

NATIVE AMERICAN TIMES

Why advertise with the Native American Times?

- ▶ The Native American Times is Oklahoma's most widely distributed source of independent Native American news with an estimated print readership of more than 60,000 weekly.
- ▶ We have interested, engaged readers who identify personally with the content. Readers of the Native American Times look at every page of their newspaper.
- ▶ The paper is distributed to more than half of the state's Indian Health Service hospitals and tribally operated health clinics. The Claremore IHS hospital alone averages 7,400 patients a week who see the Native American Times in waiting areas.
- ▶ Oklahoma has the second-highest percentage of Native American population in the United States. More than 11 percent of Oklahomans identify themselves as Native.
- ▶ Seven thousand more readers view the downloadable pdf version of the newspaper each week at www.nativetimes.com.
- ▶ Our Web site averages nearly 2 million hits a month. Hits have increased from 1 million in January to 1.8 million in May.
- ▶ The Native American Times is Native-owned.

Monthly Web site Advertising Rates:

Top Banner	650 x 100px	\$1,000.00
Right Side Banner	300 x 85px	\$500.00
Right Side Double	300 x 250px	\$800.00

Maximum file size: 100k

Only need a week or two? Rates can be prorated.

Native American Times Print Ad Rates:

Full Page	\$2,100
Half Page	\$1,070
Quarter Page	\$530
Eighth Page	\$265
Sixteenth Page	\$130
Two Column x 2"	\$70

Color add \$200 to above rate (*non-discountable*).

Classified ads begin at \$17 per column inch.

These are NET single placement rates. Contact us for frequency or other discount availability.

Print Advertising Specifications:

Full Page	11" x 21"
Half Page Vertical	5.45" x 21"
Half Page Horizontal	11" x 10.5"
Quarter Page	5.45" x 10.5"
Eighth Page	5.45" x 5.25"
Sixteenth Page	5.45" x 2.5"
Two Column x 2"	3.58" x 2"

PDF files are preferred, although jpg, tif, and eps files can be accepted. Publisher files cannot be used.

Artwork resolution must be 180 dpi at 100%

Email artwork to: advertising@nativetimes.com

Material deadline is 1 p.m., CST, Friday.

For more information or to reserve your ad space, call Lisa at 918.708.5838 or e-mail Lisa@nativetimes.com