

ABOUT US

The Tulsa Voice, published by Langdon Publishing, is celebrating its **FIFTH** anniversary in December 2018! The Tulsa Voice is Tulsa's independent alternative newspaper and is Tulsa's indispensable source for news, entertainment and commentary, offering hyperlocal coverage of "what's happening" in our city. In its pages you'll find a roadmap to the best food, drink, art, music and culture in Tulsa, along with enlightening, sometimes irreverent commentary and reporting on the political and social issues of the day.

The Tulsa Voice is published on the first and third Wednesday of each month with a free, controlled circulation of 19,000 distributed at popular restaurants, pubs, retail stores, hotels and malls. It is printed on quality paper stock in a tabloid size and stitched-and-trimmed format.

The Tulsa Voice and **TheTulsaVoice.com** have received 42 awards for journalism and design over the past three years including two 2018 Great Plains Journalism Awards for "Best Feature Page Design" and "Best Website Page Design," in addition to two Finalist awards. The Oklahoma Society of Professional Journalists awarded The Tulsa Voice 14 awards in their 2018 competition, including 8 First Place honors!

Langdon Publishing Company is the award-winning publisher of TulsaPeople Magazine, Intermission, the official magazine of the Tulsa Performing Arts Center, the annual Tulsa Hotel Guest Guide, and custom publications.

Member of the
association of
**alternative
newsmedia**

2019 SALES CALENDAR

| | | |
|-----------------|------|---|
| Jan A | 1/2 | Best of Tulsa Ballot Brunch Guide Tulsa Arts District page |
| Jan B | 1/16 | Winter/Spring Performing Arts |
| Annual Issue | 1/30 | 2019 City Guide |
| Feb A | 2/6 | Valentine's Day BOT Run-off TAD |
| Feb B | 2/20 | BOT Run-Off Mardi Gras |
| Mar A | 3/6 | Bar Guide St. Patrick's Day TAD |
| Mar B | 3/20 | Bars, Burgers & Basketball |
| Annual Issue | 3/27 | BEST OF TULSA ISSUE |
| Apr A | 4/3 | Earth Day/Recycling TAD |
| Apr B | 4/17 | 4/20 Record Store Day |
| May A | 5/1 | Summer Festival Guide Cinco de Mayo National BBQ Month TAD |
| May B | 5/15 | Patio Dining National BBQ Month II |
| June A | 6/5 | Tulsa Tough Burgers I TAD |
| June B | 6/19 | Summer Brews Burgers II |

| | | |
|--------|-------|--|
| July A | 7/3 | Food/Restaurants TAD |
| July B | 7/17 | Travel/Casinos/Staycation |
| Aug A | 8/7 | Fall Performing Arts National Sandwich Month I TAD |
| Aug B | 8/21 | Fall Festival Guide National Sandwich Month II |
| Sept A | 9/4 | Philbrook MIX Restaurant Week TAD |
| Sept B | 9/18 | Autumn Brews Pizza Party I |
| Oct A | 10/2 | Pizza Party II Care Card I TAD |
| Oct B | 10/16 | Halloween Care Card II Run Issue |
| Nov A | 11/6 | Men's Health Brewery Guide TAD |
| Nov B | 11/20 | Holiday Event Guide Small Business Saturday |
| Dec A | 12/4 | Holiday Gift Guide Brunch Guide TAD |
| Dec B | 12/18 | Winter Break Fun Guide New Year's Eve |

Sales calendar subject to change.

SPECIAL PAGES:

The Fuzz Pet Services page
every issue

Tulsa Arts District Page (TAD)
first issue of the month

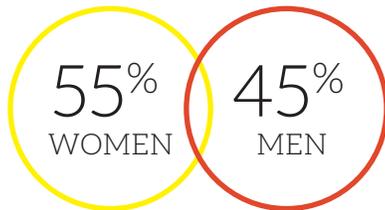
Local Bites Dining Guide
second issue of the month

THE TULSA VOICE READER PROFILE

The Tulsa Voice commissioned Circulation Verification Council (CVC) to perform an independent audit of distribution in June 2018.

Highlights from the CVC Supplemental Readership Study are shown below:

GENDER



The Tulsa Voice has an average of **2.8** estimated readers per copy or **48,876** total readers per edition.

