

Oklahoma!

TOURISM & RECREATION DEPARTMENT

ADVERTISING OPPORTUNITIES

2019

The Oklahoma Tourism & Recreation Department (OTRD) advertising sales team is excited to help present your message to a diverse, active and engaged audience planning how to spend their time and money in Oklahoma.

From a content-rich website, magazine, television show and multiple print guides, to a new video advertising opportunity at the Will Rogers Archway travel stop in Vinita and the new EZ-GO stop at the Elmer Graham Plaza near Walters – along with group travel marketing opportunities, brochure fulfillment and consumer trade show involvement – the OTRD Travel Promotion team is working hard to provide quality advertising opportunities, while also creating a great content experience for busy Oklahoma travelers.

We appreciate the opportunity to earn your business in the months and years ahead!

ADVERTISING SALES TEAM

Daneka Allen	405-650-9328	daneka.allen@travelok.com
Mary Bunch	405-365-8207	mary.bunch@travelok.com
Ramón Rentería-Lara	405-693-8419	ramon.renteria@travelok.com
Billy Mussett	918-577-0769	billy.mussett@travelok.com
General Inquiries		advertising@travelok.com

OKLAHOMA TOURISM & RECREATION DEPARTMENT

Jerry Winchester	<i>Executive Director</i>	jerry.winchester@travelok.com
Gino DeMarco	<i>Deputy Executive Director</i>	gino.demarco@travelok.com
Jennifer Mullins	<i>Director of Travel Promotion</i>	jennifer.mullins@travelok.com
Stephen Harris	<i>Director of Sales</i>	stephen.harris@travelok.com

ADVERTISING OPPORTUNITIES

- 1** Discover Oklahoma
- 2** Oklahoma Today Magazine
- 3** TravelOK.com
- 4** Email Newsletters
TravelOK.com, Festivals & Events, Oklahoma State Parks
- 5** Oklahoma Travel Guide
- 6** Oklahoma State Parks & Outdoor Guide
- 7** Brochure Fulfillment Program
- 8** Consumer & Trade Marketing
- 9** Indian Country Guide
- 10** Motorcycle Guide
- 11** Dining Guide Rate Card

Discover Oklahoma

Oklahoma's official television show for more than 27 years!


3.6 MILLION
ANNUAL VIEWERS

TOP DISCOVER OKLAHOMA VIEWER INTERESTS:

- ✓ Food & Dining
- ✓ Outdoor Recreation
- ✓ Sports & Fitness
- ✓ Local Events
- ✓ DIY

Discover Oklahoma User Profile:



AVERAGE AGE - 35+

IN-MARKET FOR:



Home Décor



Travel



Real Estate

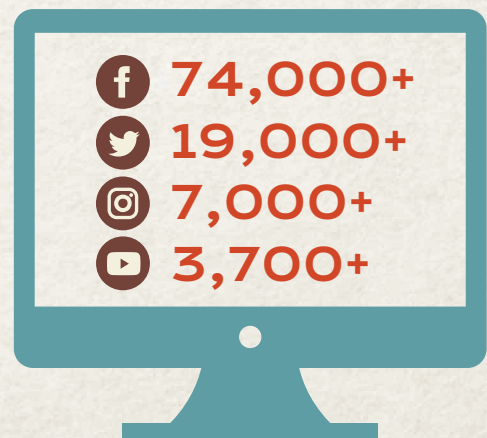


Autos & Vehicles

"I was astonished at the flux of business we received after the airing of our feature... our business has increased 35%, followed by record weeks and days immediately after airing. We are so thankful for Discover Oklahoma. Out of 34 years of operation, this has been the best marketing and reach we have ever received."

-DEREK, OZZIE'S DINER

Active, Engaged Fans



CONTENT AVAILABLE ONLINE AT DiscoverOklahomaTV.com

Discover Oklahoma

Discover Oklahoma, Oklahoma's official tourism show, has transported viewers to Oklahoma's best destinations for almost 30 years. Starring exclusive Oklahoma attractions, adventures and state parks, it's the best way to find our state's many treasures. The show has featured more than 3,000 urban attractions, rural destinations, mouthwatering restaurants and colorful personalities. A must-watch resource for planning your next Oklahoma adventure!

All episodes can be viewed at
DiscoverOklahomaTV.com | YouTube.com/DiscoverOklahoma



SHOW INFORMATION

- 30-minute statewide television show
- Hosted by Dino Lalli and Lauren Nelson
- Produced by Oklahoma Tourism & Recreation Department
- Aired on KFOR (NBC) in Oklahoma City, on KTUL (ABC) in Tulsa, and on KSWO (ABC) in Lawton
- Aired each week on Saturdays at 6:30pm
- Three (3) commercial breaks per show; three (3) :30-second commercials available per break

AUDIENCE INFORMATION

Adults 35+ = 61,638 viewers per week
 Total Annual Viewers 3,600,000

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 8 business days prior to show date to Discover Oklahoma via FTP, Dropbox, or Hightail. Email DiscoverOklahoma@TravelOK.com.

ADVERTISING OPPORTUNITIES

Statewide	:30	\$530
Statewide Annual		\$26,000 + 5% added value
Oklahoma City (and Lawton)	:30	\$330
Tulsa	:30	\$200

(All rates are net)
 Buy 4 Get 1 FREE

*Ask about our spring and fall specials

SPONSORSHIP OPPORTUNITIES

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.

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.

STATEWIDE PRESENTING SPONSOR

Please ask your sales representative for details.

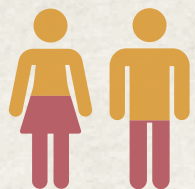
	QUARTERLY	ANNUALLY	WEEKLY
Segment/ Closed Captioning	\$3,000	\$12,000	\$230
Oklahoma Moment	\$4,500	\$18,000	\$350

Oklahoma Today

Oklahoma's Official Magazine Since 1956



80%
are employed in a
professional field



57%
Female
43%
Male



Median Annual Household Income:
\$80,000

LARGEST

paid magazine subscription base in Oklahoma



PAID SUBSCRIBERS



NEWSSTAND COPIES



TOTAL REACH PER ISSUE



AVG. READERS PER COPY

Subscribers in all

77

Oklahoma counties
All 50 states and 11 countries

LOYAL READERS!

42%

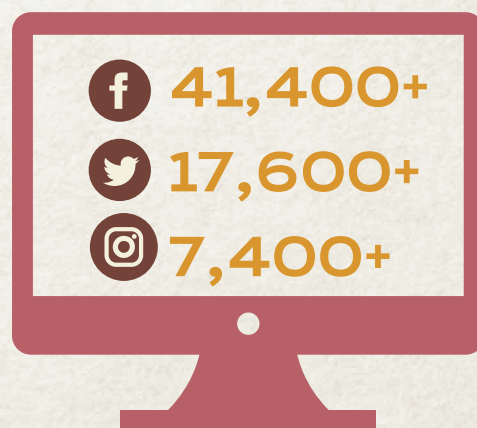
of subscribers
have subscribed
for 5 or more years

85%

renewal rate



Engaged Audience



OKLAHOMA'S CULTURAL AMBASSADOR

Oklahoma Today Magazine

No other publication brings our vibrant people, places, food, art, music, and events to life with the richness and depth of *Oklahoma Today*, the state's official magazine. One of the most decorated regional magazines in American history, *Oklahoma Today* has captured Oklahoma's people, places, culture, and history through stunning photography and award-winning writing and design. As Oklahoma's cultural ambassador, *Oklahoma Today* is a great way to connect with readers who appreciate thoughtful stories, are quick to respond, and have the means to support our valued advertisers and partners. *Oklahoma Today* hopes to earn your business the old fashioned way—through proven results.

