impaired, the Cherokee Phoenix shall have the right to require pre-payment in full by cash or credit card.

The Cherokee Phoenix is not bound by any terms or conditions, printed or otherwise, appearing on advertisers’ forms or copy instructions when in conflict with terms and conditions of the Cherokee Phoenix rate cards, Advertising Agreements or policies.

Agencies shall be held responsible for payment of invoices for advertising placed by them, on their behalf or on the behalf of their clients. In lieu of agency liability, written communication must be provided by the advertiser assuming responsibility for payment.

If you have any questions regarding the policies of the Cherokee Phoenix, please call 918-207-3825 or 918-453-5743.

Payment Terms and Conditions

Advertising contracts totaling \$500 or less shall be pre-paid only.

Contracts totaling \$501 or more shall require that at least the last two insertions of the contract be pre-paid.

All Holiday Guide and Premium advertising must be pre-paid regardless of length and total of contract.

All political advertisements must be pre-paid.

Advertisers shall pay for the advertising purchased according to the terms indicated on the Cherokee Phoenix Advertising Agreement that is signed by the Cherokee Phoenix authorized representative and the advertiser prior to the run of any advertisement.

In the event of a billing dispute, the Advertiser must promptly pay all amounts not subject to dispute.

If the Advertiser fails to timely pay as

provided for in the Cherokee Phoenix Advertising agreement and invoices/billing statements, the Cherokee Phoenix may reject advertising copy and/or immediately cancel the contract.

Accounts that are 60 days past due will be suspended and all future advertising, even prepaid, will be refused until account is paid in full.

Accounts that are 120 days or more past due will be referred to the Cherokee Nation Attorney General’s office for further collection.

Political Advertising Policy

The Cherokee Phoenix does not endorse candidates for political office. We do accept political advertising, as a business transaction, from all candidates for any office. Any advertisement involving a political figure, party, campaign or a ballot issue, regardless of election time, is considered political. The following terms and conditions apply to all political advertisements:

A. All political print ads shall be received and paid in full by 5 p.m. on the 15th of the month prior to publication. No exceptions. If the 15th of said month falls on a weekend, the deadline will be 5 p.m. the following Monday.

B. All political advertisements are subject to base rates.

C. Political advertisements are subject to the same advertising policies and deadlines as any other advertisement placed with the Cherokee Phoenix.

D. All political advertisements must include the following identifying information of the purchaser:

1. The name of the individual(s), entity or organization paying for the advertisement.
2. Language indicating that the advertisement was ordered and paid for by that individual, entity or organization.
3. The business or residence address of that entity, organization or individual:
4. If the advertiser is not the candidate, the advertisement must include language indicating whether or not the advertisement was purchased with the cooperation or prior consent of, or in consultation with or at the request or suggestion of any candidate, or any

person or committee acting on behalf of any candidate:

Definitions & Terminology

Advertising Agreement – Agreement between the Advertiser and the Cherokee Phoenix to place an advertisement. The Advertising Agreement lists all pertinent advertiser information, the advertisement specifications, terms of the advertisement, agreed upon pricing, discounts and final total and is signed by the advertiser as acknowledgement of all that is listed on the agreement. Advertising Agreements are contracts and the contents of such contracts are confidential.

Broadcast-ready – A radio or video advertisement that has been produced and provided by the advertising client in mpeg or video format that is read to air “as is” with no modifications or editing required of the Cherokee Phoenix advertising staff.

Call to Action – Portion of a marketing message that attempts to persuade a person to perform a desired action.

Camera-ready – An advertisement that is submitted in jpg, or pdf at 300 dpi and formatted to the required advertisement size listed on the signed advertising agreement. A camera ready ad is received in the exact image that the advertisement will be displayed and requires no edits or revisions.

Guaranteed Placement – Placement of an advertisement in a specific section and/or page in the newspaper or within any digital or broadcast product. Guaranteed placement is negotiated in the Advertising Agreement and usually involves an additional fee. The Cherokee Phoenix does not offer specific content-related placement.

Net/30 – specifies that payment shall be received in full within 30 days after services are rendered.

Underwriting – A financial contribution made to public radio in support of specific programming. Underwriting may include the company’s name, products or services, address, telephone number, email address, operating hours, slogans, and background information. However, an underwriting spot cannot include pricing information, qualitative