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2014  
**MEDIA KIT**



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ADDRESS  
o o o o o

1208 S. Peoria, Tulsa, OK 74120

PHONE  
o o o o o

(918) 200-9428

EMAIL  
o o o o o

Ads@ThisLandPress.com

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# WHO READS THIS LAND?

## MONTHLY REACH

# 12,000 PRINT READERS

*Subscribers and Retail Purchases*

We print 6,000 copies every issue reaching subscribers in Oklahoma and the rest of the country.

“My experience with *This Land* has been wonderful. *This Land* is a staple in our advertising plan because of the quality, the reach, and the reception of the publication.”

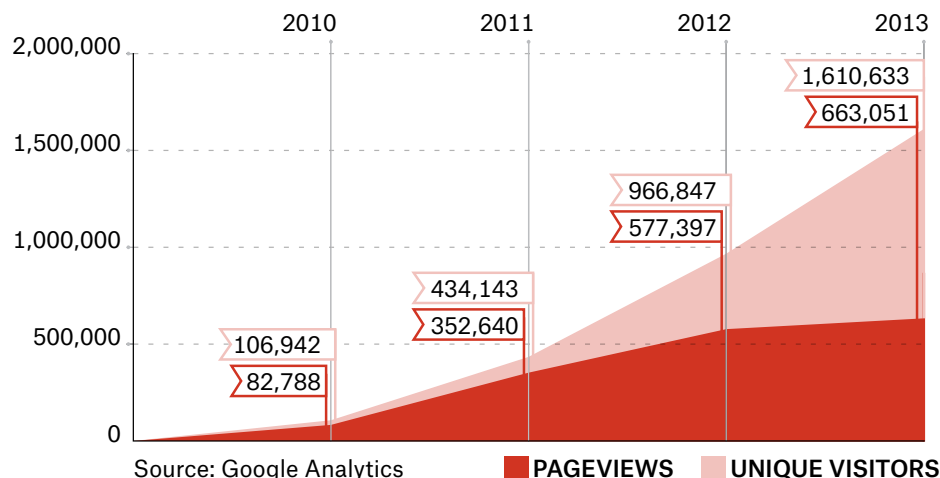
Amanda Williams,  
McNellie's Group

## OVER 1.5 MILLION VIEWS

# WEBSITE TRAFFIC

*2010-2013*

ThisLandPress.com has experienced phenomenal growth since its inception. As our traffic skyrockets year after year, we're amassing a large, loyal readership that keeps returning to our website. Ask your ad representative how advertising on ThisLandPress.com can help you target your customers.



## TOP RANKING

# U.S. CITIES

*Online Readership*

*This Land's* readership boasts a heavy presence in Oklahoma and Texas, complemented by readerships from the nation's top metropolitan areas



## OVERVIEW

## TOTAL DISTRIBUTION AND REACH:

12,000+

PRINT READERS  
EVERY MONTH

100,000+

ONLINE READERS  
EVERY MONTH

250,000+

SOCIAL MEDIA  
FRIENDS AND  
FOLLOWERS

## People who like This Land on Facebook

## Women

51%

Your Fans

46%

All Facebook

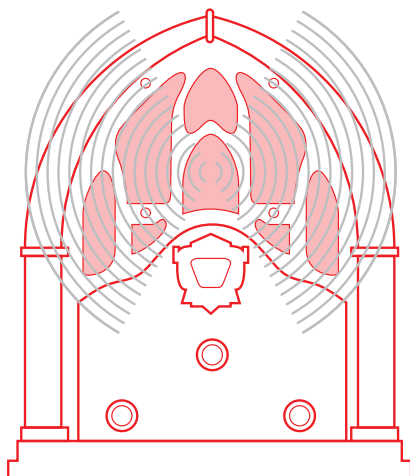
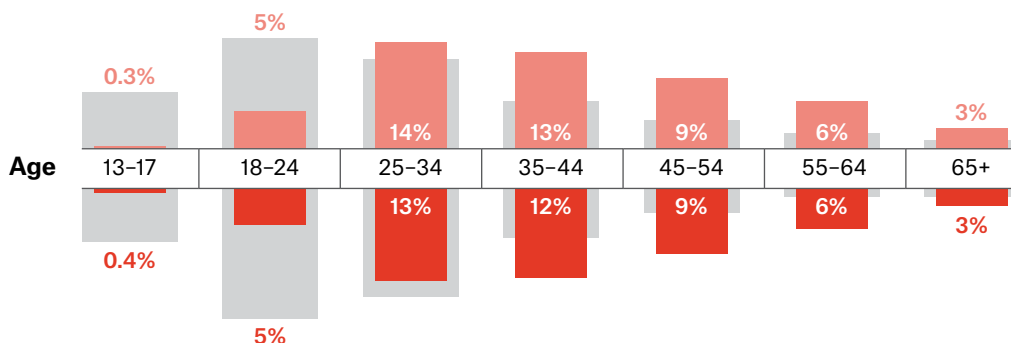
## Men

48%

Your Fans

54%

All Facebook



## RADIO

250,000  
WEEKLY  
LISTENERS*This Land Radio Listeners*

This Land has produced over 100 radio segments that have aired on radio stations throughout the country. Through our partnerships with NPR affiliates in Oklahoma (KOSU and KGOU), we reach an estimated audience of 250,000 weekly listeners.

