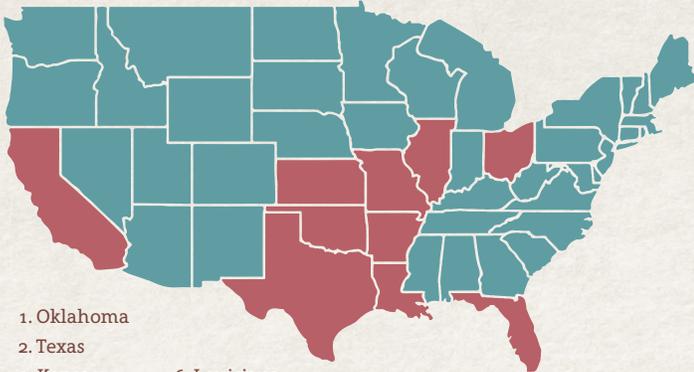


State Parks and Outdoor Guide

THE OFFICIAL GUIDE TO OKLAHOMA OUTDOORS

TOP DIRECT REQUEST MARKETS

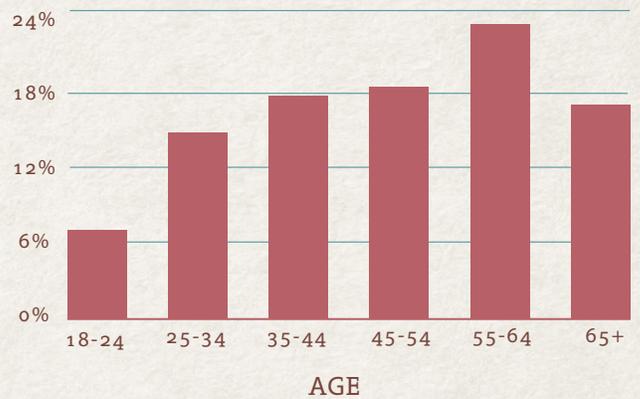


1. Oklahoma
2. Texas
3. Kansas
4. Missouri
5. Arkansas
6. Louisiana
7. California
8. Florida
9. Illinois
10. Ohio

FREE Publications Distributed at:

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

Demographic Profile

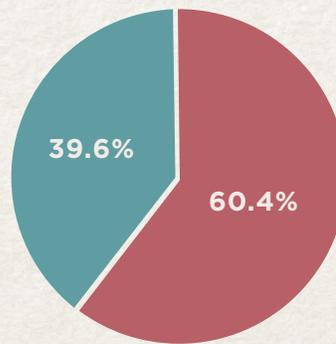


CIRCULATION UP TO

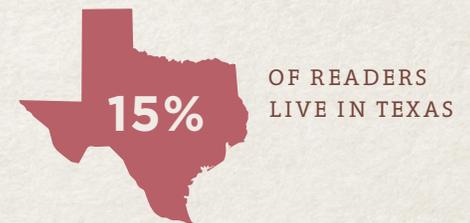


TOP AUDIENCE INTERESTS:

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

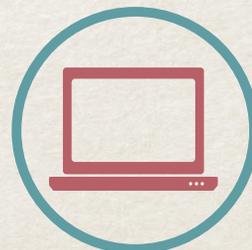
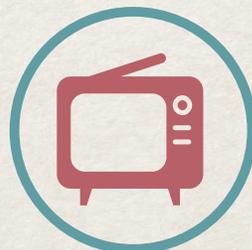


Male Female



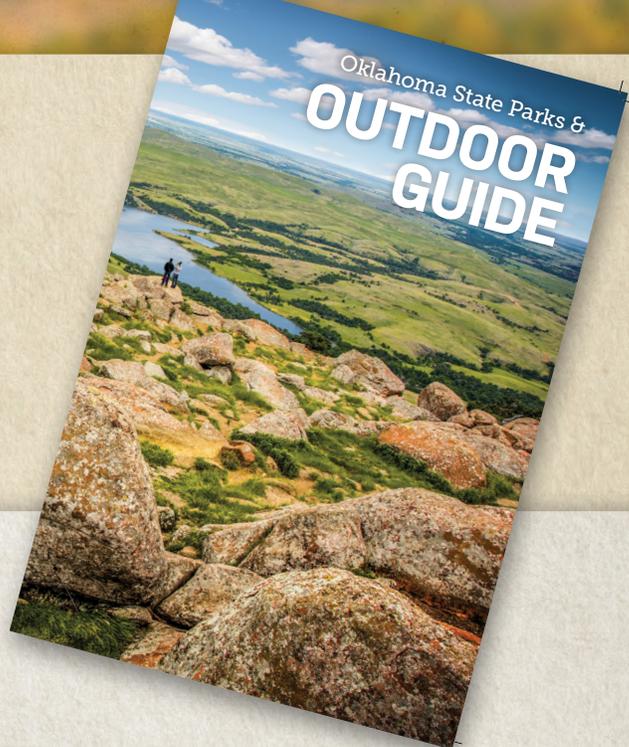
HEAVILY PROMOTED

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.