

Promoting Your Product Is Our Business!



Greater Tulsa Reporter Newspapers

- Oklahoma's largest monthly news group.
- Six monthly papers for the price of one.
- Audited readership of over 200,000 including website, www.gtrnews.com.
- Earned value benefits including articles, photos and website placement.
- Direct home delivery included.
- Locally owned and operated since 1993.

GTR Newspapers
UNION BOUNDARY • MIDTOWN MONITOR • JENKS DISTRICT GAZETTE
BROKEN ARROW EXPRESS • OWASSO RAMBLER • BIXBY BREEZE

National and State Award-Winning Publications

918-254-1515 • www.GTRnews.com

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DEMOGRAPHICS



LOOK WHO'S READING THE GTR NEWSPAPERS

The Greater Tulsa Reporter Newspapers, the *Union Boundary*, *Jenks District Gazette*, *Owasso Rambler*, *Broken Arrow Express*, *Bixby Breeze*, and *Midtown Monitor*, serve the highly educated readers in the suburban metropolitan Tulsa area.

The GTR Newspapers are the most extensively distributed newspaper group in greater Tulsa. The *Union Boundary*, *Jenks District Gazette*, *Owasso Rambler*, *Bixby Breeze*, and *Broken Arrow Express* are distributed to nearly every home in the huge Union, Jenks, Owasso, Bixby, and Broken Arrow school districts, and the *Midtown Monitor* is distributed to homes in the Tulsa school-district area and also to over 500 newsstand locations throughout the greater Tulsa area.

Our research tells us that more than 83% of our readers read our advertising, and 75% use ads to plan their shopping. Our readers are often college-educated (56%), are usually married (77%), and usually own their own homes.

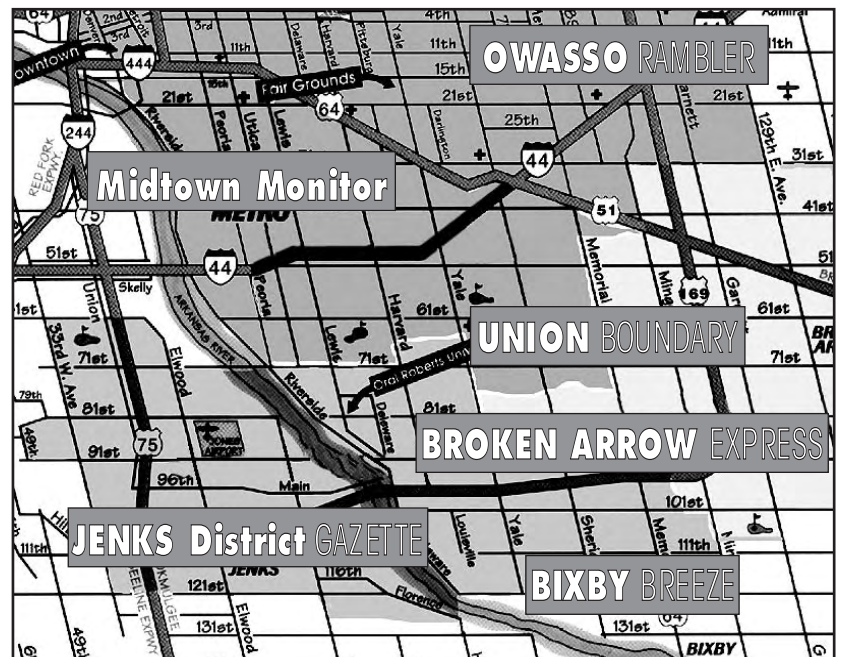
The GTR Newspapers work hard to give our readers a quality journalistic product. We also endeavor to give our advertisers a segmented marketing product to reach an affluent and educated Tulsa area audience.

DISTRIBUTION

UNIQUE ZONE COVERAGE

The Greater Tulsa Reporter Newspapers, consisting of the *Union Boundary*, *Jenks Gazette*, *Tulsa Free Press*, *Owasso Rambler*, *Broken Arrow Express*, and *Bixby Breeze*, blanket the metropolitan Tulsa area with interesting news and information. The *Union Boundary*, *Jenks Gazette*, *Tulsa Free Press*, *Owasso Rambler*, *Broken Arrow Express*, and *Bixby Breeze* are distributed directly to nearly every house in those school districts. *The Tulsa Free Press* is distributed in the downtown, central, midtown, and south-central areas.