OklahomaToday.com



QUICK FACTS

FREQUENCY: 6x per year—Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sep/Oct, Nov/Dec

CIRCULATION: With subscribers in all 77 counties and in all 50 states, *Oklahoma Today* boasts the largest paid circulation of any magazine about Oklahoma, with 24,000 paid subscribers plus 3,500 paid newsstand copies. *Oklahoma Today* also has a pass-along rate of 2.95, which increases readership to 81,125. *Source: Annual USPS audits*

READER ENGAGEMENT & LOYALTY

ENGAGEMENT

- 81% of subscribers read all of the last six issues.
- 65% of subscribers read at least three-quarters of each issue.
- On average, subscribers read each issue 3.5 times.

LOYALTY

- 70% of readers subscribe for more than 3 years.
- 63% of subscribers hold on to the magazine for 6 months.

Source: Oliver Wyman Group 2010; The Boone Group 2010

EDITORIAL ENVIRONMENT

Oklahoma Today offers an absorbing reader experience designed with contemporary flair and classic magazine pacing. Its broad mix of short pieces, departments, and lengthier features—along with award-winning photography—is sophisticated without being pretentious.

Front of Book Contents, Contributors, Feedback, Editor's Letter, Marketplace

Routes Travel destinations including state parks, overnights, outdoor adventures, museums, exciting small towns and cultural districts, and more*

Roots Stories of Oklahoma's culture, history, and people including Wild West tales, musicians, artists, community leaders, animal rescues, and Oklahomans doing good in the world*

The Menu Statewide selection of some of the best places for your favorite meals

Features Long-form feature articles, profiles and photographic portfolios

To-Do List A directory of some of the most exciting and inspiring events across the state

Lost and Found This popular contest ends each issue of *Oklahoma Today*

* Not all sections are included in every issue

Premium Positions	1X	3X	6X
Inside front cover	\$8,240	\$7,860	\$7,395
Back cover	\$5,250	\$4,883	\$4,620
Inside back cover	\$4,150	\$3,880	\$3,560
Far forward 2-pg spread	\$7,250	\$6,980	\$6,620
Contents	\$3,940	\$3,670	\$3,550
Contributors	\$3,890	\$3,620	\$3,410
Welcome	\$3,890	\$3,620	\$3,410
Feedback	\$3,840	\$3,560	\$3,360
Routes opener	\$3,780	\$3,520	\$3,310
Roots opener	\$3,780	\$3,520	\$3,310
The Menu opener	\$3,390	\$3,180	\$3,020
To-Do List	\$3,390	\$3,180	\$3,020

Run of Book	1X	3X	6X
Full Page	\$3,140	\$2,890	\$2,670
1/2 Double Truck	\$3,250	\$3,100	\$2,990
Spread	\$5,970	\$5,640	\$5,340

Partial Page Ads

2/3 Page	\$2,290	\$2,150	\$2,010
1/2 Page	\$1,670	\$1,560	\$1,520
1/3 Page	\$1,200	\$1,120	\$1,010
1/6 Page	\$630	\$570	\$520

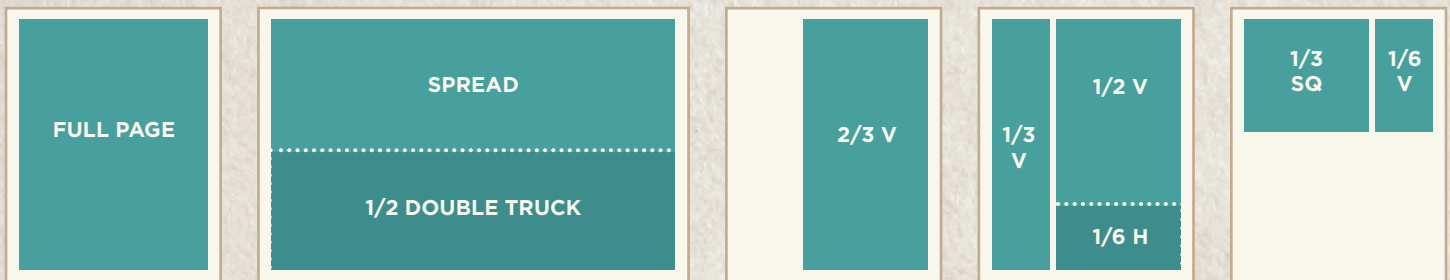
*Premium and double-truck positions are sold on a space-available basis. All rates are net.

Some partial page units can be upgraded to full bleed for an additional fee. *Oklahoma Today* also offers a variety of custom printing options, negotiated on a case-by-case basis, including but not limited to: bind-in cards, polybagging, gatefolds, additional spot colors, and custom publishing. Please contact your advertising sales representative regarding the availability of these products.

Oklahoma Today Advertising Rates

Premium Positions	1X	3X	6X	Run of Book	1X	3X	6X
Inside front cover spread	\$8,240	\$7,860	\$7,395	Full Page	\$3,140	\$2,890	\$2,670
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Roots opener	\$3,780	\$3,520	\$3,310	All rates are net.			
The Menu opener	\$3,390	\$3,180	\$3,020	Some partial page units can be upgraded to full bleed for an additional fee.			
To-Do List opener	\$3,390	\$3,180	\$3,020	Oklahoma Today also offers a variety of custom printing options, negotiated on a case-by-case basis, including but not limited to: bind-in cards, polybagging, gatefolds, additional spot colors, and custom publishing. Please contact your advertising sales representative regarding the availability of these products.			

Specifications



Unit Size	Ad Dimensions
Spread	Bleed: 16.25" X 11.125" Trim: 16" X 10.875" Live: 15" X 10"
Full page	Bleed: 8.25" X 11.125" Trim: 8" X 10.875" Live: 7" X 10"
1/2 double truck	Bleed: 16.25" X 5.625" Trim: 16" X 5.375" Live: 15" X 4.375"
2/3 page vertical	4.625" X 10"
1/2 page vertical	4.625" X 7.375"
1/3 page vertical	2.125" X 10"
1/3 page square	4.625" X 4.875"
1/6 page vertical	2.125" X 4.875"
1/6 page horizontal	4.625" X 2.375"

PRINTING MECHANICALS

Live: 7" X 10"
Trim Size: 8" X 10.875"
Bleed Size: 8.25" X 11.125"
Printing Method: Direct to Plate/Web Offset
Binding Method: Perfect Bound
300 dpi (150 lpi) body, 350 dpi (175 lpi) cover
Body Stock: 50# text matte finish
Cover Stock: 100# text matte finish
Color Calibration: SWOP Standard

PRESS-READY ARTWORK

All artwork must be submitted in a press-ready format. Adobe PDF or PDF/X-1a is preferred, but TIFF or EPS files are also acceptable. Please embed all fonts and images. Ink density should not exceed 300% TAC. All ads must include a 1/8" bleed on all sides, crop marks, and a minimum .25 point keyline frame. Convert all artwork to CMYK or grayscale. No spot colors will be accepted. Do not nest EPS files within other EPS files. All images should be placed at 100%. Please do not send .zip files.