AGE

70% are ages 25-54

74% of Tulsa Voice readers purchase products or services from ads seen in The Tulsa Voice

INCOME

70% have an annual household income of \$50,000+

READER PURCHASING PLANS IN THE NEXT 12 MONTHS:

- ➔ **93%** Dining/Entertainment
- ➔ **68%** Women's apparel
- ➔ **65%** Vacations/travel
- ➔ **60%** Men's apparel
- ➔ **58%** Home furnishings
- ➔ **54%** Health Club/Exercise class
- ➔ **40%** Home improvement projects or supplies
- ➔ **35%** Florist/Gift shops
- ➔ **27%** New or used automobile
- ➔ **29%** Education/classes



EDUCATION

45% Graduated college

30% Some college

16% Completed Masters or Professional degree

MARKET PENETRATION

According to Circulation Verification Council, The Tulsa Voice is Tulsa's favorite entertainment alternative publication with a market penetration of 29%.*

*for publications printed 1-2 X per month



ONLINE

The Tulsa Voice, Tulsa’s four-year-old alternative newspaper, debuted its website in May 2014. TheTulsaVoice.com features the best of Tulsa – including music, arts, dining, news and more. TheTulsaVoice.com has been honored with four design awards including: 2018 Society of Professional Journalists First Place award for Web Design, 2018 Great Plains Journalism First Place award for Website Page Design, 2017 Great Plains Journalism First Place award for Website Page Design and a Graphex Gold award from the Art Directors Club of Tulsa in 2017.

With only four ads on each web page, **THETULSAVOICE.COM** advertisers enjoy highly visible ads with minimal distractions at affordable rates.

THETULSAVOICE.COM RATES & SIZES

TOP LEADERBOARD • 728 X 90

ROS on all content pages of the site.

100% share of voice - Four consecutive weeks: \$650 or \$200/week

TOP TILE • 300 X 250

Appears in top position on all content page of the site.

100% share of voice - Four consecutive weeks: \$400 or \$125/week

CENTER TILE • 300 X 250

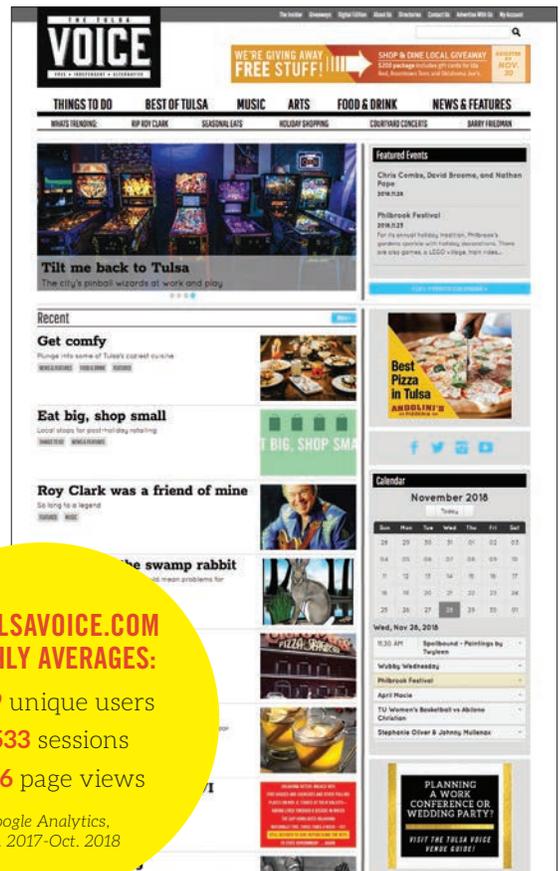
Appears in center position on all content pages of the site.

100% share of voice - Four consecutive weeks: \$350 or \$100/week

BOTTOM TILE • 300 X 250

Appears in bottom position on all content pages of the site.

100% share of voice - Four consecutive weeks: \$250 or \$75/week



THETULSAVOICE.COM MONTHLY AVERAGES:

14,639 unique users

20,533 sessions

55,466 page views

*Google Analytics, Nov. 2017-Oct. 2018

Week is considered Monday-Sunday

WEBSITE SPONSORSHIP

One advertiser will enjoy consistent exposure on Tulsa’s alternative website. Website sponsor will “own” the website with 100% share of voice ads on the top leaderboard on all content pages of the site. Only one available.

26 weeks (6 months) – \$3,600 or 52 weeks (12 months) – \$6,000

(may pay monthly in advance)

the insider

Weekly Entertainment E-newsletter

Published by Tulsa's alternative entertainment authority **The Tulsa Voice**.

The Tulsa Voice is Tulsa's free, independent, alternative newspaper. The Tulsa Voice features current events and entertainment options throughout Tulsa for all ranges of tastes and budgets.

The Insider includes our editors' picks and recommendations in a variety of categories such as: Family Fun, Seasonal, Music, Shopping, Festivals & Events, Sports & Recreation, Arts & Culture, plus rotating features.

The Insider is emailed to almost **19,000*** e-newsletter subscribers every Thursday, and provides an affordable option to promote dining and events to Tulsans searching for THINGS TO DO!

**average as of November 2018*

| AD RATES & SIZES | | |
|------------------|-----------|-------|
| POSITION | SIZE | RATE |
| Double Tile | 600 x 250 | \$250 |
| Top Leaderboard | 728 x 90 | \$150 |
| Single Tile | 300 x 250 | \$125 |

NEW

| SPONSORED EDITORIAL RATES* | | | |
|--|------------|------------|-------------|
| TOP POSITION Large photo and 50 words of text. | 1 X | 6 X | 12 X |
| | \$500 | \$400 | \$300 |
| SECOND POSITION Regular photo and 30-40 words of text. | 1 X | 6 X | 12 X |
| | \$400 | \$300 | \$200 |

**Rate per issue. Copy must be supplied by advertiser by deadline and is subject to editing and publisher approval. Article will be labeled "Sponsored editorial" and will link to advertiser website.*

DEADLINE:
Space reservation and materials are due the Tuesday prior.