*Call 254-1515 to learn more about
the many benefits of the
Greater Tulsa Reporter Newspapers.*



**7116 S. Mingo Rd., Suite 103 • P.O. Box 470645 • Tulsa, OK 74147-0645
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BEST EXPOSURE

Our distribution reaches greater Tulsa's upscale suburban areas; your advertisement will be seen by more potential prospects than any other local publication. Our coverage is almost three times the size of any other periodical publication in the greater Tulsa area.

DIRECT DELIVERY

Most of our newspapers are delivered directly to your prospect's home, eliminating the need to make the extra effort to find a newspaper at a newsstand.

LOWEST COST-PER-IMPRESSION

The Greater Tulsa Reporter Newspapers can deliver your message directly to your customer for less than half the cost of most publications.

CUSTOMIZED ADVERTISING

Advertisers can reach one or more areas to fit any marketing plan. Advertising to south Tulsa and the Jenks area can be accomplished through the *Jenks District Gazette*, which reaches the entire Jenks School district, including lucrative south Tulsa; the *Union Boundary* reaches southeast Tulsa and northwest Broken Arrow; the *Midtown Monitor* reaches central and near-south Tulsa. The Broken Arrow and Owasso school districts are covered by the *Broken Arrow Express* and *Owasso Rambler*. The *Bixby Breeze* includes far-south Tulsa and the growing Bixby area. A custom-advertisement program is possible, using a combination of these geographical areas. Advertisers pay only for the coverage they want.

TARGETED PROSPECTS

GTR Newspapers are delivered to affluent areas of the greater Tulsa area, including ZIP code areas 74012 (Broken Arrow), 74055 (Owasso), 74037 (Jenks), 74011 (Bixby), 74105, 74114, 74133, 74136, and 74137, which means you can reach prospects with the greatest buying power and the most disposable income.

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WHAT OUR ADVERTISERS ARE SAYING

"I am amazed at the breadth and depth of your publications."

Lauren Brookey
Vice President of Marketing & Communications
Tulsa Community College
Formerly Partner of Schnake Turnbo Frank Inc.
Public Relations

"Thank you for a job well done!! I believe your newspapers have given us an excellent marketing tool. We appreciate your tireless efforts and enthusiasm."

Susan Frame
Vice President for Marketing
Community Bank and Trust Company of Tulsa

"Your papers continue to grow in interest, quality and vision. These newspapers offer a much needed feel of 'community' by giving the individual reader a sense of belonging. Tulsa is a great place to live and it is always a blessing when something collectively brings us together."

Sharon King Davis
Owner
KingsPointe Village Shopping Center

"We get great positive feedback from your papers, from all ages and from all over Jenks, Union, South Tulsa, Owasso, Bixby, Sapulpa, even Glenpool. And when you put in those extra pictures and articles, we always have customers, new or repeat, tell us they see it."

Sylvia Rocha
Owner
Sol Mar Hair Design & Salon at the Shops of Seville

"We are very appreciative of the kind of favorable response to some of our accomplishments here at the DoubleTree Hotels in Tulsa that we have received from your papers. I've been receiving calls from a lot of people."

Michael J. Hughes
Former Area General Manager
DoubleTree Hotels, Tulsa

"The GTR Newspapers have been instrumental in the success of our spring football camps."