SPREADS & DOUBLE-TRUCK UNITS

While *Oklahoma Today* does not recommend it, any type crossing the gutter should be positioned 1/8" from the gutter on each page to provide 1/4" total separation.

FILE SUBMISSION

Send files to production@oklahomatoday.com or upload to *Oklahoma Today's* FTP site:

[ftp.oklahomatoday.com](ftp://oklahomatoday.com)
username: oktpublic
password: file2okt

Color proofs and/or CDs are not required.

CUSTOM AD CREATION

Oklahoma Today can build your ad for you. All images must be at least 300 dpi and have an appropriate pixel width for the reserved unit's size. Logos should be submitted in a vector format with all text converted to outlines. *Oklahoma Today* can scan most types of media; however, scanning reproduced artwork is not recommended. *Oklahoma Today* assumes no liability for errors that occur in ads after client approval.

PRODUCTION QUESTIONS

405-522-9505
bridgette.slone@travelok.com

SPACE RESERVATIONS

Contact your Sales Representative or email Advertising@TravelOK.com.

Routes THE MARKET

Pin Ups

Enamel pins let art lovers take a little color wherever they go. Photograph by Lori Duckworth

ENAMEL PINS and fabric patches have enjoyed a resurgence in popularity over the last few years, as much so that New York City's Pin-Up Nation show dedicated to them runs twice in 2016. In Oklahoma City, DNA Galleries brings together its own eclectic collection of pins from all over the state and beyond. It's one-of-a-kind collection of pins from all over the state and beyond. It's one-of-a-kind collection of pins from all over the state and beyond. It's one-of-a-kind collection of pins from all over the state and beyond.

HOPLAHOMA of Tulsa, bestsnook.com



CHATEAU BLANCHE of Tulsa

Salt Life

Dipping for adenite crystals, PLAINS NATIONAL REFUGE near Jet is a hidden gem for many Oklahomans. Here, true treasures of peace and tranquility and sense of peace this refuge affords those who take a long enough to take a walk down the road. 71189 Harper Road, (800) 633-3333. www.plains.gov/refuge/salt-life

ASHLEY DAWN of Oklahoma City, vikingashley.bigcartel.com



NATHAN POPPE of Oklahoma City, nathanpoppe.com



Bottle It Up

POPS' sparkling elixirs add a little magic to road trips. Photograph by Lori Duckworth

Although the restaurant now has a second location in Nichols Hills, POPS on Route 66 still attracts hordes of travelers making their way down the Mother Road each year. One of the biggest draws of the Arcadia destination is a selection of 700 drinks, many of which are on permanent display in fascinating glass windows. 660 West Highway 66, (405) 928-7677. www.pops66.com



...WHAT YOU WANT, AND I WILL TELL YOU WHAT YOU GET. —JEAN ANTOINE RILLIAT-SAVARIN

The Market



The 17,000-acre J.T. Nickel Family Nature and Wildlife Preserve northeast of Tahlequah is the largest privately protected conservation area in the Ozark Mountains. While some Nature Conservancy properties offer only restricted public access, J.T. Nickel is open for visitation year-round.

Wild AT HEART

John Muir, the naturalist and author often known as the father of the National Park system, once wrote, "The clearest way into the Universe is through a forest wilderness." Thanks to the work of The Nature Conservancy, the clearest way into the Universe is through a forest wilderness. The Nature Conservancy has worked in the Sooner State since 1986 and protects nearly 100,000 acres—Oklahomans have access to eleven acres of pristine natural beauty. Photographer David Joshua Jennings traveled to five of these preserves to document the Nature Conservancy's work to ensure future generations of Okies can see their state in all its wild, natural glory. For more information about Nature Conservancy properties in Oklahoma, visit nature.org.

PHOTOGRAPHY BY DAVID JOSHUA JENNINGS



THE Travel ISSUE

THE NUMBER 1 TOURISM WEBSITE IN THE NATION FOR PAGE VIEWS 5 YEARS RUNNING

DEVICE



63%
mobile



27%
desktop



10%
tablet

TOP USER INTERESTS



Food & Dining



Travel

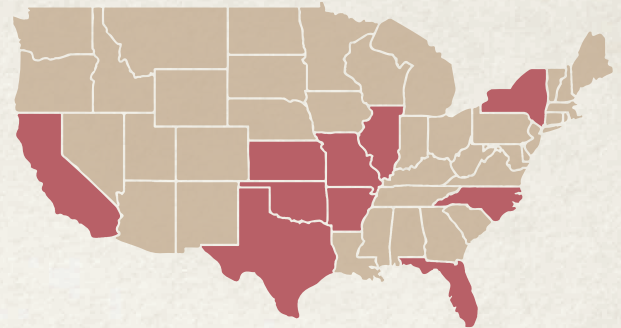


Shopping



DIY

TOP SITE VISITOR MARKETS



Texas
Oklahoma
Missouri
Kansas

Arkansas
Illinois
California
North Carolina

Florida
New York

■ 32% in-state
■ 68% out-of-state

OVER 6.6M

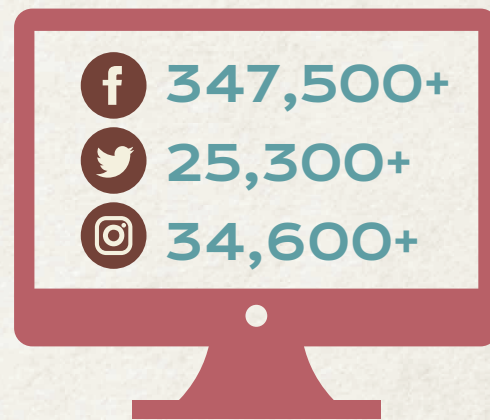
site visits annually



LOTS OF GREAT CONTENT

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

Active Fans Engaged



TravelOK User Profile:



57% Female



43% Male

HHI (Household Income) Distribution

- 17.8% <\$49k
- 35.6% \$100k-\$149k
- 2% \$200k-\$249k
- 37.4% \$50k-\$99k
- 7.1% \$150k-\$199k



TOURISM PARTNERSHIPS

TravelOK.com contests, social media giveaways and FREE listings

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 2017 - JUNE 2018

Total Visitor Sessions	6,291,808
Total Visitors	3,912,945
Total Page Views	17,838,606
Avg. Pages Per Session	2.84
Avg. Session Duration	2:24

NEW! TRAVELOK TRIP PLANNER

The TravelOK Trip Planner is a one-stop shop for planning the ultimate Oklahoma vacation. Visitors can build custom itineraries, map their journeys, and access thousands of event listings. Reach a highly targeted audience of potential travelers with banner ads on this new travel app.

SPECS .gif, .jpgs accepted. Recommended size 960x400 or 960x450. Must be at least 960px wide.



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

All rates are net.

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.

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

Email Newsletters



Loyal, opt-in subscribers = Higher open rates

TRAVELOK.COM



MONTHLY SUBSCRIBERS

EXCLUSIVE

ADVERTISING OPPORTUNITY

Only  advertiser per newsletter



FESTIVALS & EVENTS

Invite **28,000** active consumers to your next event!



TARGETED CONTENT

Quality content environment for your message



OKLAHOMA STATE PARKS

13,000+ PEOPLE SAY, "I WANT THAT!"

