

GENERAL POLICIES

All products published by Mvskoke Media have policies governing the content of paid advertising and Mvskoke Media has had them in place since 2016. The current policies represent a good faith effort to protect the integrity of these products, weed out inaccurate or false claims and ensure that readers have a high level of confidence in the truthfulness of statements contained in our digital and printed publications. The most recent update of those policies are as follows:

- Mvskoke Media will examine advertisements before publication to determine if they meet the standards
 of acceptability that Mvskoke Media has developed.
- Mvskoke Media reserves the right to decline any advertising that Mvskoke Media deems misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards or fairness, decency, and dignity.
- The advertiser will be notified if an advertisement contains statements or illustrations that are not deemed acceptable and that Mvskoke Media thinks should be changed or eliminated. Mvskoke Media will attempt to negotiate changes with the advertiser prior to the stated publication deadline; however, if changes cannot be negotiated, the advertisement will be declined by Mvskoke Media.
- Mvskoke Media maintains clear separation between editorial content and its advertisements.
 Accordingly, ads that include elements usually associated with Mvskoke Media editorial content will
 not be accepted (for example, but not limited to: 'Mvskoke News'-style headlines, bylines, news-style
 column arrangements, or typography). Additionally, Mvskoke Media reserves the right to label an
 advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the
 distinction between editorial content and advertising.
- Whenever, in the judgment of Mvskoke Media, the credibility of the advertiser has been impaired, Mvskoke Media shall have the right to require pre-payment in full by cash.
- Mvskoke Media is not bound by any terms or conditions, printed or otherwise, appearing on advertisers'
 forms or copy instructions when they conflict with the terms and conditions of Mvskoke Media rate cards,
 advertising agreements or policies.
- Agencies shall be held responsible for paying invoices for advertising placed by them, on their behalf or
 on the behalf of their clients. In lieu of agency liability, written communication must be provided by the
 advertiser assuming responsibility for payment.
- All advertising will require a signed agreement.
- Advertising agreements are confidential and shall not be disclosed to anyone other than the client.





MVSKOKE NEWS

The Mvskoke News is the official tribal newspaper of the Muscogee (Creek) Nation. With about 8,000 subscribers, MN is produced twice a month.

To accomplish the goal of ensuring timely and quality output, MN has established size and file requirements that best agree with our publication's template for ads designed and submitted by our customers.

The sizes in inches are:

- 10.5 x 19.8333 Full
- 10.5 x 9.833 Half
- 4.05 x 19.8333 Half (Vertical)
- 6.2 x 9.833 Quarter (Vertical)
- 10.5 x 4.833 Quarter (Horizontal)
- 6.2 x 4.833 Eighth
- 6.2 x 2.333 Sixteenth
- 10.5 x 2.333 Premium Front Page

MN prefers that all ads be submitted in a .pdf format, however, .jpeg and .tif formats are also accepted. Ads must be in CMYK color mode and one color black at 300 dpi resolution or higher. No Microsoft Publisher nor Microsoft Word ads will be accepted.

The ad size you purchase must be large enough to accommodate the content you wish to place within it. A service charge of \$50 will be added to rework an ad or you may coordinate with Mvskoke Creative to design a new one at the same rate.

Muscogee (Creek) Nation entities, Muscogee (Creek) citizen-owned small businesses and non-profit organizations receive a 10 percent discount on the final price upon request.

MN may provide promotional advertising rates at specified times.

Customers wishing to utilize our design services must allow an additional 48 hours ahead of the deadline to work expediently with Mvskoke Creative to complete the ad before the deadline date.

For a list of deadlines, please consult our yearly submission form, our advertising pricing sheet for pricing information, and the MM subsidiaries form to find contact information for all the MM branches including graphics. Submissions must be made by 5 p.m. on the day of the deadline, or 72 hours prior to deadline for election ads. Forms are available upon request.

