

# McAlester News-Capital Media

DIGITAL

MOBILE

PRINT

MAGAZINES

- Reach Your Customers Wherever They Are
- Target Results To Dominate Your Competition
- Engage With Your Market For Increased Performance

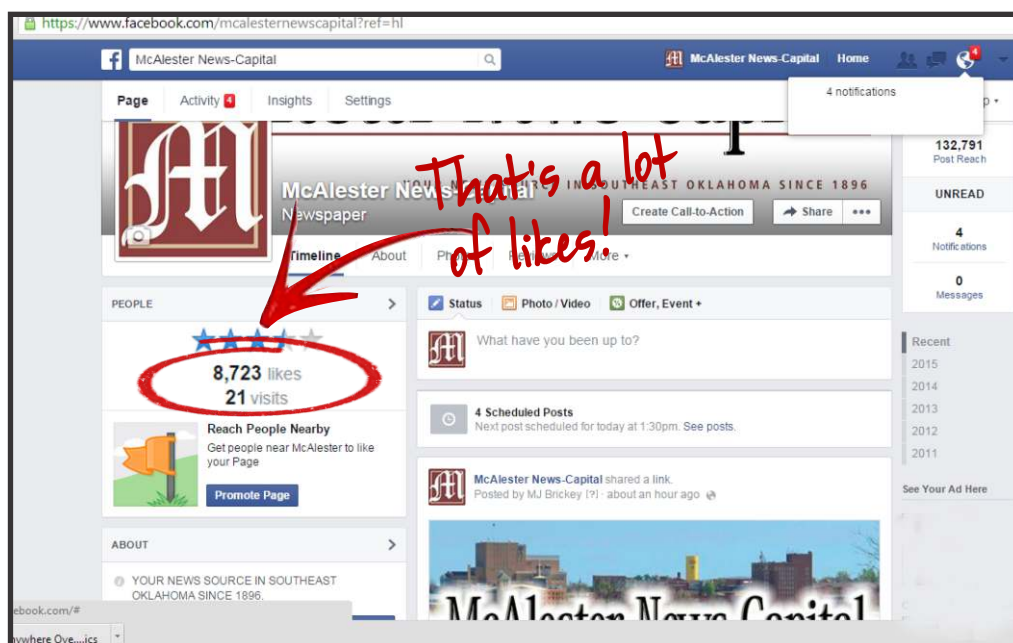
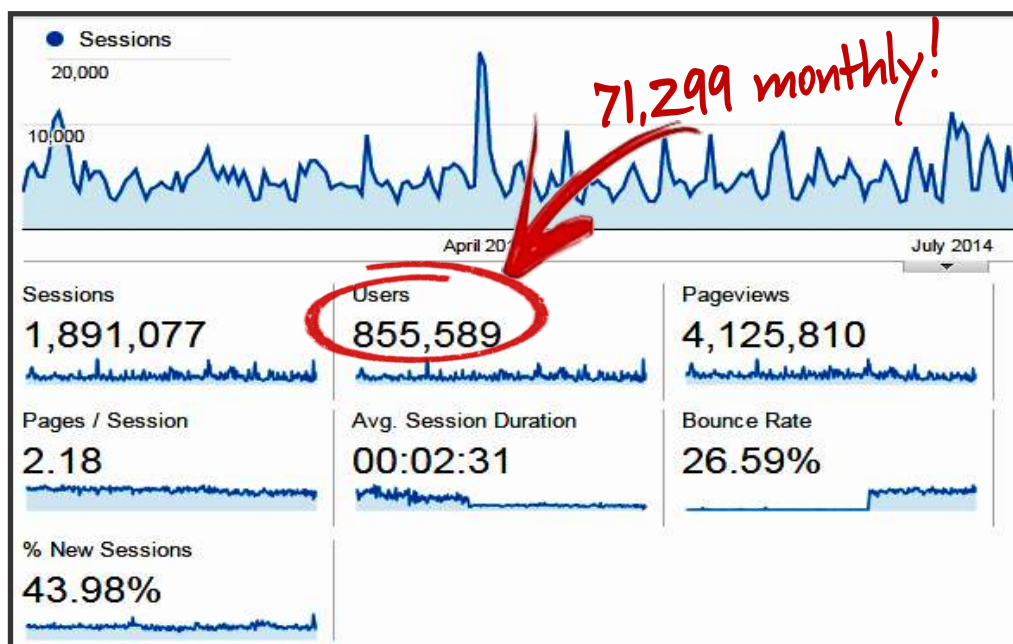