Email Newsletters

Imagine your message showcased in a native format, integrated into a newsletter distributed by TravelOK.com and Oklahoma State Parks each month to opt-in subscribers! Clicks are driven directly to your site, with measurable results. Each newsletter offers timely articles, special offers, contests and travel tips. 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.

EXCLUSIVE: limited to one advertiser per newsletter.

PERFORMANCE REPORT: campaign 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

TravelOK.com

Distribution quantity: 210,000+ Ad Rate: \$1,500

TravelOK.com Festivals & Events

Distribution quantity: 28,000+ Ad Rate: \$1,000

Oklahoma State Parks

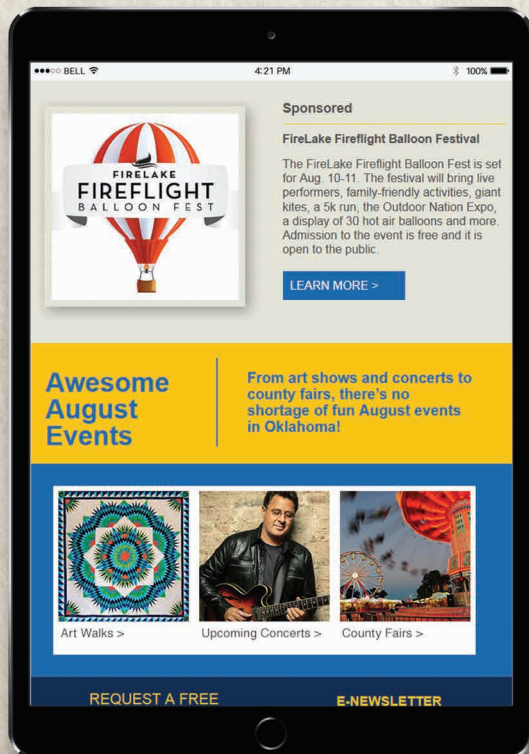
Distribution quantity: 13,000+ Ad Rate: \$750

Specialty eNewsletters: Ad Rate: \$450

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

ADVERTISER PROVIDES:

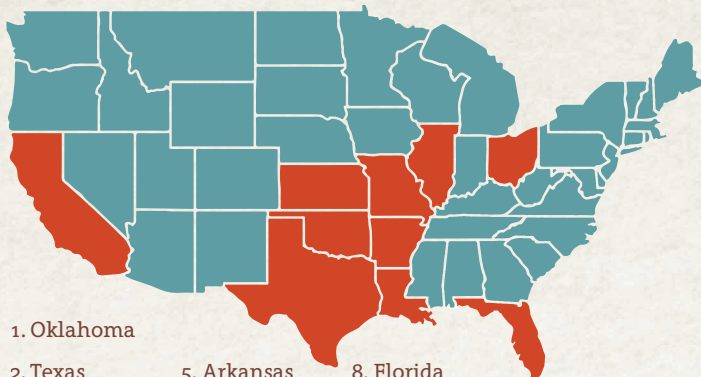
- Photo or image
- Headline — up to 44 characters including spaces
- Message — 50-word maximum
- URL — where you want to direct viewers



Oklahoma Travel Guide

THE OFFICIAL STATE TRAVEL GUIDE

TOP DIRECT REQUEST MARKETS



- Oklahoma
- Texas
- Missouri
- Kansas
- Arkansas
- California
- Illinois
- Louisiana
- Florida
- Louisiana
- Ohio

CIRCULATION UP TO

2 0 0 0 0 0

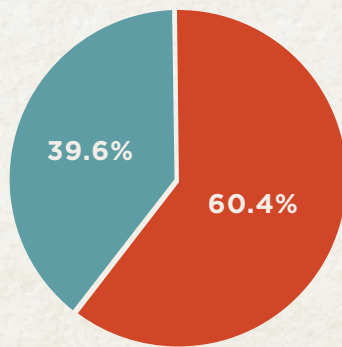
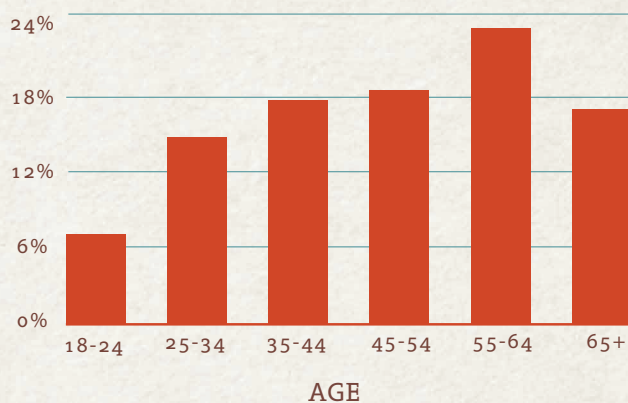
TOP AUDIENCE INTERESTS:

- ✓ Food & Dining
- ✓ News & Politics
- ✓ Media & Entertainment
- ✓ Shopping
- ✓ Pets & Hobbies

FREE Publications Distributed at:

- TravelOK.com
- State Tourism Information Centers
- Hundreds More Statewide Tourism Locations
- Consumer Shows Nationwide Centers
- Oklahoma State Parks

Demographic Profile



Male Female

45% OF READERS LIVE IN OKLAHOMA

14% OF READERS LIVE IN TEXAS

HEAVILY PROMOTED

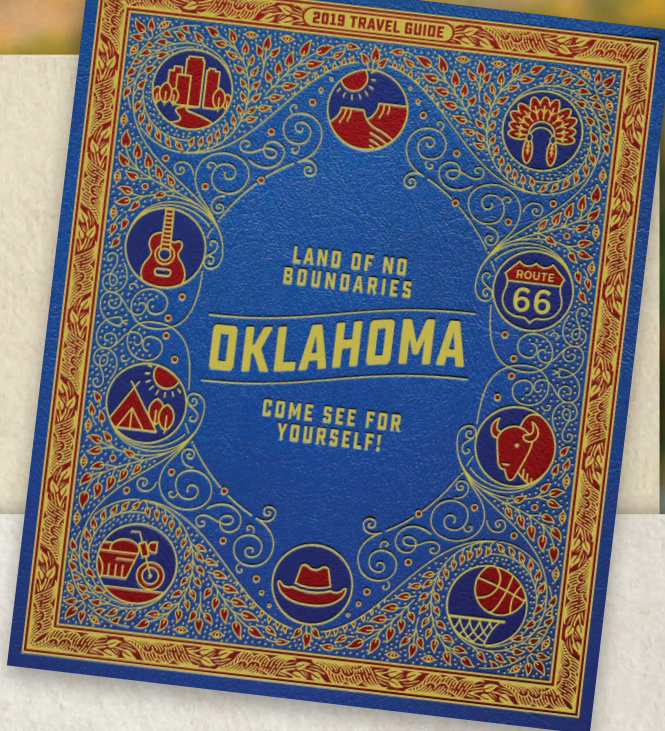
across all Tourism marketing channels: TV, Digital, Print



Oklahoma Travel Guide

As an advertiser looking for effective ways to reach active travel consumers, the Oklahoma Travel Guide is designed with you in mind. This breathtaking publication inspires travelers with over 200 pages of information on where to go, what to see, where to stay, shop, eat and play... and more.

Highly anticipated by travelers and advertisers alike, this annual publication provides a wealth of information to help ensure everyone receives a maximum return on their time and investment.



