95% of Oklahoman subscribers are registered voters.

86% of local election voters read a newspaper in print or online.

84% of older voters are frequent/regular newspaper readers.

62% of younger voters who use mobile devices said newspaper sources are their first choice for getting campaign and election news.

56% of younger voters rely on newspaper websites for local political and civic issues.

Reach Voters Now

The Oklahoman Media Company provides you with direct access to more voters than any media company in the state.

THE OKLAHOMAN MEDIA COMPANY
READERS VOTE. VOTERS READ.
Connect with voters using the most trusted and reliable media.

REGULARLY READ NEWSPAPERS IN PRINT OR ONLINE.

WE REACH VOTERS:
The Oklahoma Media Company’s print and digital solutions reach more than 8 out of 10 election voters. Democrats, Republicans, and Independents alike regularly read newspaper content.

TRUST AND CREDIBILITY:
Nearly two-thirds of all voters look to local newspapers for reliable, accurate, in-depth information on local political and civic issues.

OUR ADS HIT HOME:
65% of consumers trust newspaper ads more than other media.

WE ARE THE #1 LOCAL MEDIA COMPANY:
As a multi-media company, The Oklahoma Media Company informs more than one million local readers each and every week through our print and digital products.

LOCAL NEWSPAPER WEBSITES RANK #1 AMONG WEBSITES FOR LOCAL POLITICAL AND CIVIC ISSUES.

ONE IN FOUR adults plan to use a mobile device (smartphone or tablet) to check the news about campaigns/elections.

58% of them will check a newspaper source.

48% are between age 18 and 34.

PARTY AFFILIATION AND NEWSPAPER MEDIA

<table>
<thead>
<tr>
<th></th>
<th>Read Daily/Several Times Per Week</th>
<th>Read Once A Week or More</th>
<th>Print/Website Once A Week or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>57%</td>
<td>76%</td>
<td>84%</td>
</tr>
<tr>
<td>Republican</td>
<td>56%</td>
<td>74%</td>
<td>83%</td>
</tr>
<tr>
<td>Independent</td>
<td>53%</td>
<td>73%</td>
<td>81%</td>
</tr>
</tbody>
</table>

95%

OF OKLAHOMAN SUBSCRIBERS ARE REGISTERED VOTERS.

WHAT DOES THAT MEAN FOR YOU?

NO OTHER MEDIA VEHICLE IN THE STATE REACHES MORE REGISTERED VOTERS THAN THE OKLAHOMAN.
BECAUSE 95% OF SUBSCRIBERS ARE REGISTERED VOTERS, THE OKLAHOMAN TRUMPS LOCAL TV.

Local newspaper reaches
39%
MORE CONSUMERS on average each week than local TV news

MORE VOTERS
43% more voters than local TV news

MORE TRUST
Consumers say newspaper advertising is 65% more believable than TV advertising

MORE ENGAGEMENT
Consumers are 19% more engaged with newspaper advertising than TV advertising

CONSUMERS PER WEEK*

<table>
<thead>
<tr>
<th>LOCAL NEWSPAPER</th>
<th>200K</th>
<th>300K</th>
<th>400K</th>
<th>500K</th>
<th>600K</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOCO (ABC)</td>
<td></td>
<td></td>
<td>566,264</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KWTV (CBS)</td>
<td></td>
<td>395,808</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KFOR (NBC)</td>
<td>382,230</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Local newspaper reaches
39%
MORE CONSUMERS on average each week than local TV news

Source: SimmonsLOCAL 2015, Newspaper Association of America 2014, Nielsen
* Compared to local TV news programming

★ For more information, call 405.475.3394 or email mday@oklahoman.com
THE OKLAHOMAN

The state’s largest, most affluent audience.

47% MALE 53% FEMALE 60% COLLEGE EDUCATED 48 AVERAGE AGE $70K+ AVERAGE HHI 82% HOME OWNERS

POLITICAL ADVERTISING PRINT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SUNDAY</th>
<th>DAILY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (4-Color)</td>
<td>$8,900</td>
<td>$5,500</td>
</tr>
<tr>
<td>1/2 Page (4-Color)</td>
<td>$4,895</td>
<td>$3,434</td>
</tr>
<tr>
<td>1/4 Page (4-Color)</td>
<td>$2,775</td>
<td>$1,875</td>
</tr>
<tr>
<td>Full Page (B/W)</td>
<td>$6,500</td>
<td>$4,020</td>
</tr>
<tr>
<td>1/2 Page (B/W)</td>
<td>$3,575</td>
<td>$2,250</td>
</tr>
<tr>
<td>1/4 Page (B/W)</td>
<td>$2,000</td>
<td>$1,350</td>
</tr>
<tr>
<td>Front Page Strip Ad</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Section Front Strip Ad</td>
<td>$1,275</td>
<td>$1,275</td>
</tr>
<tr>
<td>Impact Note</td>
<td>$8,000</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

Community zones include Edmond, West Oklahoma City, Yukon, Mustang, El Reno, Central Oklahoma City, South Oklahoma City, Moore, East Oklahoma City, Mid-Del, and Norman.