David Rader
Former Head Football Coach
The University of Tulsa

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2012 DEADLINES AND PUBLISHING DATES

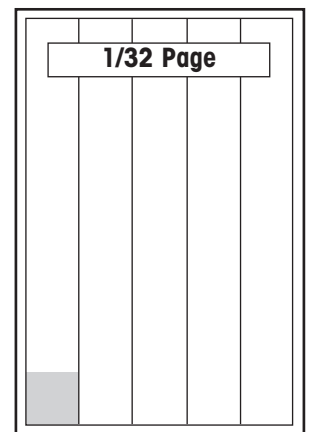
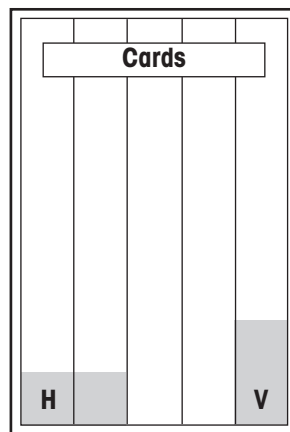
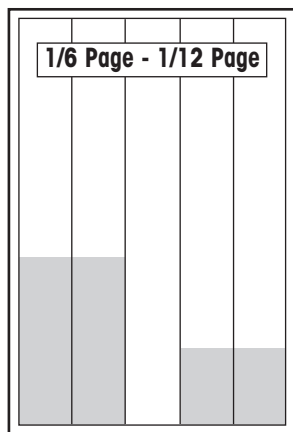
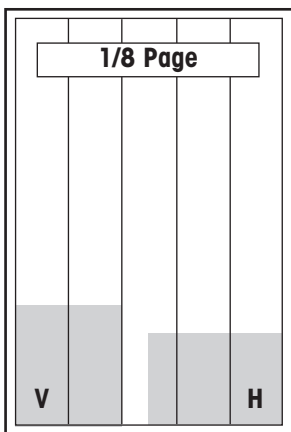
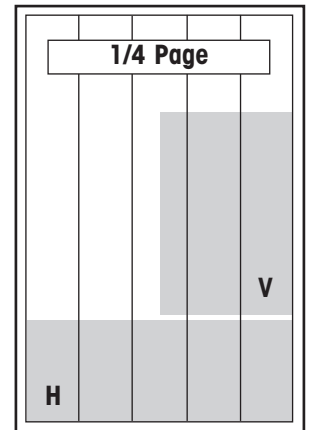
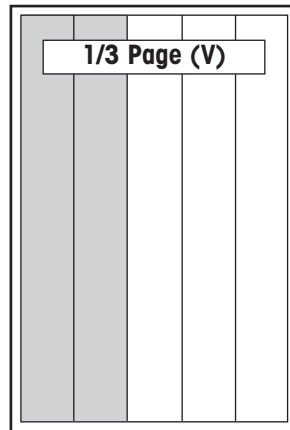
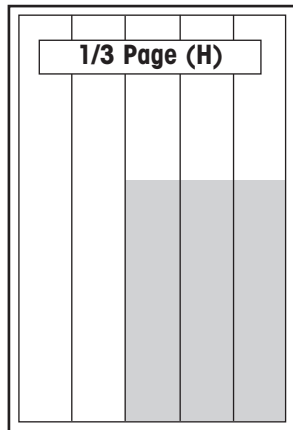
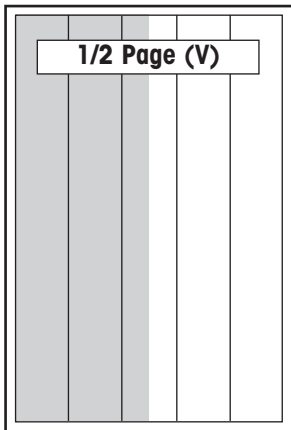
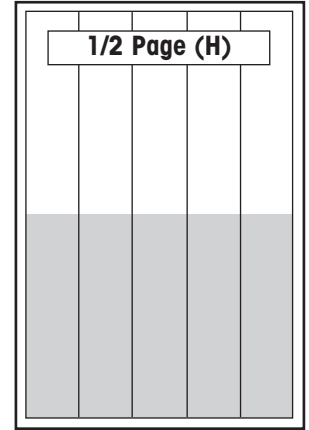
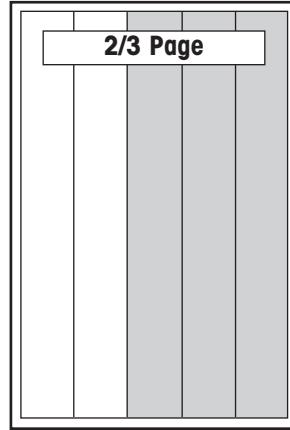
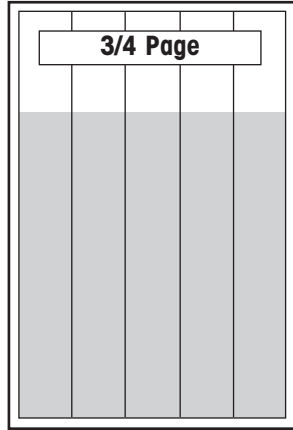
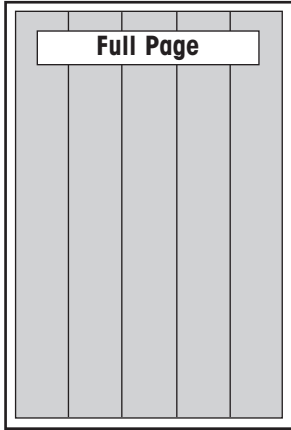
<u>Issue</u>	<u>Space Reservation</u>	<u>Ad Submission</u>	<u>Publish</u>
March 2012	Feb. 17	Feb. 20	Feb. 25
April 2012	Mar. 16	Mar. 19	Mar. 24
May 2012	Apr. 13	Apr. 16	Apr. 21
June 2012	May 18	May 21	May 26
July 2012	June 15	June 18	June 23
August 2012	July 13	July 16	July 21
September 2012	Aug. 17	Aug. 20	Aug. 25
October 2012	Sept. 14	Sept. 17	Sept. 22
November 2012	Oct. 19	Oct. 22	Oct. 27
December 2012	Nov. 23	Nov. 26	Dec. 1
January 2013	Dec. 17	Dec. 21	Dec. 29