The McAlester News-Capital has been serving the communities of Pittsburg County since 1896. McAlester News-Capital Media offers multiple platforms to market and advertise your business and/or service. With the News-Capital, you get more than just fluffy horoscopes. You get the truth delivered to quantifiable customers. We are the ONLY multi-media resource in Pittsburg county with quantifiable customers. In other words, our customers continue to pay for our products month after month after month — whether via delivery to their homes, purchasing from a local store or rack, or enjoying our e-editions 24/7/365 days a year on handheld devices, laptops and computers.

We believe in our community and are proud of all the great work we do. We proudly support several non-profit organizations every year, such as: *The Annual Pink Ribbon Luncheon—Oklahoma Project Woman; United Way of Southeastern Oklahoma; Hope House; and the Black & Gold Scholarship Program.*

## McAlester News-Capital Media

- Serving 20,500 customers daily via digital, mobile and print
- 8,723 likes on Facebook page
- MNC delivered top 10 in search engines



# How Advertising works when it works: You MUST have the MMC FACTS!

the right  
**MESSAGE**

the right  
**MARKET**

the right  
**CREATIVITY**

the right  
**FREQUENCY**

the right  
**AUDIENCE**

the right  
**COMMITMENT**

the right  
**TIMING**

the right  
**SIZE**

Our multi-media packages are designed to help you achieve results. Combining our digital audience, our print audience and our Weekly Review audience — you are guaranteed to reach the majority of all households in McAlester and the surrounding areas. Our customers have the disposable income to spend on your goods and services.

Our multi-media advisors have been trained to assist you in developing both short and long term, cohesive campaigns utilizing multiple media platforms. Whether you want to expand product lines, maintain, or grow your business, McAlester News-Capital Media has everything you need.

## MULTI MEDIA ADVERTISING OPPORTUNITIES

### Package 1 (Business Card Size)

(10) 2X2's OR (4) 2X5's McAlester News-Capital (Tues.– Fri.)

(2) 2X2's TMC (weekly shopper)

(1) ONLINE Website Advertisement

**Total Investment \$275 a month\***

**\$850 Value**

### Package 2 (Eighth Page Size)

(4) 3X5's McAlester News-Capital (Tues. – Fri.)

(2) 3X5's TMC (weekly shopper)

(1) ONLINE Website Advertisement

**Total Investment \$495 a month\***

**\$1,205 Value**

### Package 3 (Quarter Page Size)

(4) Quarter page McAlester News-Capital (Tues. – Fri.)

(2) Quarter pages TMC (weekly shopper)

(1) ONLINE Website Advertisement

**Total Investment \$995 a month\***

**\$2,210 Value**

### Package 4 (Half Page Size)

(4) Half Page McAlester News-Capital (Tues. – Fri.)

(2) Half Page TMC (weekly shopper)

(1) ONLINE Website Advertisement

**Total Investment \$1,545 a month\***

**\$4,220 Value**

### Package 5 (Full Page Size)

(3) Full Page McAlester News-Capital (Tues.– Fri.)

(2) Full Page TMC (weekly shopper)

(1) ONLINE Website Advertisement

**Total Investment \$1,975 a month\***

**\$6,800 Value**

## 1 TIME RATE

**2 x 2**

\$63

black & white

\$83 – color

**3 x 5**

\$236.25

black & white

\$311.25 – color

**QUARTER PAGE**

\$472.20

black & white

\$622.50 – color

**HALF PAGE**

\$945

black & white

\$1,345 – color

**FULL PAGE**

\$2,031.75

black & white

\$2,431.75 – color

## ADDED VALUE

All web ads will be featured on our **mcalesternews.com** website for one month.

All print ads will be featured on our website the day it is published and in the e-edition.

The ad can also link directly to your website or homepage.

**Call your  
Multi Media  
Advisor  
TODAY!**

**Kacey  
918.421.2008**

**Reina  
918.421.2006**

**Julie  
918.421.2007**

**Connie  
918.421.2009**

\* Sunday runs additional 20% \* Full Color is additional

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