CONTENT FEATURES INCLUDE:

- American Indian Culture*
- Western Heritage*
- Travel Regions & Maps*
- Attractions Directory*
- Accommodations Directory*
- State Parks*
- Outdoor Adventure*
- Urban Adventure*
- Dining*
- Route 66*

PRINT QUANTITY: 200,000

AVAILABLE FOR DISTRIBUTION: January 1

DEADLINE FOR SPACE RESERVATION: September 14

MATERIALS DUE: September 28

2020 RENEWAL DEADLINE: January 31

SPACE RESERVATIONS

Contact your sales representative or email Advertising@TravelOK.com.

If you're interested in submitting an ad that ties into the guide's content, please contact your representative about the theme of the guide.

TRAVEL GUIDE

Finished Size: 9" w x 10 7/8" h

AD SPECS

Premium Positions

Inside front spread	18" w x 10.875" h	\$16,800
Inside back cover	9" w x 10.875" h	\$8,900
Premium full page	9" w x 10.875" h	\$8,300
Regional section full page	9" w x 10.875" h	\$7,700

Run of Book

Inside spread	18" w x 10.875" h	\$15,500
Full page	9" w x 10.875" h	\$7,150
2/3 vertical	5.4" w x 9.8" h	\$5,250
1/2 horizontal	8.2" w x 4.8" h	\$4,300
1/3 square	5.4" w x 4.8" h	\$3,700
1/6 vertical	2.6" w x 4.8" h	\$2,200

Premium ads will be sold on a first-come, first-serve basis with first right to renew. All ads are subject to design approval. Published rates are net. Preferred ad format: PDF/X-1a. Design services available for an added fee.

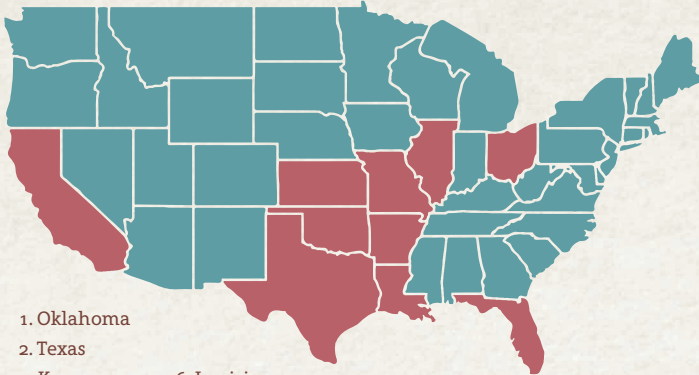
Includes Advertiser Index.

Book a second full page ad in another Oklahoma Tourism publication and save 15%, or save 10% with two different size ads. Ask your representative for details.

State Parks and Outdoor Guide

THE OFFICIAL GUIDE TO OKLAHOMA OUTDOORS

TOP DIRECT REQUEST MARKETS



1. Oklahoma
2. Texas
3. Kansas
4. Missouri
5. Arkansas
6. Louisiana
7. California
8. Florida
9. Illinois
10. Ohio

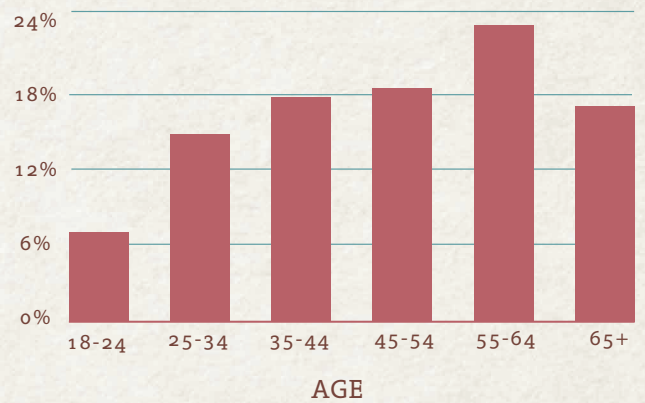
FREE Publications Distributed at:

- TravelOK.com
- State Tourism Information Centers
- Hundreds More Statewide Tourism Locations
- Consumer Shows Nationwide Centers
- Oklahoma State Parks

CIRCULATION UP TO

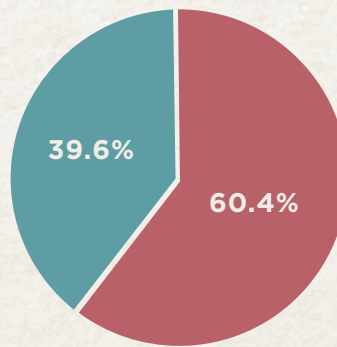


Demographic Profile

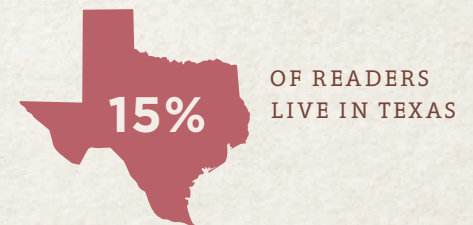


TOP AUDIENCE INTERESTS:

- ✓ Food & Dining
- ✓ News & Politics
- ✓ Media & Entertainment
- ✓ Shopping
- ✓ Pets & Hobbies

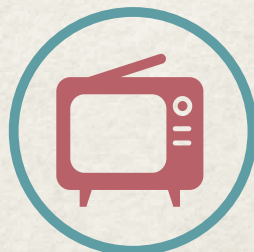


Male Female



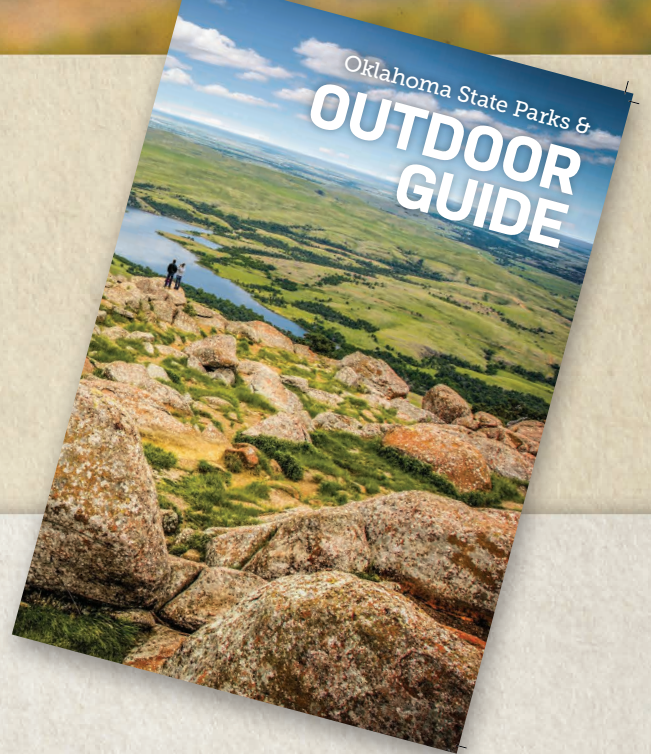
HEAVILY PROMOTED

across all Tourism marketing channels: TV, Digital, Print



Oklahoma State Parks & Outdoor Guide

The annual Oklahoma State Parks & Outdoor Guide provides nature enthusiasts everything they need to plan their next adventure, while providing advertisers the perfect environment to promote relevant products or services to this hyper-targeted audience. Designed for easy reference and utility, this guide fits comfortably in any glove compartment, backpack or other travel bag. Wherever they go, so goes your ad!



