

# Welcome

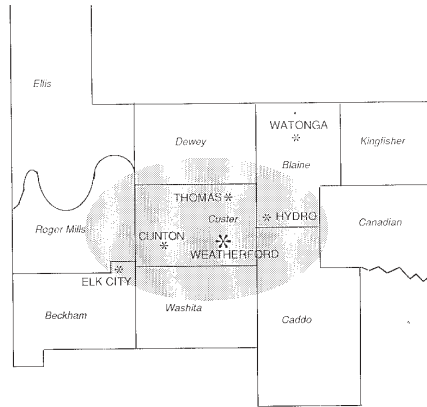
“Effective, innovative, creative and concise” — just a few of the essentials of a quality advertising medium. We at *The Weatherford Daily News* go beyond the basics to ensure a high level of excellence and are committed to helping our advertisers get where they want to be.

“Going the extra mile” is more than a slogan at *WDN*. We offer experience and knowledge in the fields of advertising and marketing to individuals and companies of all sizes. Our advertising executives are dedicated to a tested, proven service approach: striving to understand our client’s perspective and providing the right formula to create a desire for their product or service.

This tradition of excellence began when *The Weatherford Daily News* was established in 1900. This family owned newspaper is dedicated to serving the people of Weatherford and Western Oklahoma.

It is a privilege to continue the family tradition by serving Western Oklahoma. I thank you for your interest and look forward to working with you. If there is anything I can do for you, please don’t hesitate to let me know.

Phillip R. Reid  
Publisher



## Major Zip Codes

City	Zip
Weatherford	73096
Hydro	73048
Thomas	73669
Clinton	73601
Elk City	73664

Areas South and East  
(73005-73159)

Areas North and West  
(73620-73772)

# Information

## Publication/Circulation

- The **Weatherford Daily News** is published five days a week, Tuesday through Saturday morning. **Advertising deadline is noon two days before publication and noon Friday for Tuesday's edition.**

- Our primary area of coverage is Weatherford and communities within a 45 mile radius. The enclosed zip code map illustrates the primary coverage areas. The Saturday edition is distributed to Southwestern Oklahoma State University students as well.

- Readership over 12,000

- We are represented nationally by the Oklahoma Press Service, US Suburban Press, Associated Press, and AdSend

## Preferred Placement

- Ask your sales representative about our **Preferred Placement and Premium Options.**

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## Rates

- Our **National Rate** is \$16.36 per column inch. This is a gross rate and agency commissionable. A 2% cash prepayment discount is also available. Local **Earned Rates** are available when billed locally. **Contract Rates** are also available on an annual basis.

- Pay special attention to our **Skip Rate** which is \$6.20 per column inch on an insertion that is reprinted within 4 publishing days. It is available as long as 4 days does not lapse between insertions and is not agency commissionable

- Another special rate available on local billing only is our **Multi Rate** of \$5.30 per column inch. It is available on the third consecutive insertion of an ad and is available for as long as no printing days lapse between insertions.