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Stillwater Medical is at the forefront of medical innovation, empowering your physician with advanced robotic systems that enhance patient care. These cutting-edge technologies provide you with more precise, minimally-invasive procedures that lead to faster recoveries, reduced pain, and better overall outcomes.



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The da Vinci® Xi Surgical System is an advanced, minimally-invasive surgical tool that enhances your surgeons' precision and control across a broad range of procedures.



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ROSA® Knee technology uses data that enables your surgeon to execute a personalized surgery, allowing for an optimal implant fit based on your needs.



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2018 | 2019 | 2020 | 2021 | 2022 | 2023
2012 | 2013 | 2014 | 2015 | 2016 | 2017

WORLD'S BEST HOSPITALS 2021-2024
Newsweek
statista

Stillwater **Medical**

UPCOMING EVENTS

WESTERN & ANTIQUE TRADE SHOW – April 17 & 18, Kay County Fairgrounds, 800 S. Main, Blackwell, OK. Friday 12PM–5PM & Saturday 9AM–4PM. Buy, sell, trade and free appraisals. Featuring western memorabilia, collectibles, firearms, leather goods, spurs, saddles, posters, books and more. Meet Gordon Hill, grandson of movie cowboy Tom Mix. Admission is free both days. Vendor tables available. Info: [580-307-5076](tel:580-307-5076).



April 25th two locations! Block 34 Stillwater 9-2 & Twisted Okies in Cushing 10-6. Look for new items on our [Facebook.com/redbeardcustomprinting](https://www.facebook.com/redbeardcustomprinting)



MISCELLANEOUS

USED STRUCTURAL CORRAL FENCING MATERIALS FOR SALE
TUBING 2-3/8", 2-7/8", 3-1/2"
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Thursday 10am-4pm
Friday 9am-5pm
Saturday 9am-5pm
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ACCOUNT SALES REPRESENTATIVE

Oklahoma's Choice Weekly is seeking a passionate and results-driven Sales Representative to join our dynamic sales team. As a key member of our organization, you will be responsible for selling advertising space within Oklahoma's Choice Weekly, both in print and digital formats. This is an exciting opportunity to play a vital role in the success of local businesses by creating customized advertising solutions and building long-term relationships.

Key Responsibilities:

- Prospect, identify, and reach out to potential clients to promote advertising opportunities.
- Present advertising solutions to businesses that align with their marketing objectives.
- Manage client accounts from initial contact through ad sales and campaign execution.
- Build strong, lasting relationships with clients by offering excellent customer service and follow-up.
- Meet or exceed monthly and quarterly sales targets.
- Collaborate with the creative and management teams to ensure client satisfaction.
- Stay up-to-date with industry trends, competitive offerings, and new advertising opportunities.
- Represent Oklahoma's Choice Weekly in a professional and positive manner at local events, meetings, and networking opportunities.

Call Oklahoma's Choice Weekly General Manager/Graphics Director, Anesa K. Chastain Jones at 918-285-1314, email: graphics@oklahomaschoiceweekly.com

