

2016 Red River Extra

OU-Texas weekend is huge. In its own way, it's even bigger than Bedlam:

Needless to say, it's a time for extra sports coverage and *The Oklahoman's* Sports staff is ready with special coverage specifically devoted to how the Sooners will go about thrashing Bevo to a pulp.

DISTRIBUTION:

Full distribution Friday *Oklahoman*.

SIZES/PRICES:

Broadsheet

Rates are for full-color ads.

Full Page: \$4,950

One-Half Page: \$2,750

One-Quarter Page: \$1,750

Strip ad: \$1,500

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Publication date:

Friday, October 7th

RED RIVER EXTRA
SPECIAL 4-PAGE WRAP | FRIDAY, OCTOBER 6, 2015 | THE OKLAHOMAN • NEWSOK.COM/SPORTS | PAGE 1B
OU vs. Texas • 11 a.m. Saturday • KOCD-5 (Cox 5) • KOCC-AM 1520/KOCD-FM 107.7 • Cotton Bowl, Dallas • Line: OU by 14 1/2



1999 2000 2001 2002 2003 2004

TICKET TAKERS

OU FANS EXPECTED TO BREAK COTTON BOWL'S 'GREAT DIVIDE'

By Jenni Carlson • CARLSON@OKLAHOMAN.COM



2013 2014

The school of red-headed and cotton-haired OU fans is expected to break Cotton Bowl's 'Great Divide' this weekend. The rivalry is so intense that it has become a national phenomenon. The Cotton Bowl is the only stadium in the country where the two teams play each other. The rivalry is so intense that it has become a national phenomenon. The Cotton Bowl is the only stadium in the country where the two teams play each other.

Shown above and to left are the Red River Extra covers during the 19th season of OU-Texas games. Note: A space from the 2003 multiple was not available.

INSIDE: MORE RED RIVER COVERAGE, INCLUDING HOW DU'VONTA LAMPKIN SWITCHED FROM TEXAS TO OU, PAGES 2B, 3-3D

Sitting with the enemy SOME OU TICKETS ARE CLUSTERED AMONG TEXAS SEA OF ORANGE.

COMMENTARY BY BARRY TRAMER

OU fans, you know the Cotton Bowl. The stadium is a sea of orange. But this year, there's a new element to the scene. OU fans are sitting in the stands, surrounded by Texas fans. It's a rare sight. The Cotton Bowl is the only stadium in the country where the two teams play each other.