DEADLINE:
Space reservation and materials are due the Thursday (one week) prior.

2019 PUBLISHING SCHEDULE

| ISSUE DATE | SPACE RESERVATION DEADLINE <i>(Thursday by 5 p.m.)</i> | AD APPROVAL DEADLINE <i>(Friday by 5 p.m.)</i> |
|---------------------------------|---|---|
| JANUARY 2 | Dec. 27 | Dec. 28 |
| JANUARY 16 | Jan. 10 | Jan. 11 |
| CITY GUIDE ISSUE 1/30 | Jan. 11* | Jan. 18 |
| FEBRUARY 6 | Jan. 31 | Feb. 1 |
| FEBRUARY 20 | Feb. 14 | Feb. 15 |
| MARCH 6 | Feb. 28 | Mar. 1 |
| MARCH 20 | Mar. 14 | Mar. 15 |
| BEST OF TULSA ISSUE 3/27 | Mar. 20* | Mar. 21* |
| APRIL 3 | Mar. 28 | Mar. 29 |
| APRIL 17 | Apr. 11 | Apr. 12 |
| MAY 1 | Apr. 25 | Apr. 26 |
| MAY 15 | May 9 | May 10 |
| JUNE 5 | May 30 | May 31 |
| JUNE 19 | June 13 | June 14 |
| JULY 3 | June 27 | June 28 |
| JULY 17 | July 11 | July 12 |
| AUGUST 7 | Aug. 1 | Aug. 2 |
| AUGUST 21 | Aug. 15 | Aug. 16 |
| SEPTEMBER 4 | Aug. 28* | Aug. 29* |
| SEPTEMBER 18 | Sept. 12 | Sept. 13 |
| OCTOBER 2 | Sept. 26 | Sept. 27 |
| OCTOBER 16 | Oct. 10 | Oct. 11 |
| NOVEMBER 6 | Oct. 31 | Nov. 1 |
| NOVEMBER 20 | Nov. 14 | Nov. 15 |
| DECEMBER 4 | Nov. 26* | Nov. 27* |
| DECEMBER 18 | Dec. 12 | Dec. 13 |

*Early deadline or delayed publication due to holiday.

RATES & SIZES



All rates are net and include four-color.
Rates are subject to change unless a signed insertion order is placed.

Full Page
9" x 12.25"

Half Page Vertical
4.375" x 12.25"

Quarter Page
4.375" x 6"

16th Page V
2.0625" x 2.875"

Half Page Horizontal
9" x 6"

Eighth Page V
2.0625" x 6"

Eighth Page H
4.375" x 2.875"

Junior Page
6.6875" x 9.125"

Quarter Page V
2.0625" x 12.25"

Guaranteed position charge: add \$100 to any ROP rate; an advertiser signing a longer-term contract may displace another advertiser paying the position charge

Langdon Publishing offers complimentary ad production services.

Publication date:
First and third Wednesdays of each month

Ad space reservation deadline:
Thursdays prior to publication dates by 5 p.m.

Ad approval deadline:
Fridays prior to publication dates by 5 p.m.

AD SPECS



PDF files must be written and saved with the following specifications:

- Acrobat XI compatibility (or lower).
- All fonts embedded.
- All colors converted to CMYK or grayscale (no LAB or RGB colors).
- Please do not include "Printers Marks" on your ad (this includes crop marks).
- PDFs with RGB images or low-resolution images must be returned to the client for resubmission.
- Langdon Publishing is not able to correct camera ready ad submissions.
- For additional specifications or questions, please contact Madeline Crawford at madeline@langdonpublishing.com.

| Size/Frequency | Full Year | 12-23 X | 4-11 X | 1-3 X |
|-------------------|-----------|---------|--------|-------|
| Back Cover | \$1,800 | — | — | — |
| Pages 2-4, IBC | \$1,700 | — | — | — |
| Full page ROP | \$1,475 | 1,550 | 1,750 | 1,850 |
| Junior pages* | \$1,000 | 1,100 | 1,150 | 1,225 |
| 1/2 page (H or V) | \$850 | 950 | 1,000 | 1,050 |
| 1/4 page | \$450 | 490 | 550 | 650 |
| 1/8 page | \$275 | 300 | 350 | 400 |
| 1/16 | \$175 | 200 | 250 | 300 |

*Junior pages are up front and surrounded by news coverage with no other advertising on the page. Limited to 3 per issue.

EFFECTIVE: JANUARY 2019 for advertisers not under a current contract

1603 S. Boulder Ave. • Tulsa, OK 74119
P (918) 585-9924 • F (918) 585-9926
TheTulsaVoice.com

