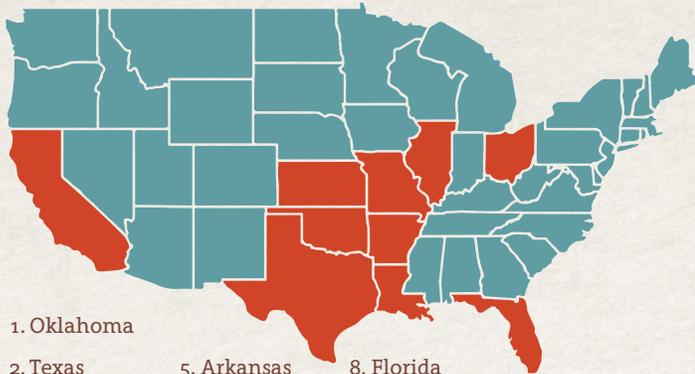


Oklahoma Travel Guide

THE OFFICIAL STATE TRAVEL GUIDE

TOP DIRECT REQUEST MARKETS



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

CIRCULATION UP TO

2 0 0 0 0 0

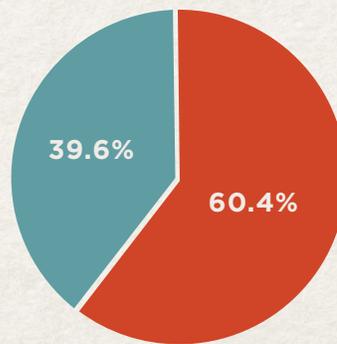
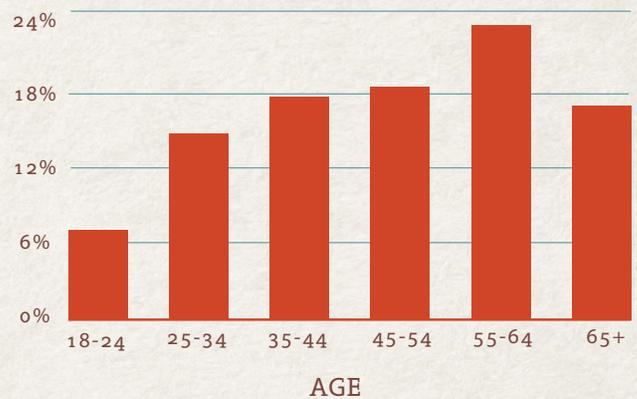
TOP AUDIENCE INTERESTS:

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

FREE Publications Distributed at:

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

Demographic Profile



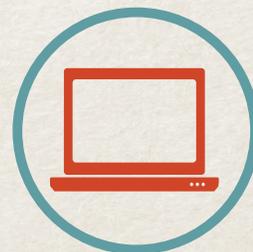
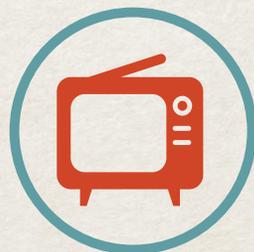
Male Female

45% OF READERS LIVE IN OKLAHOMA

14% OF READERS LIVE IN TEXAS

HEAVILY PROMOTED

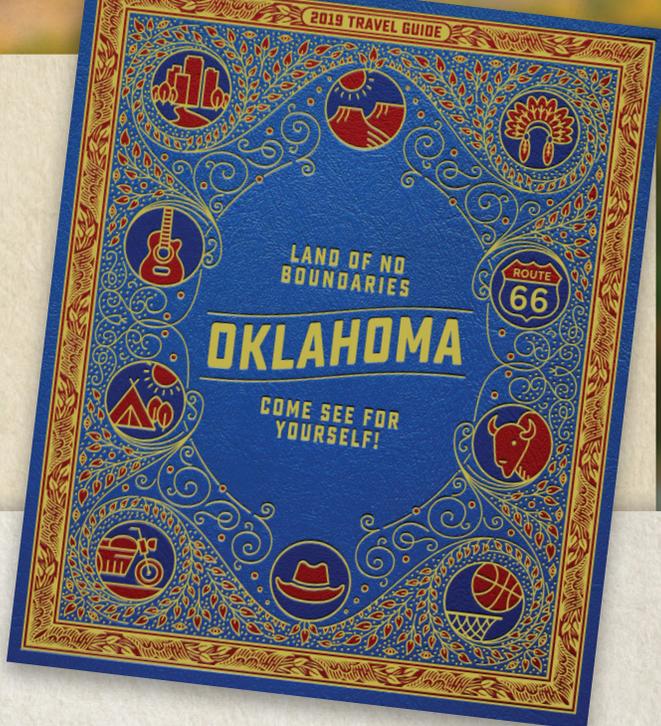
across all Tourism marketing channels: TV, Digital, Print



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:

- | | |
|----------------------------------|--------------------------|
| <i>American Indian Culture</i> | <i>State Parks</i> |
| <i>Western Heritage</i> | <i>Outdoor Adventure</i> |
| <i>Travel Regions & Maps</i> | <i>Urban Adventure</i> |
| <i>Attractions Directory</i> | <i>Dining</i> |
| <i>Accommodations Directory</i> | <i>Route 66</i> |

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.