## ONLINE PRESENCE

SOCIAL  
MEDIA*By Platform*

## FACEBOOK

40,000+ Likes

200,000+ Partners

## TWITTER

8,000+ Followers

## INSTAGRAM

1,300+ Followers

# ADVERTISING GUIDELINES

Advertisements aren't merely notices; they're vehicles for communicating who you are, what your business does, and why your business is important to our readers. Because we want your ad to be effective, we've established these advertising guidelines:

## SPACE RESERVATION

To ensure space, we suggest ad space be reserved two months prior to the publication you wish to advertise. Contact [ads@thislandpress.com](mailto:ads@thislandpress.com) for specific dates.

## PAYMENTS/LATE FEES

Payments must be received within a five-day period of the publishing date. Should collections become necessary, the advertiser is responsible for all costs of collections, including reasonable attorney fees and court costs.

## POSITIONING & ORDER

Positioning is based on a combination of factors including the size of the ad, the date space was reserved, and ad space availability relative to the articles on each page. *This Land* does not guarantee exact positioning. Ads with multiple insertions will be rotated throughout the paper.

## CANCELLATIONS

Cancellations must be received in writing two months in advance (emailed cancellations must have confirmation that the email was received). This Land Press does not offer refunds for cancellations, but the ad can be placed in a later issue.

## MATERIALS DEADLINE

Ad materials must be emailed to [ads@thislandpress.com](mailto:ads@thislandpress.com) no later than two weeks prior to run date. Please put the advertisers name as the subject. Contact [ads@thislandpress.com](mailto:ads@thislandpress.com) for specific dates.

## ERRORS AND OMISSIONS

Once you purchase an ad with *This Land*, your advertisement will be reviewed to determine if any changes need to be made. *This Land* reserves the right to decline advertisements that do not meet our guidelines.



I decided to advertise with This Land Press because the readership is absolutely my target audience. They are educated and interested in what is going on around them, involved in the community, interested in things that might not be main stream yet, and have passion for the arts. They appreciate the unique, handmade, and understand the concept of investing in a product that you will have for

years in order to use/consume less in the long run. Their readership really supports their local economy and their locally owned businesses. Another aspect to the advertising of the paper that I really enjoy is their ad layout. Every issue I am always so pleased to see that they take their time in organizing the ads to make sure that the grouping on the page itself is visually pleasing as well as

the individual ads themselves which I believe keeps readers' on the page longer. My ads always stand out and get noticed but do not visually compete with the article or other advertisers on the page. The larger ad sizes allow me to use more text to convey a certain message along with my imagery, giving me more freedom to create great advertising for the store.



—Laura,  
*Rope*

## Sending Us Your Ad:

### DESIGNED/EDITED *(By This Land)*

- Must send vectorized logo (.ai, .eps)
- Must send all typefaces used in your brand image
- All graphics 300 dpi minimum (photos and/or design elements)
- Exact copy you wish to have on the ad

### APPROVED *(Designed by you):*

- All images must be created in CMYK
- Graphics must be at least 300 dpi at actual size.
- Accepted file formats: JPEG or TIF\*
- No use of rich black\*\*

\* We cannot accept these formats: Adobe PageMaker, Microsoft Publisher, Powerpoint, Corel Draw, or Microsoft Word.

\*\* Make sure that ALL type (including words, symbols, letters, numbers, etc.) using the color "black" is in the following CMYK colors: 0 Cyan (C), 0 Magenta (M), 0 Yellow (Y), 100 Black (K). If this is not done, there is a chance of your type becoming smudged.