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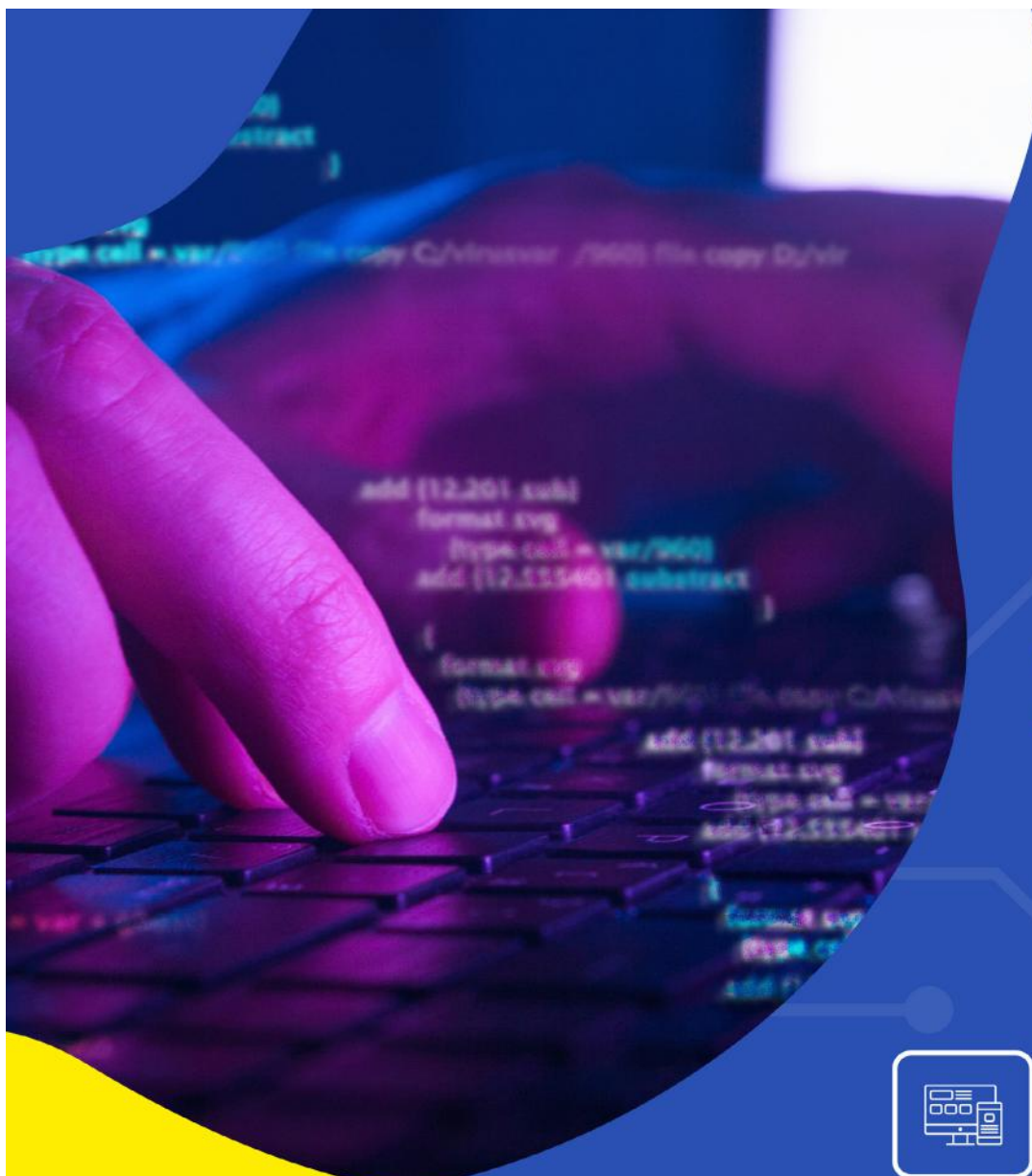
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"PRINT IS DEAD."

The Most Expensive Lie in Advertising

By Anesa K. Chastain Jones - Advertising Insights with Anesa
Oklahoma's *Choice Weekly*

Print is dead.

It's one of those phrases that gets repeated so often people stop questioning it. It sounds modern. It sounds informed. It sounds like the kind of thing businesses are supposed to accept and move on from.

The problem is, **it isn't true.**

Not from a marketing standpoint. Not from a performance standpoint. And definitely not from a data standpoint.

What The Data Actually Says

Because if print were actually dead, it wouldn't still be producing the kind of results that businesses rely on every single day. In fact, the numbers tell a very different story. According to research from MarketingSherpa, 82% of consumers trust print advertising more than any other form of media. That alone should stop the conversation in its tracks. Trust is not a small factor in advertising, **it is the factor.** If people don't trust what they see, they don't act on it.