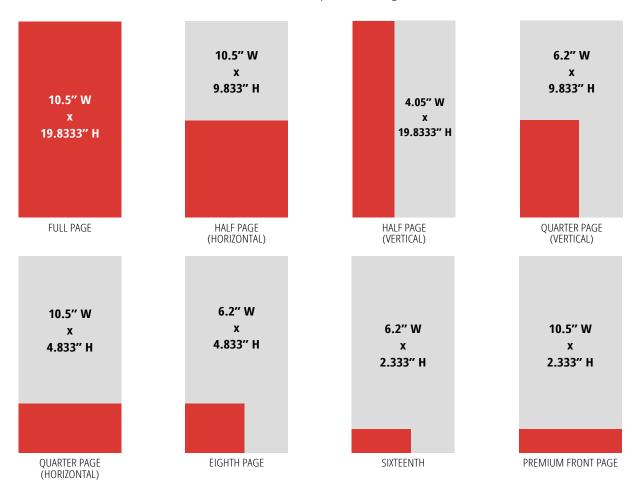
See general policy for guidelines and specifications.

A 10 percent discount is available on newspaper ads only for Muscogee (Creek) citizens, MCN entities, and non-profit organizations upon request. **Discount does not apply to political advertising.**

A 5 percent discount is offered if ads with two outlets are purchased. A 10 percent discount is offered if ads with three outlets are purchased. A 15 percent discount is offered if ads are purchased with all four outlets. Myskoke Media reserves the right to decline ads, or change the publishing date in order to accommodate editorial content, except in the instances of signed agreements.

MN PRINT ADVERTISING SIZES

Areas in red indicate print advertising sizes.



MN PRINT ADVERTISING RATES									
	1ST Q	UARTER	2ND C	2ND QUARTER		3RD QUARTER		4TH QUARTER	
OPTIONS	ONE TIME	ONE MONTH	ONE TIME	ONE MONTH	ONE TIME	ONE MONTH	ONE TIME	ONE MONTH	
Double Truck (Two Full Pages)	\$1,725	\$2,875	\$1,500	\$2,500	\$1,575	\$2,625	\$1,650	\$2,750	
Full Page	\$862	\$1,495	\$750	\$1,300	\$787	\$1,365	\$825	\$1,430	
Half Page	\$575	\$920	\$500	\$800	\$525	\$840	\$550	\$880	
Quarter Page	\$287	\$517	\$250	\$450	\$262	\$472	\$275	\$495	
Eighth Page	\$230	\$373	\$200	\$325	\$210	\$341	\$220	\$357	
Sixteenth Page	\$172	\$287	\$150	\$250	\$157	\$262	\$165	\$275	
Premium Front Page	\$690	\$1,150	\$600	\$1,000	\$630	\$1,050	\$660	\$1,100	

Guaranteed Placement: \$150 fee per run.

1st Quarter - October, November, December 2nd Quarter - January, February, March 3rd Quarter - April, May, June

4th Quarter - July, August, September

MN 2018 DEADLINES

ISSUE	ADVERTISING	SUBMISSION		
Jan. 15	Wednesday, Jan. 3	Friday, Jan. 5		
Feb. 1	Monday, Jan. 22	Wednesday, Jan. 24		
Feb. 15	Monday, Feb. 5	Wednesday, Feb. 7		
March 1	Monday, Feb. 19	Wednesday, Feb. 21		
March 15	Monday, March 5	Wednesday, March 7		
April 1	Tuesday, March 20	Thursday, March 22		
April 15	Tuesday, April 3	Thursday, April 5		
May 1	Thursday, April 19	Monday, April 23		
May 15	Thursday, May 3	Monday, May 7		
June 1	Monday, May 21	Wednesday, May 23		
June 15	Tuesday, June 5	Thursday, June 7		
July 1	Friday, June 15	Tuesday, June 19		
July 15	Monday, July 2	Thursday, July 5		
Aug. 1	Friday, July 20	Tuesday, July 24		
Aug. 15	Friday, Aug. 3	Tuesday, Aug. 7		
Sept. 1	Tuesday, Aug. 21	Thursday, Aug. 23		
Sept. 15	Tuesday, Sept. 4	Thursday, Sept. 6		
Oct. 1	Wednesday, Sept. 19	Friday, Sept. 21		
Oct. 15	Wednesday, Oct. 3	Friday, Oct. 5		
Nov. 1	Monday, Oct. 22	Wednesday, Oct. 24		
Nov. 15	Friday, Nov. 2	Tuesday, Nov. 6		
Dec. 1	Wednesday, Nov. 14	Friday, Nov. 16		
Dec. 15	Tuesday, Dec. 4	Thursday, Dec. 6		
Jan. 1, 2019	Friday, Dec. 14	Tuesday, Dec. 18		
Jan. 15, 2019	Thursday, Jan. 3, 2019	Monday, Jan. 7, 2019		
Feb. 1, 2019	Tuesday, Jan. 22, 2019	Thursday, Jan. 24, 2019		



MvskokeVision

MyskokeVision, formerly known as Native News Today, is a television program hosted by Jason Salsman which airs every Saturday at 1 p.m. on Tulsa's CW19.