CONTENT FEATURES INCLUDE:

- Travel Resources*
- Parks Directory*
- Activities Directory*
- Cabins & Lodging*
- Oklahoma State Parks*
- Activities*
- Camping Directory*
- Index*

PRINT SIZE: 6.75" x 10"

PRINT QUANTITY: 100,000

AVAILABLE FOR DISTRIBUTION: January 1

DEADLINE FOR SPACE RESERVATION: September 14

MATERIALS DUE: September 28

2020 RENEWAL DEADLINE: January 31

SPACE RESERVATIONS

Contact your sales representative or email Advertising@TravelOK.com.

OUTDOOR GUIDE

AD SPECS

Premium Positions

Inside front spread	13.5" x 10"	\$7,100
Page 2	6.75" x 10"	\$4,200
Inside back cover	6.75" x 10"	\$4,200
Section openers	6.75" x 10"	\$3,500

Run of Book

Full page	6.75" x 10"	\$2,300
1/2 horizontal	5.75" x 4.75"	\$1,500

- LIVE AREA** 5.75" x 9"
- TRIM SIZE** 6.75" x 10"
- BLEED SIZE** 7" x 10.25"

Premium ads will be sold on a first-come, first-serve basis with first right to renew. All ads are subject to design approval. Published rates are net. Preferred ad format: PDF/X-1a. Design services available for an added fee.

Includes Advertiser Index.

Book a second full page ad in another Oklahoma Tourism publication and save 15%, or save 10% with two different size ads. Ask your representative for details.

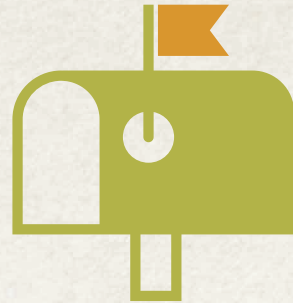
Brochure Fulfillment Program



**1 STOP
SHOPPING!**



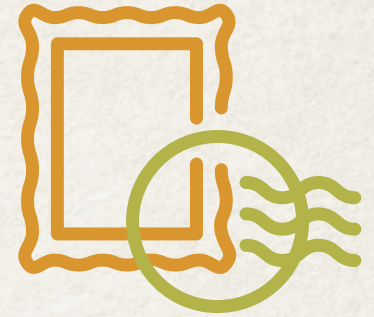
**MONTHLY
ACTIVITY
REPORTS
PROVIDED**



**MORE THAN
500,000
BROCHURES**
ordered in 2017

**THE PRICE OF
FIRST-CLASS
POSTAGE**

gets you a highly qualified
name and address



**OTRD
INVESTS
MILLIONS**

each year driving traffic
to TravelOK.com



**You
control
your
budget!**



**HASSLE
FREE!**

BEING IN THE RIGHT PLACE AT THE RIGHT TIME



WINNING FORMULA!

Brochure Fulfillment

Looking for an efficient way to get your marketing brochures distributed directly to your target market? It doesn't get any easier than this! Through OTRD's brochure fulfillment program, travelers have the opportunity to order brochures from the "FREE BROCHURES" section on TravelOK.com. We package and ship. You pay the postage. It's that simple! By having your brochure available where people are actively seeking information, your odds of cutting through the clutter improve exponentially. When would you like to get started?

IT'S EASY AS 1-2-3!

- 1) Complete the OTRD Fulfillment Program Application found at TravelOK.com/Industry.
- 2) Set your monthly spending cap, by dollar amount (postage) or number of brochures.
- 3) Submit the application, along with two copies of your brochure, to the address shown on the application.

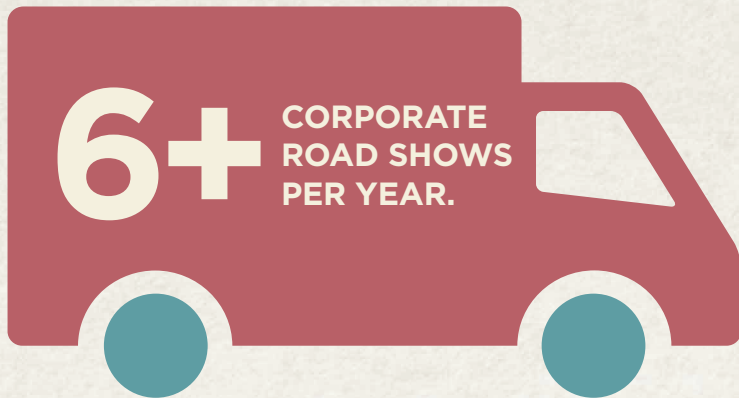
OTRD will email you a customized Fulfillment Program Agreement, along with shipping instructions. Upon receipt of a signed agreement and brochure supply, you're in the game!

Questions? Please contact Charlotte Andrew, OTRD Fulfillment Agreement Coordinator at Charlotte.Andrew@TravelOK.com.



- No limit to the number of brochures you can submit.
- You set your first-class postage budget, and can adjust as you go.
- Monthly distribution reports provided with each invoice.
- Receive full name and address for each recipient.

Oklahoma Consumer & Trade Marketing



Say hello to more than 4,000 Oklahoma employees



ANNUAL PROGRAM REACH



PEOPLE IN-STATE, NATIONALLY & INTERNATIONALLY

Group Travel Insights from

100+

group travel meetings per year

Oklahoma Tourism Insights

30+

community visits each year



OTRD ACTIVELY WORKS WITH 50+ TOUR OPERATORS ANNUALLY IN INTERNATIONAL TARGET MARKETS

Oklahoma Consumer & Trade Marketing (OC&TM)

Across Oklahoma, the United States and the world at large, the Oklahoma Consumer & Trade Marketing team will reach over 3 million people in just one year, utilizing various marketing channels. And the best part? Wherever they go and whatever they do is in direct response to people who have said they want to learn more about Oklahoma's tourism and travel options. In some cases, you can choose to go with them and in others, you can simply send your materials and enjoy the results from the comfort of your business or office. Either way, you win!

OKLAHOMA EXHIBITIONS

15 national events per year

Travel show participation is available each year on a first-come, first-served basis. Opportunities include: Brochure Co-op, Table Co-op, Sponsorship or Individual Exhibitor. Opportunities vary by show. Limited availability. Fees vary by show.

CONSUMER SHOW VIDEO OPTION

Oklahoma Tourism and Recreation Department will run a continuous loop of Oklahoma ads for an opportunity to receive extra exposure. A 1-minute HD video will be played on a loop with other sponsors' videos in the Oklahoma booth/pavilion. The video spots provided by the partner will be combined by the Tourism Department to create a composite of "Come See for Yourself" opportunities.

AMERICAN BUS ASSOCIATION PARTICIPATION

Partnership includes: Opportunity for sponsor to work at the Oklahoma booth (only applies if you are a registered delegate), permission to give away 200 small promotional items at the booth, a :30 video spot played on a loop with other sponsor videos, inclusion on the official state profile sheet and prospect list. Partner Commitment: \$1,000 DMO and \$500 non-DMO.

2019 TRAVEL PROFESSIONAL RESOURCE GUIDE DIRECT MAIL

Participation offers many benefits to partners interested in developing and promoting to the group market. Partner participation includes: Digital profile sheet, OTRD coordinating printing, collating, binding and mailing to a database of approximately 650 group travel trade professionals and an inclusion of select itineraries. Annual participation cost: \$1,350.