And it doesn't stop there. Studies such as the Canada Post Neuromarketing Study have shown that print advertising delivers up to 29% higher brand recall than digital advertising. In other words, people don't just see print, they remember it. And in a marketplace where attention spans are shrinking by the day, memory is everything.

Now compare that to digital display advertising. According to Google Display Network benchmarks, the average click-through rate sits around 0.1%, meaning only one out of every 1,000 impressions results in a click. That doesn't mean digital doesn't work, it absolutely does. But it does highlight a critical distinction: being seen is not the same as being remembered.

That's where the entire "print is dead" narrative starts to fall apart.

What Really Changed

Print didn't die. What actually happened over the past decade was the rise of digital. And as digital platforms grew, businesses shifted their attention almost entirely in that direction. It was faster, easier to measure, and felt more immediate. But in the process, many businesses didn't improve their overall strategy they simply replaced one piece of it.

And that's where the real problem begins.

Because advertising has never been about choosing one channel over another. It has always been about visibility, repetition, and trust working together. When businesses rely on a single channel, whether it's print or digital, they're limiting their own ability to stay in front of their audience.

Average digital display ads see just a 0.1% click-through rate

That's 1 click for every 1,000 views

Source: Google Display Network Benchmarks

82% of consumers trust print ads MORE than any other channel

Print delivers up to 29% higher brand recall than digital

Source: MarketingSherpa; Canada Post Neuromarketing Study

Why Print + Digital Work

This is exactly why the most effective campaigns today don't choose between print and digital. They combine them.

In fact, research from Canada Post and TrueImpact Marketing shows that campaigns using both print and digital channels can be up to 400% more effective than those using a single channel alone. That's not a marginal improvement, that's a completely different level of performance.

The reason is simple, but often overlooked.

Print and digital don't compete with each other, they do different jobs.

Print builds trust. It's tangible. It sits on kitchen counters, office desks, and in vehicles. It doesn't disappear after a few seconds. It has presence. When someone sees your business in print, it carries a level of credibility that digital alone often struggles to match.

Digital, on the other hand, builds repetition. It follows your audience throughout their day on their phones, on social media, on websites. It reinforces your message, creating multiple touchpoints that keep your business top of mind.

Individually, each has strengths. Together, they create something far more powerful: recognition.

Recognition is what drives decisions.

Where Businesses Lose Money

Campaigns combining print + digital are up to 400% more effective

Source: Canada Post / TrueImpact Marketing Study

A customer might see your business in print and not act right away. That's normal. But later, when they're scrolling through their phone and see your business again, something clicks. There's a moment of familiarity, "I've seen them before." That moment is where trust begins to form, and trust is what ultimately leads to action.

This is where many businesses unknowingly leave money on the table.

If they rely only on print, they miss the opportunity for follow-up exposure. If they rely only on digital, they miss the credibility and staying power that print provides. Either way, they're investing in half a strategy and expecting full results.

The businesses that are growing right now understand this. They aren't asking whether print works or whether digital works. They're asking how to use both together in a way that keeps their business consistently visible.

That's exactly where Oklahoma's Choice Weekly comes in.

How Oklahoma's Choice Weekly Delivers Both

Oklahoma's Choice Weekly is designed to bridge the gap between print and digital, giving local businesses the ability to show up in multiple ways without having to manage multiple platforms. Through our print edition, your business is placed directly into the hands of readers across our 14 county distribution area, creating a tangible presence that builds trust and credibility. At the same

time, our digital edition, website, and social media platforms extend that reach, reinforcing your message and keeping your business visible beyond a single moment.

It's not about being seen once. It's about being seen again and again in the places that matter.

And in today's market, that consistency is what separates businesses that are remembered from those that are overlooked.

The idea that "print is dead" is easy to repeat. It sounds like progress. But the data, and real-world results, tell a different story. Print isn't gone. It hasn't lost its effectiveness. If anything, it has become more valuable because of how it works alongside digital.