DEADLINES:
2 days prior to publication, 3:00 pm (excluding weekends), with the exception of impact notes which are due 21 days prior to publication.

POLITICAL ADVERTISING:
All political ads must be pre-approved, must have name, address and phone number of the person or organization paying for the space.

Source: SimmonsLOCAL 2015

★ For more information, call 405.475.3394 or email mday@oklahoman.com
NEWSOK.COM
The state’s highest trafficked news website.

69% MALE  31% FEMALE  46 AVERAGE AGE  INCOME & EDUCATION HIGHER THAN INTERNET AVERAGE  49% MOBILE  41% DESKTOP  10% TABLET

POLITICAL ADVERTISING DIGITAL RATES

NEWSON.COM
3.24 mm sessions/month
INVESTMENT: $10/CPM

MOBILE SITE
3.17 mm sessions/month
INVESTMENT: $10/CPM

DIGITAL POST-ITS & HOME PAGE TAKEOVER ON NEWSOK.COM
Digital Post-Its and Page Takeovers are run on a specific page for a 24-hour period and exclusive to the page and day.
INVESTMENT: Post-It $1,000/day
Home Page Takeover $6,250/day

E-BLAST
Goes to 100,000 email addresses in and around Oklahoma who have requested information.
Average open rate of 14-18%.
INVESTMENT: $3,500

Source: Google Analytics 2016

★ For more information, call 405.475.3394 or email mday@oklahoman.com

THE OKLAHOMAN MEDIA COMPANY
POLITICAL PRINT & DIGITAL BUNDLES

THE LANDSLIDE
- Full-Page Ad, Sunday, 4-Color
- 100,000 ROS impressions on NewsOK.com
- 100,000 ROS impressions on NewsOK Mobile
- Front Page Strip Ad, 2x, in The Oklahoman

TOTAL INVESTMENT: $15,900

THE SWEEP
- 1/2 Page Ad, 2x Daily, 4-Color
- Digital Post on NewsOK.com Homepage, 2 Days
- 75,000 ROS impressions on NewsOK.com
- 75,000 ROS impressions on NewsOK Mobile

TOTAL INVESTMENT: $10,368

THE VICTORY
- Strip Ad, 2x in Sports or Business, 4-Color
- 50,000 ROS impressions on NewsOK.com
- 50,000 ROS impressions on NewsOK Mobile
- 1/2 Page Ad in Buyer’s Edge

TOTAL INVESTMENT: $6,145

THE WINNER
- 1/4 Page Ad, Daily, Color
- 25,000 ROS impressions on NewsOK.com
- 25,000 ROS impressions on NewsOK Mobile

TOTAL INVESTMENT: $2,375

★ For more information, call 405.475.3394 or email mday@oklahoman.com

THE OKLAHOMAN MEDIA COMPANY
DIRECT MAIL & PRINTING

85% of consumers sort through and read selected mailpieces each day.

The Oklahoman Direct mailed over 25,000,000 pieces of mail to 47 of the 50 states in 2015.

6"X11" POSTCARD
Full-color on both sides of 100# gloss cover, processing, residential saturation list, standard postage included.

1,000 – 76¢ each  10,000 – 34¢ each
2,500 – 49¢ each  25,000 – 31¢ each
5,000 – 41¢ each  50,000 – 30¢ each

*Creative Design not included in pricing.

70% of Americans think direct mail is trustworthy.

POLITICAL SERVICES AND RATES

Tuesday
February
9th

Rick RICE
CITY COUNCIL – Ward 2

NEED TO SHOP? HUNGRY? We’re OPEN!

Balliets

Cafe 501

Webb Roofing

$25.00 per dozen

All sizes, shapes and quantities available. Rates upon request.

Source: Epsilon Targeting - Consumer Channel Preference Study, CompuMail

For more information, call 405.475.3394 or email mday@oklahoman.com
Oklahoma’s undisputed leader in digital marketing.

DIGITAL MARKETING

43% of social media users decided to learn more about a political issue because they saw it on social media.

In 2015, The CIO Review named BigWing Interactive one of the 50 Most Promising Google Technology Solution Providers.

EVERYONE NEEDS DIGITAL. YOU NEED IT DONE DIFFERENTLY.

Source: Pew Research

SERVICES

BigWing Interactive offers an exceptional range of services and sales tools to help you reach customers where they are ... online.

- Creative services including complete web design and development, copywriting, and social media management and design.
- Inbound marketing services including SEO, social media management, and content marketing.
- Paid search marketing services including Bing and Google AdWords, display advertising, and retargeting.
- In-depth reporting and analytics.
THE OKLAHOMAN MEDIA COMPANY OFFERS A WIDE RANGE OF PRINT AND DIGITAL ADVERTISING OPPORTUNITIES TO REACH YOUR VOTERS NOW.

CONTACT US NOW AND LET’S GET STARTED.

WAYNE SNOW
Vice President of Advertising
405-475-3771
wsnow@oklahoman.com

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Sales Manager
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dwhite@oklahoman.com

MIKE DAY
Account Executive
405-475-3394
mday@oklahoman.com