**"Their company ethos and commitment to raw journalism draws a readership who is interested in the authentic Oklahoma and the people, places, and stories that make us who we are."**

• • •

—Mitch Dees,  
*Smoke on Cherry Street*

**"I Love  
This!"**

• • •

—David Carr,  
Media and culture columnist for  
*The New York Times* discussing  
This Land Press

# PER ISSUE RATES

*Magazine & Website*

## MAGAZINE

SIZE	OPEN RATE	4 ISSUES	8 ISSUES	12 ISSUES	24 ISSUES
1/16 Page	\$250	\$230	\$215	\$200	\$185
1/8 Page	\$400	\$370	\$340	\$315	\$290
1/4 Page	\$685	\$640	\$590	\$540	\$500
1/2 Page	\$1,200	\$1,120	\$1,030	\$940	\$875
Full Page	\$2,000	\$1,860	\$1,710	\$1,555	\$1,465
Centerfold	\$3,500	\$3,259	\$3,000	\$2,725	\$2,500

## WEBSITE

WEB SIZE	RATE 3 MONTHS	RATE 6 MONTHS	RATE 12 MONTHS
336 x 560	\$250	\$230	\$215
336 x 280	\$400	\$370	\$340
120 x 240	\$685	\$640	\$590
WALL PAPER	RATE/DAY	RATE/WEEK	RATE/MONTH
Homepage	\$250	\$1000	\$3000
Sectionals*	\$87.50	\$350	\$1050

\*Sectionals include: magazine, video, radio, or events

# AD PACKAGES

*Magazine & Website*

	3 MONTHS	6 MONTHS	12 MONTHS	MAGAZINE	WEB
PACKAGE 1 (1/8 Page)	\$800 PER MONTH	\$650 PER MONTH	\$600 PER MONTH	1/8 page	120 x 240
PACKAGE 2 (1/4 Page)	\$1500 PER MONTH	\$1200 PER MONTH	\$1100 PER MONTH	1/4 page	336 x 280
PACKAGE 3 (1/2 Page)	\$2600 PER MONTH	\$2200 PER MONTH	\$2000 PER MONTH	1/2 page	336 x 550
PACKAGE 4 (Full Page)	\$3800 PER MONTH	\$3300 PER MONTH	\$3000 PER MONTH	Full page	336 x 550
PACKAGE 5 (Centerfold)	\$6000 PER MONTH	\$5400 PER MONTH	\$5000 PER MONTH	Centerfold	Wallpaper (1 Week)

# ADVERTISING SPECIFICATIONS

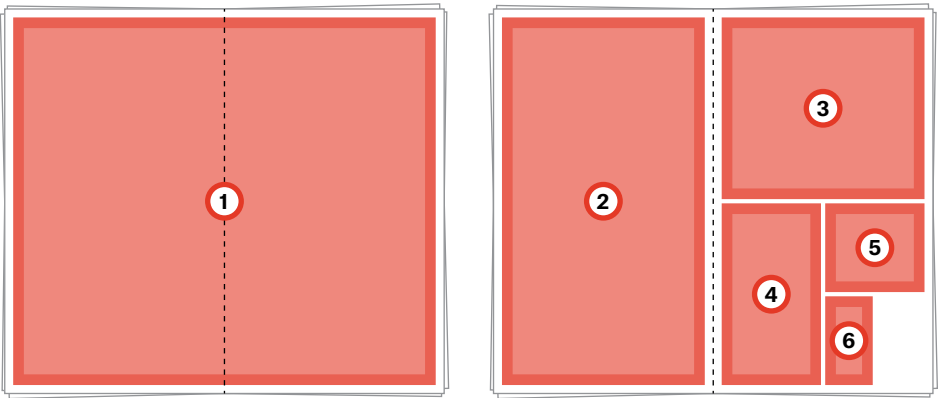
Each print edition of *This Land* is printed on a beautiful 45 lb. bright-white broadsheet that measures 26" x 22.75". That means advertisements enjoy much larger footprints than in standard publications, allowing

businesses to get more notice and more attention.

When print ads are paired with banner ads on [thislandpress.com](http://thislandpress.com), the combined audience of digital and

print readers creates a powerful impact among our engaged audience.

Please refer to the guide below for specific dimension sizes of both print and online ads.



## MAGAZINE AD SIZES

- |  |  |
|--|--|
| <b>1 Centerspread</b><br>25.00" × 21.75" | <b>4 Quarter Page</b><br>5.875" × 10.75"   |
| <b>2 Full Page</b><br>12.00" × 21.75"    | <b>5 Eighth Page</b><br>5.875" × 5.25"     |
| <b>3 Half Page</b><br>12.00" × 10.75"    | <b>6 Sixteenth Page</b><br>2.8125" × 5.25" |



## WEBSITE AD SIZES

- |   |   |
|---|---|
| <b>1 Small Web Ad</b><br>120px × 240px  | <b>4 Website Banner</b><br>726px × 90px |
| <b>2 Medium Web Ad</b><br>336px × 289px | <b>5 Wallpaper</b>                      |
| <b>3 Large Web Ad</b><br>336px × 550px  |   |

*"This Land has and continues to bring a fresh point of view to the Tulsa community and the paper itself is visually delicious."*

◦ ◦ ◦

— Heather Smither,  
Manager of Queenies Cafe & Bakery