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# OPEN

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## THE DATABASE

Oklahoma Press Electronic News, or OPEN, is the only system of its kind in Oklahoma. Made up of over 200 of our member newspapers, the system is updated every day either by the newspaper itself or by the staff at Oklahoma Press. It contains the most up-to-date editions of every paper and it's all totally searchable. Several newspapers are updated the day they publish, the rest are added soon after. OPEN is capable of searching every word of every paper printed in Oklahoma, every day. This gives it a multitude of uses.

## COMMON USES

- Tracking paid advertising: Simply run a search for the paper and the date that you placed. In seconds, a full page PDF of the entire page your ad was on is available to download and print..
- Tracking Press Releases: Enter a keyword or specific sentence from your press release into the search field. OPEN immediately searches for that exact phrase and lists the papers that ran your release.
- Tracking mentions of your organization: Use keywords to search to find out which newspapers are talking about you.
- Tracking the competition: Search the publicity the competition has been getting in order to better accommodate yourself to your business environment.
- Getting to know Oklahoma: Your OPEN subscription is a full subscription to every Oklahoma newspaper. Take some time to read what's happening in every area of the state.

## SERVICE OPTIONS

- Search on your own: Use the full power of our database by searching for whatever you want, whenever you want it. Type in a keyword, set your options and watch it go to work. It's perfect for organizations needing a fast, cheap way to track their media coverage. (Separate package required for The Oklahoman and The Tulsa World)  
**Flat Rate Price: \$99 per month OR \$1,100 per year**
- Let us search for you: Simply tell us what you're looking for and we find it. We search the system, pull out your clips and have them waiting for you the next morning. It's perfect for customers with simple search objectives who are in the news frequently. This option is priced per month AND per clip. (Includes The Oklahoman and The Tulsa World)  
**Price: \$80 per month AND \$.90 per clip (\$200 Refundable Deposit)**