MyskokeVision is the first all-Native news television program broadcast in the state of Oklahoma.

Ads will be sold in 30-second spots. Requested content must be able to fit in this timeframe. Ads must be broadcast ready. Myskoke Media also offers advertisement production services at the provided rates.

File requirements are as follows: H.264, .mov, 1920 x 1080 30p. For more information, contact Mvskoke Media at 918-732-7720.

Ads must be recieved by 5 p.m., Wednesday, the week prior to the ad running. Late submissions will not be accepted.

Coverage Area: Tulsa County, Creek County, Okmulgee County, Pawnee County, Osage County, Rogers County, Wagoner County.

MV ADVERTISING RATES

1st Quarter - \$143 for a 30 second spot aired each week 2nd Quarter - \$125 for a 30 second spot aired each week **3rd Quarter** - \$131 for a 30 second spot aired each week 4th Quarter - \$137 for a 30 second spot aired each week

Guaranteed Placement: \$150 fee per run. See advertising policy for guidelines and specifications.

MV ADVERTISEMENT PRODUCTION RATES

30 seconds - \$500 1 minute - \$1,000

All commercial concepts, storyboarding, talent and location acquisition shall be the responsibility of the buyer and will dictate the time frame in which the production will be completed. These services can be provided at an additional cost.





MVSKOKE RADIO

Hosted by Gary Fife, Mvskoke Radio airs every Wednesday at 10 a.m. on 1240 KOKL "The Brew" in Okmulgee, Oklahoma or 1240thebrew.com. Ads will be sold in 30-second spots. Requested content must be able to fit in this timeframe. Ads must be broadcast ready. Mvskoke Media also offers advertisement production services at the provided rates.

Files need to be delivered in .mp3 or .wav format.

Ads must be recieved by 5 p.m., Wednesday, the week prior to the ad running. Late submissions will not be accepted.

Coverage Area: Okmulgee County, 60 mile radius into the surrounding 6 counties. Tulsa County, Creek County, Okfuskee County, McIntosh County, Muskogee County, Wagoner County.

MVSKOKE RADIO ADVERTISING RATES

1st Quarter - \$57 for a 30 second spot aired each week **2nd Quarter** - \$50 for a 30 second spot aired each week **3rd Quarter** - \$52 for a 30 second spot aired each week **4th Quarter** - \$55 for a 30 second spot aired each week

MVSKOKE RADIO AD PRODUCTION RATE - \$100

Guaranteed Placement: \$150 fee per run. See advertising policy for guidelines and specifications.







WEBSITE

Files should be delivered in .png or .jpg at 300 dpi.

No pop-ups or floating ads are available.

Ads are sold in three sizes by pixels:

- Header: 1,000px X 200px
- Sidebar 1: 410px X 410px
- Sidebar 2: 410px X 820px

Video ads are subject to MvskokeVision pricing and guidelines.

Ad prices are sold in weekly rates. Website ads will be posted to the Mvskoke Media Facebook page one day of choice per each week of purchase.

Ads must be recieved by 5 p.m., Friday, the week prior to the ad running. Late submissions will not be accepted.

WEBSITE ADVERTISING RATES

1st Quarter		2nd Quarter		3rd Quarte	er	4th Quarte	4th Quarter	
Header	\$58 per week	Header	\$50 per week	Header	\$52 per week	Header	\$55 per week	
Sidebar 1	\$86 per week	Sidebar 1	\$75 per week	Sidebar 1	\$79 per week	Sidebar 1	\$83 per week	
Sidebar 2	\$115 per week	Sidebar 2	\$100 per week	Sidebar 2	\$105 per week	Sidebar 2	\$110 per week	

Guaranteed Placement: \$150 fee per week. See advertising policy for guidelines and specifications. Video ads subject to MvskokeVision pricing and specifications.