The GTR Newspapers are published mid-monthly, 12 times annually. Publishing dates are subject to change without notice. In addition to monthly themes, the GTR Newspapers have regular monthly sections, including: Civics, Economics, Education and Student News, Variety, Dining, Home and Garden, Sports, Health and Wellness, Community Calendar and Features.

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AD PAGE DIMENSIONS

AD SIZE	WIDTH	DEPTH	AD SIZE	WIDTH	DEPTH
Full Page	10.2"	15"	1/4 Page (V)	5"	7.25"
3/4 Page	10.2"	11.25"	1/6 Page	4"	6"
2/3 Page	6"	15"	1/8 Page (H)	5"	3.625"
1/2 Page (H)	10.2"	7.25"	1/8 Page (V)	4"	4.5"
1/2 Page (V)	5"	15"	1/12 Page	4"	3"
1/3 Page (H)	6"	7.875"	1/16 or Card (H)	4"	2"
1/3 Page (V)	4"	15"	1/16 or Card (V)	2"	4"
1/4 Page (H)	10.2"	3.5"	1/32	2"	2"



WWW.GTRNEWS.COM WEB PRICING (Effective July 1, 2010)

Masthead Banner (size = 728 X 90 pixels) \$999/month* (Max 3)
 Located above the masthead of the entire site.

Top Article Banner (size = 486 X 60 pixels) \$999/month* (Max 3)
 Located above the title of all articles.

Sideliners (size = 120 X 135 pixels) \$175/month*
 Seven sideliner banners run on every page down the right side.

Top Right Banner (size = 220 X 110 pixels) \$199/month*
 Located above the masthead of the entire site.

Pick ‘em Banners**

Pick 5 – Run five banner ads in the body of five articles of the advertiser’s choice \$50 per article

Pick 1 – Run a banner ad in the body of one article of the advertiser’s choice \$75 per article

eBanner (size = 468 X 60 pixels) \$100/month*
 One of two ad locations in the masthead of all six GTR eEditions.

* An advertising month on gtrnews.com or with an eBanner is defined as the first and last day of the months within the time span of the contract. If an ad is purchased before or after the first, the cost of the space will be prorated appropriately for that month.

** Pick ‘em banners are a one-time price paid upon the insertion order.

