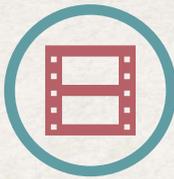




Official website for  
**OKLAHOMA TOURISM**

## THOUSANDS OF

photos, videos, articles, itineraries and more!



Ranks consistently in



**STATE TOURISM WEBSITES**

OVER 24,000

**FREE**

listings and growing!



Active Fans Engaged



**LOTS OF GREAT  
CONTENT**

- ✓ Attractions & Activities
- ✓ Festivals & Events
- ✓ Nature & Outdoors
- ✓ Family Activities
- ✓ History & Heritage
- ✓ Road Trips
- ✓ Arts & Culture
- ✓ Nightlife & Casinos
- ✓ Music Trail



**FREE  
GUIDES &  
BROCHURES**

Available upon request



**PARTNERSHIP OPPORTUNITIES**

TravelOK.com contests and social media giveaways

## 2017 RATE CARD

### TravelOK.com

TravelOK.com, Oklahoma's official tourism website, is consistently ranked among the top 5 tourism sites in the nation. Continuously updated with new content and actively promoted via social media channels, paid search and special interest e-newsletters, TravelOK.com is the perfect way to get your message in front of a large and highly engaged audience. With thousands of photos and videos, a database of 1,000+ festivals and events, articles, videos, special offers, itineraries, and more, TravelOK.com is a one-stop resource for potential and on-the-ground visitors ... a great place for your advertising message!



#### QUICK FACTS

##### JULY 2015 - JUNE 2016

Total Visitor Sessions	10,688,056
Total Unique Visitors	8,173,405
Total Page Views	27,334,616
Avg. Sessions Per Day	29,118
Avg. Length of Session	6
Avg. Monthly Site Comments	238
Avg. Monthly Site Contest Entries	15,124
Avg. Monthly Listings Created	233
Avg. Monthly Listings Edited/Updates	690

Ranked #2 State Tourism Sites (Quantcast) *yearly average*  
 Ranked #3 State Tourism Sites for Page Views per Visit *yearly average* (Source: Omniture / June 2015 - June 2016)

#### BANNER AD INFORMATION & RATES

- Run-of-Site (ROS)
- 300 x 250
- Offered on a cost-per-thousand basis
- Minimum 50,000 impressions
- Minimum 30-day campaign

50,000-250,000 impressions	\$20 cpm
250,000-500,000 impressions	\$18 cpm
500,000-1,000,000 impressions	\$15 cpm
1,000,000+ impressions	\$10 cpm

**SPECS** .gif, .jpg or .swf accepted. A back-up .gif is required for all rich media. Maximum file size: 30K. Maximum animation length: 30 seconds. Number of animation loops: one.

Please contact your sales representative or email [advertising@travelok.com](mailto:advertising@travelok.com).

All rates are net. Terms: Due upon receipt. Client to provide ad creative. Campaign performance reports provided on a monthly basis. OTRD has final approval on all creative.