A 5 percent discount is offered if ads with two outlets are purchased. A 10 percent discount is offered if ads with three outlets are purchased. A 15 percent discount is offered if ads are purchased with all four outlets. Myskoke Media reserves the right to decline ads, or change the publishing date in order to accompdate editorial content, except in the instances of signed agreements.

POLITICAL ADVERTISING

Mvskoke Media does not endorse candidates for political office. We do accept political advertising, as a business transaction, from all candidates, for any office. Any advertisement involving a political figure, party, campaign or a ballot issue, regardless of election time, is considered political. The following terms and conditions apply to all political advertisements.

- All political ads must be paid in full on or before the published deadline date.
- All political ads are subject to open rates only. No discounts are allowed. Refer to the policies for each media outlet.
- Political ads are subject to the same advertising policies and deadlines as any other advertisment placed with Mvskoke Media. Refer to the
 policies for each media outlet.
- Dates of runs are first come, first served.
- All political ads must include the following identifying information of the purchaser:
 - The name of the individual(s)
 - Entity or organization paying for the advertisement
 - · Language indicating that the advertisement was ordered and paid for by that individual, entity, or organization
 - The business or residence address of that entity, organization or individual:

Ordered and Paid for by: John Doe for District 1 Tribal Council 111 Nowhere Street Any Town, OK 12345

• If the advertiser is not the candidate, the advertiser must include language indicating whether or not the advertisement was purchased with cooperation or prior consent of, or in consultation with or at the request or suggestion of any candidate, or any person or committee acting on behalf of any candidate:

Paid for by Jane Doe 111 Nowhere Street Any Town, OK 12345 Authorized by John Doe for Tribal Council

Paid for by John Concerned Citizen 111 Nowhere Street Any Town, OK 12345

This advertisement is paid for by a private citizen and was not authorized or approved by any political candidate or committee.

CHARITABLE ADS & SERVICES

Myskoke Media offers a variety of paid advertising and services through its various outlets at humble and competitive rates. Per departmental policy, MM is consistent in charging customers within and outside the Muscogee (Creek) Nation in accordance with the rates published for each of these. We understand that there are many charitable outlets and events that may warrant promotional assistance. However, a large number of the program and departments seeking this promotion from MM are philanthropic in nature and our department has a limited amount of space, time and resources to accommodate all of them on an in-kind basis. We also believe that it is typically unfair to arbitrarily choose one chartable outlet over another for these contributions, especially without a formal process for making such a decision. As a member of the Muscogee (Creek) Nation community, MM wishes to establish such a process to set an explanatory and coherent way to make donations to an event or outlet of our choosing in a fair and respectful way. This will be done at set intervals throughout the year by setting metrics for the amount contributed by our department and rotating our selections of different charitable opportunities.

SELECTION

Donations to charitable opportunities will be chosen at MM discretion and no explanation will be issued regarding these selections. Meeting or speaking with MM prior to selection to discuss your requests does not guarantee selection. Once selected, the recipients will meet with MM to discuss terms of the contract and sign contract once both parties have agreed.

REQUEST

Request must be presented formally in writing explaining why the assistance is warranted, such as a shortage of funds or the significance/impact of the concept they hope to promote and sent to MM Project Specialist Chelsie Rich at: crich@mvskokemedia.com.

FREQUENCY

MM will offer this service once a fiscal quarter based on our workload and resources.

Fiscal quarters are as follows:

Second Quarter — January, February and March

Third Quarter — April, May and June

Fourth Quarter — July, August and September

First Quarter — October, November and December

NOTICE

Those planning to request a donation should ideally give MM two months notice for the best results by allowing our staff proper time to plan for the workload and generate a quality product. One-month notice will be the shortest time allowed and choices/amounts may be limited, as anytime shorter than this will not generate a quality package. Remember, MM may only choose one charitable ad/service per quarter so the earlier MM is contacted for consideration, the better. We do not prioritize our charitable ads and services recipients ahead of our clients, and need to assist clients who have paid for services and still need their items on a deadline. MM has the right to dismiss services if communication requirements and deadlines are not met.

AMOUNT

MM will donate up to \$1,000 worth of services/advertising based on the department pricing sheet, which is available upon request. The 10 percent discount usually given to MCN entities and Muscogee (Creek) citizens will not apply to this amount for charitable contributions from MM. All donations will require vocal and/or visual acknowledgement of MM sponsorship through the outlet sponsored and our department must verify the adequacy of this to match the services we provide.