The real question isn't whether print still works.

The real question is whether your business is showing up enough to be remembered.

Because the businesses that combine print and digital aren't guessing.

- They're building recognition.
- They're building trust.
- And ultimately they're building growth.

"Print didn't stop working. It just stopped carrying businesses that refuse to show up everywhere their customers are."

Sources: MarketingSherpa; Canada Post Neuromarketing Study; TruelImpact Marketing; Google Display Network Benchmarks.

Oklahoma's *Choice* Weekly

ANESA K. CHASTAIN JONES, General Manager/Graphics Director, 918-285-1314, graphics@oklahomaschoiceweekly.com

JON McQUILLIN, Sales Representative, 918-873-0097, jon@oklahomaschoiceweekly.com

ISAAC DENNY, Sales Representative, 918-223-5051, isaac@oklahomaschoiceweekly.com

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Thursday, April 23, 2026 @ 10:01am

OPEN HOUSE DATE and TIME:
Real Estate Only – No Estate Items
Monday, April 6th & 13th from 4 – 6 pm
Bring your ATV's to explore the property.

LOCATION and DIRECTIONS:
12492 S 4200 Road – Unit B
Claremore, OK 74017

ALL 5 TRACTS WILL SELL @ TRACT 2
In Foyil, OK @ Jct of Hwy 66 & 4200 Rd., Take 4200 Rd West. Cross RR Tracks and immediately turn left (S). Follow Road to Dead End. Auction Property on right.

Hay, Vehicles, Tractors, Backhoe, Trailers, Skid Steers, Boat, Implements, Mower, Semi Truck, Propane Tank, Welder/Generators, Tools, Portable Bldg, Toolboxes, Office Furniture, Appliances, Furniture, Western Art & MORE!

REAL ESTATE SELLS @ 10:01AM IMMEDIATELY FOLLOWED BY MISC. ITEMS – LIVE ONSITE & ONLINE BIDDING ON LOTS 2-95 STARTS @ 11:17AM

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(918) 638-1157

Dale Chupp, Realtor
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(918) 630-0495

Jonathan Miller
(918) 237-7582

ESTATE AUCTION

10:00 A.M. Saturday, April 25, 2026
1708 Queens, Ponca City, OK 74604



5 BEDROOMS, bath and half, living room, dine in kitchen, new wall oven, CHA, fireplace, two story, covered patio, 1,840 sq. ft., two car garage, built in 1965, metal storage shed, fenced yard.

LEGAL: PC-NORTH CROWN HTS BLK 8A E2' OF LOT 4 & ALL OF LOT 5 FREEZE
TAXES 2025: TERMS: \$1,000 down with balance at closing.

HOUSEHOLD-MISC.: Whirlpool fridge; Maytag washer elec dryer; GE microwave; 7 pc dining room suite; curio cabinets; 3 pc suite King bed 2 night stands; double dresser w/mirror; dresser; nightstand; wing back chair; leather side chair; drop leaf desk; vanity table w/bench; wood chairs; bucket chair; china set; sofa; side chair; wing back chair; 3 cornered table; Samsung TV; HP laptop & printer; desks; Kenmore vac; cane back chairs; marble top end table; Samsung TV, TV stand; patio table w/chairs; wicker chairs; recipe books; kitchen ware; Vanguard VS 150 comb safe; paper shredder; Hummel figurines; seasonal deco; costume jewelry; binoculars; luggage; misc.

TOOLS-MISC.: Craftsman air comp; Craftsman table saw; hand tools; bench vise; bench grinder; bench drill press; pipe wrenches; car ramps; Skil saw; hardware; ladders; garden tools; wheel barrow; bird bath; 3 HD storage cabinets; misc.

