

Summer Reading 2021

Tails & TALES of Advertising



Television Commercials

KOCO:

9am news-12 spots

Good Morning America -4 spots

Ellen-12 spots

6pm news - 4 spots

Jimmy Kimmel - 5 spots

Nightline - 11 spots

Run of house - 12 free spots

KWTV:

CBS This Morning - 8 spots

Noon news - 3 spots

9am news - 12 spots

News 9 First at 4:30p - 8 spots

Dr. Phil - 4 spots

News 9 First at 4pm - 8 spots

Sun Morning News - 4 spots

Run of house - 12 free spots

KFOR:

Rachel Ray-6 spots

News at 4pm - 12 spots

10:30-12:30p - 10 spots

7-10pm - 3 spots

All day general - 11 free spots

10pm news - 5 spots

Sat Morning news - 2 spots

Cox:

TNT-20 spots

FoodTV weekends- 16 spots

HGTV Sundays - 24 spots

Discovery Gold Rush - 2 spots

TLC/Sun & Mon. nights - 8 spots

Hallmark weekends - 38 spots

The Weather Channel-20 free spots

Headline News - 20 free spots

DIY TV - 20 free spots

Comedy Central - 20 free spots

Outdoor TV - 20 free spots

Telemundo

7am-11:30pm - 75 spots

Radio Commercials

I Heart Radio-Twister, KTST

KYIS - 98.9

Magic 104.1 KMGL

KTUZ-FM La Zeta

KVSP - Power 103.5

KRMP - Heart & Soul 92.1



<https://vimeo.com/548581143>

Print Advertisements:

Midwest City Beacon

Choctaw Times

Bethany/OKC Tribune

Black Chronicle

OK Gazette

OKC Friday

Digital Web Ads

45,000 Pre-roll videos on News9.com

50K impressions targeted to weather

Retargeting ads on sites such as:*

Good Housekeeping, Prevention, O,
House Beautiful, Fox News, CNN, etc.

*Retargeting ads are small graphic ads
on these sites that link back to our page
when clicked on.

Billboards-Large digital boards:

(Key: NS/EF=North side of the road, facing
east; WS/SF=West side of the road, facing
south, etc.; W/O=west of; N/O=north of,
etc.)

Week of 5/30-6/05

Total Impressions: 1,235,855

1555 E. I-40, .4 mi w/o mlk, ns/ef

4507 S. I-44, s/o sw 44th, ws/nf

I-44, .3 mi n/o I-40, ws/nf

13431 N. Broadway ext, ws/sf

Broadway ext, .6 mi n/o NW 63rd, es/sf

I-44 and N. May

I-35 and Hefner

Week of 6/6-6/12

Total Impressions: 1,004,124

I-44, .2 mi w/o penn, ss/wf

800 N. I-44 (state fair grounds) es/sf

5206 N. I-235, .1 mi n/o NW 50th, es/nf

13431 N. Broadway ext, ws/sf

Broadway ext, .6 mi n/o NW 63rd, es/sf

I-44 and N. May

I-35 and Hefner

Week of 6/13 - 6/19:

Total Impressions: 1,558,063

1555 E. I-40, .4 mi w/o mlk, ns/ef

I-35 .4 mi n/o Hefner road es/sf

7003 n. Broadway ext, .6 mi s/o wilshire, ws/nf

I-44, .2 mi w/o Penn, ss/wf

13431 N. Broadway ext, ws/sf

I-44 and N. May

I-35 and Hefner

Week of 6/20 - 6/26:

Total Impressions: 1,057,520

800 N. I-44 (state fair grounds) es/sf

5206 N. I-235, .1 mi n/o NW 50th, es/nf

Broadway ext, .6 mi n/o NW 63rd, es/sf

I-44, .2 mi w/o Penn, ss/wf

7003 N. Broadway ext, .6 mi s/o Wilshire, ws/nf

I-44 and N. May

I-35 and Hefner

Week of 6/27-7/3:

Total Impressions: 1,809,264

1555 e. I-40, .4 mi w/o mlk, ns/ef

4507 s. I-44, s/o sw 44th, ws/nf

I-44, .3 mi n/o I-40, ws/nf

I-35 .4 mi n/o Hefner road es/sf

7003 N. Broadway ext, .6 mi s/o wilshire, ws/nf

13431 N. Broadway ext, ws/sf

SMALLER VINYL BILLBOARDS

917 N. Classen 60' s/o nw 9th ws/nf

OKC BLVD .2mi w/o Western, ss w/u

305 N. Classen ws n/o NW 2nd sf

1423 S. Walker ave, ws/nf

3845 W. Reno w/o s. portland ns/wf

1601 S. May s/o sw 15th, ws/sf

424 NW 23rd e/o n walker ss/wf

445 N. meridian, ws/nf