OFFERINGS

Recipients may request certain services/advertising but final selections will be at MM discretion based on our workload and resources. All products and services donated will be entirely produced by MM using MM media personnel unless an outside vendor is needed to fulfill something not offered by our department. In this case, the request involving outsourcing will require MM approval and the vendor will be chosen by our department and paid for by the recipient of our contributions. All orders are locked in the day the order is placed unless otherwise agreed upon. Other products and services cannot be added at a later date.

DEFINITIONS & TERMINOLOGY

Advertising Agreement - Agreement between the advertiser and Mvskoke Media to place an advertisement. The advertising agreement lists all pertinent advertiser information, the advertisement specification, terms of the advertisement, agreed upon pricing, discounts and final total and is signed by the advertiser as acknowledgment of all that is listed on the agreement. Advertising agreements are contracts and the contents of such contracts are confidential.

Broadcast-Ready - A radio or video advertisement that has been produced and provided by the advertising client in .mpeg or video format that is ready to air 'as is' with no modifications or editing required of the Mvskoke Media staff.

Call to Action - Portion of a marketing message that attempts to persuade a person to perform a desired action.

Camera-Ready - An advertisement that is submitted in .jpg, .gif, .or.pdf and formatted to the required advertisement size listed on the signed advertising agreement. A camera-ready ad is received in the exact image that the advertisement will be displayed, and requires no edits or revisions.

Guaranteed Placement - Placement of an advertisement in a specific section and/or page in the newspaper, or within any digital or broadcast product. Guaranteed placement is negotiated in the advertising agreement and usually invloves an additional fee. Myskoke Media does not offer specific content-related placement.

Net/30 - Specifies that payment shall be received in full within 30 days after services are rendered.

Underwriting - A financial contribution made to public radio in support of specific programming. Underwriting may include the company's name, products, services, address, telephone number, email address, operating hours, slogans, and background information. However, an underwriting cannot include pricing information, qualitative information, or what is referred to as "Call to Action" statements.

PACKAGE PRICING

A 5 percent discount on the total advertising price may be offered for advertising purchased for two outlets (i.e. newspaper and radio).

A 10 percent discount on the total advertising price may be offered for advertising purchased for three outlets (i.e. newspaper, radio, and TV).

A 15 percent discount on the total advertising price may be offered for advertising purchased for all four outlets.

No discount is given for political advertising.

PAYMENT TERMS & CONDITIONS

Advertising agreements totaling \$500 or less shall be pre-paid only.

Agreements totaling \$501 or more shall require that at least the first two insertions of the contract be pre-paid.

All holiday guide and premium advertising must be pre-paid regardless of length and total of contract.

All political advertisements must be pre-paid. Advertisers shall pay for the advertising purchased according to the terms indicated on the Mvskoke Media advertising agreement that is signed by the Mvskoke Media authorized representative and the advertiser prior to the run of any advertisement.

In the event of a billing dispute, the advertiser must promptly pay all amounts not subject to dispute.

If the advertiser fails to timely pay as provided for in the Mvskoke Media advertising agreement and invoices/billing statements, Mvskoke Media may reject advertising copy and/or immediately cancel the contract.

Accounts that are 60 days past due will be suspended and all future advertising, even prepaid, will be refused until account is paid in full.

Accounts that are 120 days or more past due will be referred to the Muscogee (Creek) Nation Attorney General's Office for further collection.



Mvskoke Media Advertising Service Agreement

Client:	
Telephone:	
Address:	
Description of Services to be Provided:	
The client seeks to purchase services from Mvskoke Media through its me	edia outlets.
The client and Mvskoke Media will agree to specified services for prices se	et for the appropriate services.
ALL services and pricing will be agreed to in writing.	
The client agrees to pay for services within 30 (thirty) days.	
Failure to pay may result in a declination of services performed by Mvskol	ke Media to the client.
The parties have read both the front and back of this Agreement, agree to Agreement signed by both parties.	all its terms, and acknowledge receipt of a complete copy of the
Client:	Date:
Mvskoke Media Representative:	Date:

This Agreement is subject to all the terms and conditions attached.

