

Email Newsletters



Loyal, opt-in subscribers = Higher open rates



FESTIVALS & EVENTS

Invite **21,000** active consumers to your next event!



OKLAHOMA STATE PARKS
10,000+ PEOPLE SAY, "I WANT THAT!"

TRAVELOK.COM



MONTHLY SUBSCRIBERS

EXCLUSIVE

ADVERTISING OPPORTUNITY

Only  advertiser per newsletter



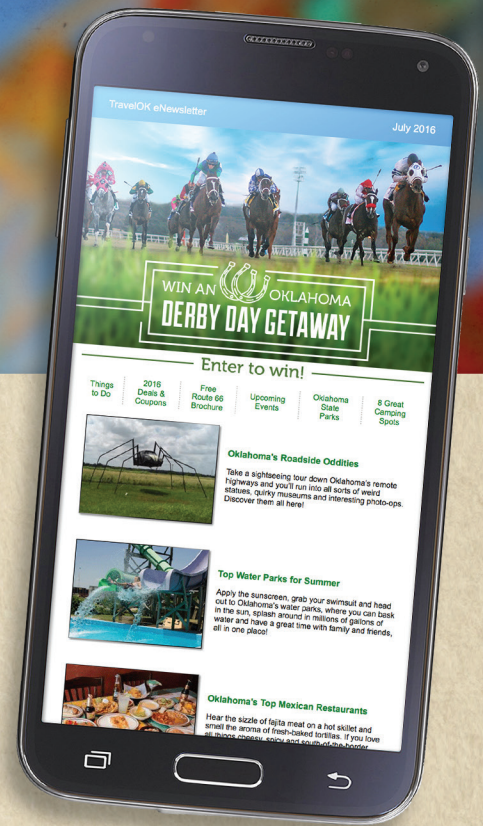
TARGETED CONTENT

Quality content environment for your message

2017 RATE CARD

Email Newsletters

Imagine your message as the only featured ad on an email newsletter distributed by TravelOK.com and Oklahoma State Parks to opt-in subscribers each month! A new advertising opportunity created by OTRD in 2016, each newsletter offers timely articles, offers, contests and travel tips ... another great actionable environment for your message. Only one ad per newsletter. Claim your spot today!



DIRECT MARKETING OPPORTUNITY

Each newsletter distributes once per month and is optimized for delivery based on when recipients are most likely to see and open messages.

Subscribers opt in to receive each email newsletter.

Limited to one advertiser per newsletter.

Campaign performance insights provided for each newsletter ad.

Specialty newsletter ad opportunities may be added throughout the year.

A content-rich environment for your message!

MONTHLY EMAIL NEWSLETTERS — ADVERTISING OPPORTUNITY

Oklahoma State Parks

Distribution quantity: 10,000 Ad Rate: \$750

TravelOK.com

Distribution quantity: 147,000 Ad Rate: \$2,000

TravelOK.com Festivals & Events

Distribution quantity: 21,000 Ad Rate: \$1,000

Each ad is displayed as a featured content module within the newsletter and links to advertiser URL.

ADVERTISER PROVIDES:

- Photo or image
- Headline — up to 44 characters including spaces
- Message — 50-word maximum
- URL — where you want to direct viewers