TERMS: Cash, check, credit/debit cards on day of sale with a 3% convenience fee. Driver's license required to register. Oklahoma Tax Comm. requires a copy of tax exempt certificate for exempt purchases. Items sell as is with no warranty. Descriptions are accurate to best of knowledge. Announcements made day of sale will supersede all other advertising. Seller or Auction Co. not responsible for accidents.

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Oklahoma's Choice Weekly

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SUN APR 26th 6PM Online Only	Vintage Tractors – Farm Equip – Feeders – Silage Wagons – Tools <u>5 B Land & Cattle Auction</u> 46503 S County Rd 262, Ringwood, OK LippardAuctions.com 580-237-7174
MON APR 27th 6PM Online Only	365105 E. 5400 RD. CLEVELAND OK * 1,494± SQ.FT. HOME * 3 – BEDROOMS 2 -BATHROOM * 1 ACRE LOT <u>SHELTON ESTATE AUCTION</u> Preview: Sunday April 12th 2-4PM. 365105 E. 5400 RD. CLEVELAND OK LippardAuctions.com 580-237-7174
WED APR 29th 6PM Online Only	Car Wash * Vacant Lot * I-40 Clinton OK * HWY 183 – Zoned Commercial C-4 <u>Lary L. Damron Auction</u> 600 Opal Ave., Clinton, OK LippardAuctions.com 580-237-7174
THURS APR 30th 10AM Online/Live	90.83± ACRES – CULTIVATION - TREES – GARFIELD COUNTY LAND, ENID OK BLACKTOP HWY, OUTSIDE CITY LIMITS <u>Randy Miller LLC Auction</u> 10TH STREET AND EAST SOUTHGATE RD ENID OK LippardAuctions.com 580-237-7174
FRI MAY 1st 10AM Online/Live	146.95± ACRES * KINGFISHER COUNTY, OKLAHOMA * LOMEGA AREA CROP & PASTURE LAND * PONDS <u>CHASE PARSONS AUCTION</u> N 2690 Rd & E0780 Rd Kingfisher, OK, LippardAuctions.com 580-237-7174
MON MAY 4th 10AM Online/Live	160± ACRES OF EXCELLENT WILDLIFE HABITAT—DUCKS, GEESE, WHITETAIL DEER , STOCK FARM BRECKENRIDGE – GARFLIED COUNTY <u>KNOCK OUT BLINDS & FEEDERS LLC</u> 9700 East Robertson Enid OK LippardAuctions.com 580-237-7174
TUES MAY 5th 10AM Online/Live	160± ACRES * BLAINE COUNTY, OK OKEENE AREA * GRASS PASTURE CROP LAND * GOOD CATTLE FARM POND * CREEK * HIGHWAY FRONTAGE <u>MEIER BEEF & GRAIN, LLP AUCTION</u> HWY 3 & E0710 Rd Hitchcock, OK LippardAuctions.com 580-237-7174
THURS MAY 7th 10AM Online/Live	200± ACRES * SURFACE w/ MINERALS GARFIELD COUNTY, OK ENID -KREMLIN AREA Offered in 2 Tracts CROP & PASTURE LAND <u>VIC & MARLA REMPEL AUCTION</u> Zaulodek Community Center, Kremlin, Ok T1-E Robertson Rd & N54th St Enid OK T2- 4211 E Carrier Rd, Enid, OK, 73701 (Carrier Rd & N42nd St) LippardAuctions.com 580-237-7174
FRI MAY 8th 10AM Online/Live	320± ACRES OFFERED IN TWO TRACTS * BLAINE COUNTY, OKEENE OK CROPLAND * PASTURE LAND <u>JIM BERNHARDT AUCTION</u> E0640Rd & N2580 Rd Okeene OK LippardAuctions.com 580-237-7174
MON June 1st 6PM Online Only	VERY NICE BRICK HOME * ENID, OK 1513 PONCA AVE * WORK SHOP <u>Andrew John Auction</u> 1513 Ponca Ave Enid, Oklahoma LippardAuctions.com 580-237-7174

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