

Discover Oklahoma

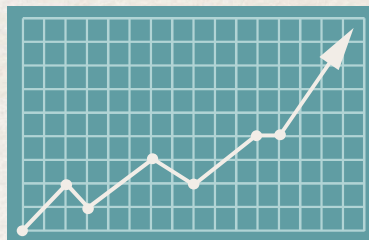
Serving Oklahoma Viewers For More Than

25 YEARS



show aired in April

1991



Statewide Weekly Reach
51,735
x 52
Weeks



ANNUAL VIEWERS

Active, Engaged Fans



DISCOVER OKLAHOMA

CO-HOSTS

Dino Lalli & Lauren Nelson

REPORTERS

OKLAHOMA CITY

Jeff Roberts • Quin Tran
Darren Brown • Lucas Ross

WOODWARD

Tina McGarry

TEXOMA

Lisanne Anderson

TULSA

Julie Chin • Jason Grubbs

Produced by

**OKLAHOMA
TOURISM &
RECREATION
DEPARTMENT**



CONTENT AVAILABLE ONLINE AT [YouTube.com/DiscoverOklahoma](https://www.youtube.com/DiscoverOklahoma)

2017 RATE CARD

Discover Oklahoma

Oklahoma's official travel and tourism show, Discover Oklahoma has transported viewers to Oklahoma's best destinations for more than 25 years. Starring everything from only-in-Oklahoma attractions, rugged outdoor adventures and diverse state parks, to unique restaurants, colorful personalities, and urban and rural destinations, Discover Oklahoma is the best way to discover Oklahoma's many treasures. Throughout its history, the show has featured more than 3,000 Oklahoma locations and has become a must-watch show for Oklahomans everywhere. All episodes can be viewed on demand at YouTube.com/DiscoverOklahoma.



SHOW INFORMATION

- 30-minute statewide television show
- Hosted by Dino Lalli and Lauren Nelson
- Produced by Oklahoma Tourism & Recreation Department
- Airs weekly on KFOR (NBC) in Oklahoma City, on KTUL (ABC) in Tulsa, and on KSWO (ABC) in Lawton
- Airs each week at 6:30pm
- All content lives online at YouTube.com/DiscoverOklahoma
- Four (4) commercial breaks; three (3) :30-second commercials available per break
- Show is promoted on each station through social media channels, online at TravelOK.com, and in all Tourism publications

AUDIENCE INFORMATION

Adults 35+ = 51,735 viewers per week
 Total Annual Viewers 2,690,220

GENERAL TERMS

Invoices are issued each month for prior month's performance. All rates are net. In the event Discover Oklahoma airs at a time other than Saturday at 6:30pm due to a station pre-emption or other broadcasting factor out of OTRD control, a credit will be applied and reflected on that month's invoice. All commercial creative to be delivered to Discover Oklahoma via FTP, Dropbox or Hightail a minimum of 8 days prior to show date.

ADVERTISING OPPORTUNITIES

| | | |
|----------------------------|------------|--------------|
| Statewide | :30 | \$530 |
| Oklahoma City (and Lawton) | :30 | \$330 |
| Tulsa | :30 | \$200 |
| <i>(All rates are net)</i> | | |

SPONSORSHIP OPPORTUNITIES

STATEWIDE PRESENTING SPONSOR

Please ask your sales representative for details.

SEGMENT SPONSOR (2 available)

Weekly :05 billboard ID with sponsor graphic and audio mention. \$12,000 annual fee.

CLOSED CAPTIONING SPONSOR (1 available)

Weekly :05 billboard ID with sponsor graphic and audio mention. \$12,000 annual fee.

OKLAHOMA MOMENT SPONSOR (1 available)

Airs at the end of each show. Includes sponsor graphic and audio. \$18,000 annual fee

SPONSORED STORY

Each story is developed between sponsor company and Discover Oklahoma. Stories are written and produced by Discover Oklahoma reporter, photographer and production team. \$4,500 per story.