

# Ad Placement Form-Central Oklahoma Children's Directory ©2018

Fall/Winter 2018-19  Spring/Summer 2019

1. Please complete this form and carefully print your information.

Facility Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Web Address: \_\_\_\_\_ email: \_\_\_\_\_

Fax: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Business Description (Listing &/or Text Web Page info) \_\_\_\_\_

All participants receive FREE placement in the Central Oklahoma Children's Directory web site and free links to your web site!  
Visit our web site at [centralokchildrensdirectory.com](http://centralokchildrensdirectory.com).

2. Ad Size/Type - Please Select Your Ad Size (Camera Ready Ad accepted file formats include .pdf, .jpg, .eps, .tif)

**Full Color Display Advertising** - each color ad includes a FREE text referral listing in category section & **Special Color Section** FREE web banner ad.

(available only in full and half pages)

	1 issue	2 consecutive issues
Full page ad	<input type="checkbox"/> \$370	<input type="checkbox"/> \$665 (\$332.50 each)
1/2 page ad	<input type="checkbox"/> \$295	<input type="checkbox"/> \$531 (\$265.50 each)

Color space has limited availability.  
Reserve early to guarantee your spot!

	1 issue	2 consecutive issues
<b>Back Cover</b>	<input type="checkbox"/> \$540	<input type="checkbox"/> \$972 (\$486 each)
<b>Inside Front or Back Cover</b>	<input type="checkbox"/> \$440	<input type="checkbox"/> \$792 (\$396 each)

**Black and White Display Advertising**

(By category, 1 per ad-check appropriate column)

	1 issue	2 consecutive issues
Full page ad	<input type="checkbox"/> \$250	<input type="checkbox"/> \$450 (\$225 each)
1/2 page ad	<input type="checkbox"/> \$170	<input type="checkbox"/> \$306 (\$153 each)
1/4 page ad	<input type="checkbox"/> \$150	<input type="checkbox"/> \$270 (\$135 each)

FREE AD DESIGN! See reverse side for ad sizes

**Text Only Listing by category**

(name, address, telephone, one line description)

\$100 for the first listing; \$75 for additional listings  
(see directory for example-text only)

**Discounts available:** ♦ 10% off multiple display ads

♦ 10% percent booking discount for two consecutive issue prepaid ads (Spring/Summer + Fall/Winter)

3. Payment (advertisers must have a credit card on file with us. If payment is not received within 30 days of publication, your credit card will be charged.)

I am paying by: check (enclosed with form) purchase order credit card

Credit Card Type (please select) Mastercard Visa Discover • Statement will say Free-lance Communications  
Name on Card \_\_\_\_\_

Card Number: \_\_\_\_\_ Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Expiration Date (Month/Year) \_\_\_\_\_ CID \_\_\_\_\_

4. Category - Please select the category that applies to your FREE text listing (with Color Ads Only) OR with your Black and White advertisement OR your Text Only Listing (one per advertisement, extra text listings are \$75 each):

Animal & Nature Programs  
Art & the Arts  
Child care  
Children's Day Out  
Clothing  
Counselors  
Dance  
Educational Programs

Entertainment  
Food  
Gifts  
Gymnastics  
Juggling  
Kitchen Products  
Medical Services  
Museums

Music Programs  
Photography  
Pre-Schools  
Private Schools  
Sports  
Swimming Lessons  
Toys  
Website

Category Not Listed \_\_\_\_\_

**Questions??? Call Sherry Protus at (405)348-3009 or  
Terri Folks at (405)340-6912,  
e-mail [centralokchildrensdirectory@hotmail.com](mailto:centralokchildrensdirectory@hotmail.com)**

**Please return form with payment to: Central Oklahoma Children's Directory,  
1701 Westwood Lane, Edmond OK 73013**

**SPACE DEADLINE:** Taking Ad Placements January (Spring Summer+Fall/Winter issue)

Initial Distribution-10,000 quantity per six months of distribution Fall/Winter Sept. 2018 Spring/Summer March 2019

\$15 service charge for returned checks.

**Quarter page:**  
2" High X 4 7/8" Wide  
HORIZONTAL  
Black and White Ads Only

**Half page:**  
4" High X 4 7/8" Wide  
HORIZONTAL  
Color and Black and White

**WHOLE PAGE**  
7 7/8" high X 4 7/8" wide  
VERTICAL  
Color and Black and White  
Ads

Price includes typesetting  
artwork such as logos provided  
by advertiser

Check here if you wish  
to re-run last year's ad