OKLAHOMA CORPORATE ROAD SHOWS

6 statewide events per year (average)

A mini-travel show to encourage in-state travel. Held at corporate offices of major employers around the state with a minimum of 500 employees. Opportunities include: Brochure and/or Coupon Distribution, Individual Exhibitor, Video Ad or Event Sponsorship. Limited availability. Participation fees: \$175 for Individual Exhibitor; \$75 for Brochure Co-op; \$50 for :30 Video Ad. Sponsorship fees available upon request.

GROUP TRAVEL TRADE PROGRAM (JULY-JUNE)

Reach active group travel planners through annual OC&TM efforts. Program benefits include: Prospect list and meeting notes from approximately 100-150 appointments each year, inclusion in OTRD ad in Group Travel Leader and Select Traveler magazines, inclusion on OTRD state profile sheet distributed at each approved travel trade show. Annual participation fee: \$800.

OTRD PROMOTIONAL BAG SPONSORSHIP PROGRAM

Your logo on thousands of reusable non-woven totes! Annual quantity: 15,000+. Limited sponsorship space. Annual participation fee: \$525.

LEARN MORE

Additional information and sign-up forms available at TravelOK.com/Industry.

Questions? Please contact:

Todd Stallbaumer: todd@travelok.com

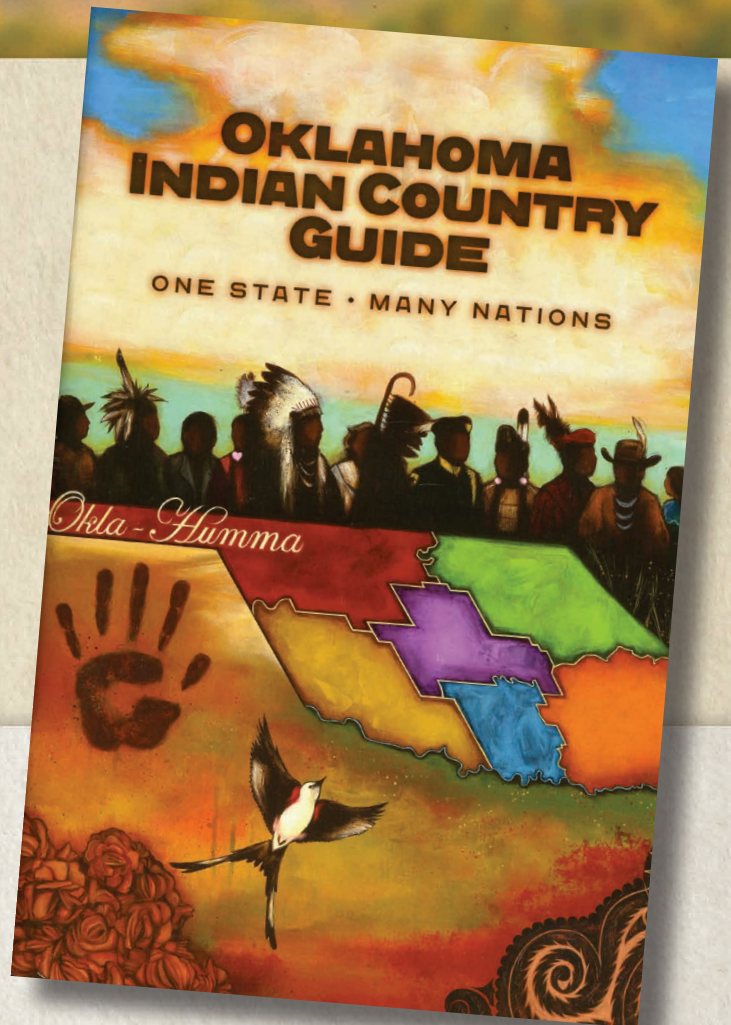
Colin Murphy: colin.murphy@travelok.com

Charlie Wallar: charlinda.wallar@travelok.com

Indian Country Guide

The Indian Country Guide will be totally revamped this year. This guide will focus on the tribal attractions and events where tourists can experience and learn about native cultures — the dance, music, art, languages and other aspects that make each tribe unique. It will help travelers plan trips to the state's incredible cultural centers, museums, galleries, pow wows and other American Indian attractions.

Guides will be heavily distributed to engaged audiences through multiple platforms including TravelOK.com, at statewide Travel Information Centers and nationwide consumer shows.



DISTRIBUTION:

100,000

AVAILABLE FOR DISTRIBUTION:

July

DEADLINE FOR SPACE RESERVATION:

March 1

MATERIALS DUE:

March 31

Premium ads will be sold on a first-come, first-serve basis with first rights to renew. All ads are subject to design approval.

Published rates are net.

Preferred ad format: PDF/X-1a.

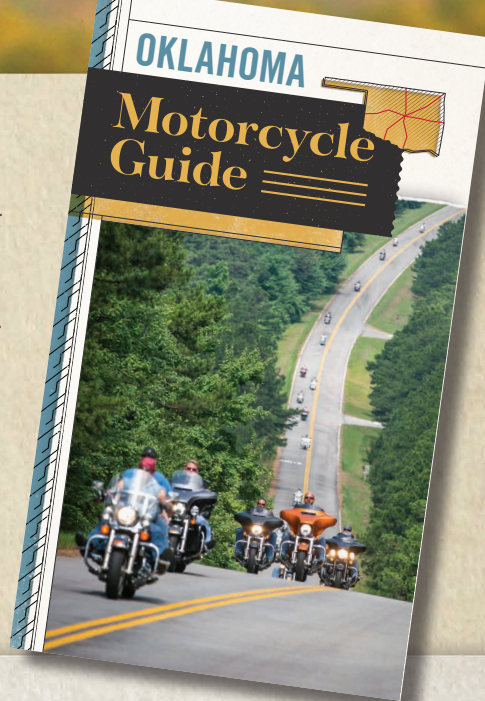
INDIAN COUNTRY GUIDE

	AD SPECS	2019 RATES
Inside front cover	Trim: 7.5" x 11.25" Safe Area: 6.5" x 10.5" Bleed: 7.75" x 11.5"	\$5000
Inside back cover	Trim: 7.5" x 11.25" Safe Area: 6.5" x 10.5" Bleed: 7.75" x 11.5"	\$5000
Full page	Trim: 7.5" x 11.25" Safe Area: 6.5" x 10.5" Bleed: 7.75" x 11.5"	\$3500
Spread	Trim: 15" x 11.25" Safe Area: 6.5" (on each page) x 10.5" Bleed: 15.25" x 11.5"	\$7000

Motorcycle Guide

The Oklahoma Motorcycle Guide has been updated with a fresh look and over 40 pages of action-packed content. The new guide has everything needed to plan the ultimate ride in Oklahoma, while providing advertisers a premium environment to reach this unique audience. Designed to easily fit into bags or bike compartments, this guide was made for the road.

Guides will be heavily distributed to engaged audiences through multiple platforms including TravelOK.com, at statewide Travel Information Centers and nationwide consumer shows. Most notably, they'll be the star of the show at 3 events specific to motorcycles and biking: the Honda Gold Wing & Touring Bike Convention, the Long Beach Progressive Motorcycle Show, and the Chicago Progressive Motorcycle Show.



DISTRIBUTION:

100,000 distributed over two years

AVAILABLE FOR DISTRIBUTION:

November 1

DEADLINE FOR SPACE RESERVATION:

September 14

MATERIALS DUE:

September 21

Premium ads will be sold on a first-come, first-serve basis with first right to renew.