Terms and Conditions

- 1. Deposit and Payment. The Client shall make a deposit to retain Mvskoke Media to perform the services specified herein. At such time as this order is completed, the deposit shall be applied to reduce the total cost and Client shall pay the balance due. If the Client refuses delivery of the order or refuses to pay within thirty (30) days of this order, Client shall be in default hereunder and shall pay 5 percent interest on the unpaid balance until payment is made in full.
- 2. Cancellation. If the Client shall cancel this Agreement 10 or more calendar days before the session date, any deposit paid to Mvskoke Media shall be refunded in full. If Client shall cancel within 10 days of the session, liquidated damages shall be charged in a reasonable amount not to exceed the deposit.
- 3. Video Materials. All video and images created by Mvskoke Media shall be the exclusive property of Mvskoke Media. Mvskoke Media shall make either the unedited or the edited video available to the Client for the purpose of review and ordering copies. The Client shall view such product by either digital link or at the Mvskoke Media office. The Client shall not remove any copy of the files from the studio or use the digital proof unless payment has been made in full pursuant to this Agreement.
- 4. Copyright and Reproductions. Mvskoke Media shall own the copyright of the created work and shall have the exclusive right to make copies of them. Mvskoke Media shall only make copies for the Client or for portfolio purposes, samples, selfpromotions, entry in photographic contests or art exhibitions, editorial use, or for viewing within or on the outside of the Mvskoke Media office. If Mvskoke Media desires to make other uses, Mvskoke Media shall not do so without first obtaining the written permission of the Client.
- 5. Client's Usage. The Client is obtaining copies for personal or specifically designated use only, and shall not sell said copies or authorize any reproductions except by Mvskoke Media. If Client is obtaining copies for sale or reproduction, Mvskoke Media authorizes Client to sell or reproduce only as set forth under Special Usage Requirements on the front of this form and must have prior knowledge of such.
- 6. Failure to Perform. If Mvskoke Media cannot perform this Agreement due to a fire or other casualty, strike, act of God, or other cause beyond the control of the parties, or due to illness of assigned employee, then Mvskoke Media shall return the deposit to the Client but shall have no further liability with respect to the Agreement. This limitation on liability shall also apply in the event that the created work is lost through camera or computer malfunction, lost in the mail, or otherwise lost or damaged without fault on the part of Mvskoke Media. In the event Mvskoke Media fails to perform pursuant to the terms of this Agreement for any other reason, including but not limited to problems with exposure, editing, duplication, or delivery, Mvskoke Media shall not be liable for any amount in excess of the retail value of the Client's order.
- 7. Photographer. Mvskoke Media may substitute another photographer/videographer to work in the event of assigned employees's illness or scheduling conflicts. In the event of such substitution, Mvskoke Media warrants that the photographer working shall be a competent professional.
- 8. Credit. Myskoke Media reserves the right to place a credit line at the beginning or end of the video as well as on the DVD or any packaging. If the created work is a photo Myskoke Media reserves the right for the images to be accompanied by a credit line.
- 9. Standard Price List. The charges in this Agreement are based on the Mvskoke Media Standard Price List. This price list is adjusted periodically and future orders shall be charged at the prices in effect at the time when the order is placed.
- 10. Client's Originals. If the Client is providing original videos/photos/etc. to Mvskoke Media for duplication or any other purpose, in the event of loss or damage Mvskoke Media shall not be liable.
- 11. Policy. The limit of available and offered services will be determined by Mvskoke Media management and Editorial Board. Copies of the policies are available at www.mvskokemedia.com.
- 12. Duration/Extent. Should the duration of services or extent of resources provided for a project exceed the initially agreed upon limit, Mvskoke Media will adjust the charge according to the standard pricing list and have the option of ceasing further services until they are renegotiated and/or scheduled.
- 13. Miscellany. This Agreement incorporates the entire understanding of the parties. Any modifications of this Agreement must be in writing and signed by both parties. Any waiver of a breach or default hereunder shall not be deemed a waiver of a subsequent breach or default of either the same provision or any other provision of this Agreement. This Agreement shall be governed by the laws of the Muscogee (Creek) Nation.

BUSINESS CARDS BANNERS FLYERS

+ IVIORE!

The graphic design and printing division of Mvskoke Media, Mvskoke Creative provides services for the general public as well as tribal entities. We offer a wide variety of graphic design, print products and services from business cards, banners, posters and flyers to logos, t-shirt design and more.



MVSKOKECREATIVE