All ads are subject to design approval.

Published rates are net. Preferred ad format:

PDF/X-1a. Design services available for an added fee.

Includes Advertiser Index.

Book a second full page ad in another Oklahoma Tourism publication and save 15%, or save 10% with two different size ads. Ask your representative for details.

MOTORCYCLE GUIDE

Finished Size: 5.125" w x 8.625" h

	AD SPECS	2019 RATES
Inside front cover	Live: 4.5" x 8.125" Trim: 5" x 8.625" Bleed: 5.125" (no bleed on left side) x 8.875"	\$4,500
Inside back cover	Live: 4.625" x 8.125" Trim: 5.125" x 8.625" Bleed: 5.375" x 8.875"	\$4,500
Full page	Live: 4.625" x 8.125" Trim: 5.125" x 8.625" Bleed: 5.375" x 8.875"	\$3,000
Spread	Live: 4.625" (on each page) x 8.125" Trim: 10.25" x 8.625" Bleed: 10.5" x 8.875"	\$6,000

PARTNERSHIP OPPORTUNITIES

		2019 RATES
Ride Sponsor 1 sponsorship available to match up with 12 popular rides around the state.	Sponsor will be recognized on corresponding ride spreads, and sponsor's business locations will be highlighted on regional map of ride areas.	\$12,000
Guide Sponsor 1 sponsor acting as the partner organization for the guide, per OTRD approval.	Sponsor will be recognized with a spread to talk about their program, along with logo and URL placement in the guide and on the TravelOK website.	\$10,000

Discover Oklahoma Destination Dining Guide

Oklahoma Tourism and Recreation Department (OTRD) will publish a new Discover Oklahoma Destination Dining Guide in the summer, featuring more than 260 Oklahoma restaurants. A fan favorite, this dining guide reminds the world Oklahoma has something for everyone! A great message environment for any business wanting to capture the attention of active consumers looking for that perfect restaurant or venue, the Discover Oklahoma Destination Dining Guide is for you!



QUICK FACTS

TARGET PUBLICATION DATE

June

FORMAT

8" x 10"; 80 pages; full-color throughout

PRINT QUANTITY

200,000

SUSTAINED MARKETING SUPPORT

TV

Discover Oklahoma

Digital

TravelOK.com, Facebook, Email Newsletters

Print

Oklahoma Today, Oklahoma Travel Guide (Available through TravelOK.com and as free brochures at Oklahoma Travel Information Centers, Consumer Trade Shows, Group Travel Shows, OTRD Partner Locations, and Corporate Road Shows)

AD RATES

POSITION	AD SIZE	AD RATES
Back Cover	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$7,500
Premium Inside Back Cover	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$6,825
Full Page	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$5,000
Half-Page (Horizontal)	7.5" x 4.615" live area; 7" x 4.07" safe area	\$3,000
Quarter Page	3.625" x 4.625" live area; 3.125" x 4.125" safe area	\$2,100

Premium ads will be sold on a first-come, first-serve basis with first to renew. All ads are subject to design approval. Published rates are net. Preferred ad format: PDF/X-ia. Design services available for an added fee.

2019 Calendar

JANUARY

S	M	T	W	T	F	S
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27	28	29	30	31		

FEBRUARY

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JULY

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SEPTEMBER

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29	30					

OCTOBER

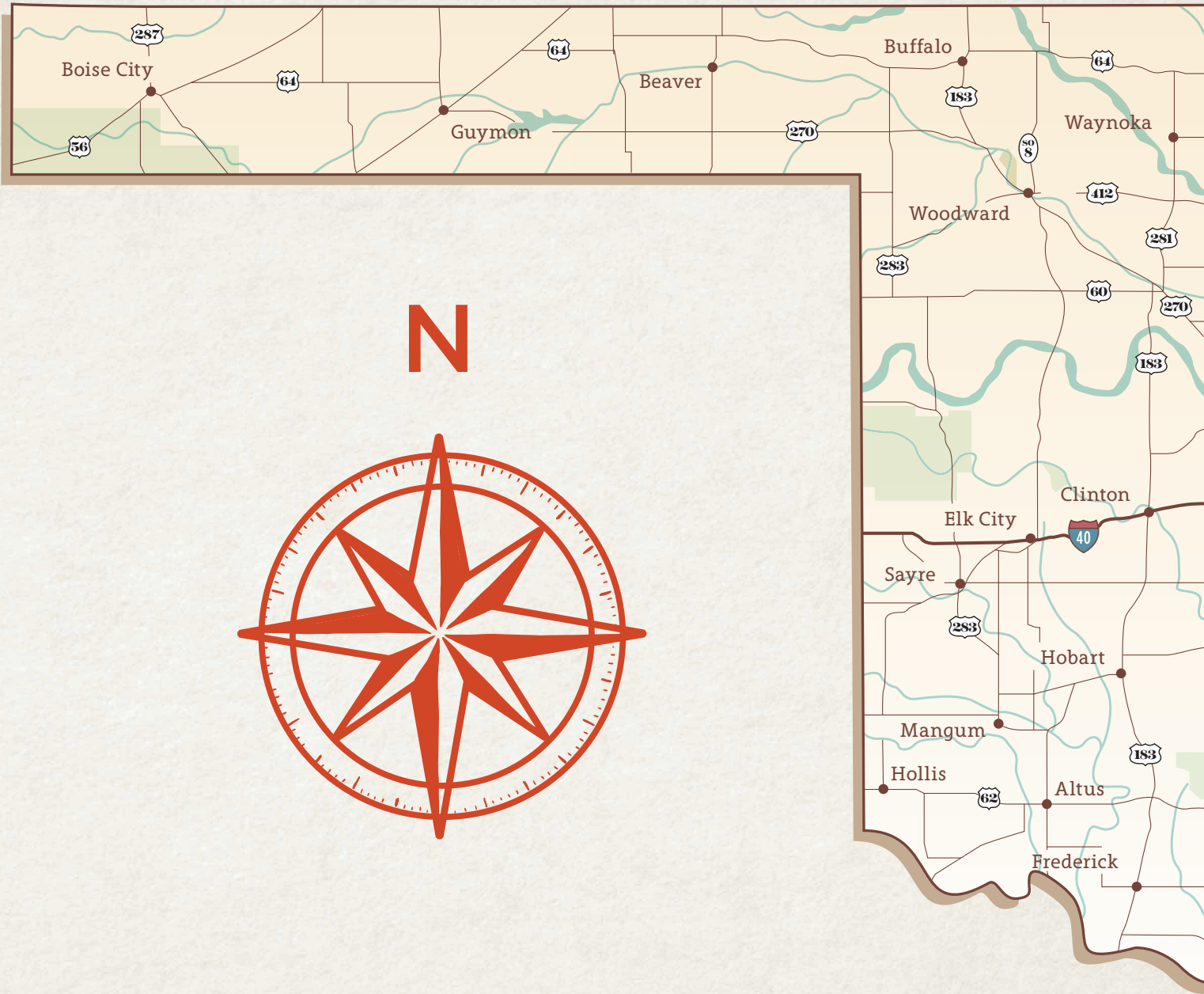
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DECEMBER

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22	23	24	25	26	27	28
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Oklahoma!
TOURISM & RECREATION DEPARTMENT