

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

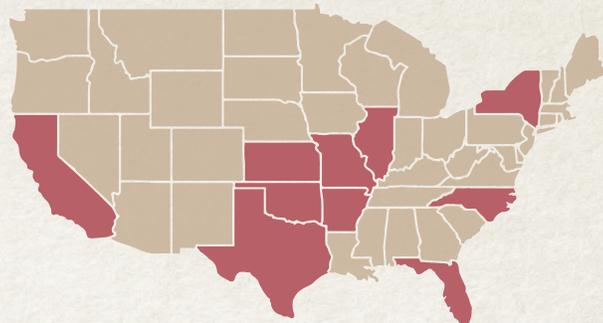


Shopping



DIY

TOP SITE VISITOR MARKETS



Texas
Oklahoma
Missouri
Kansas

Arkansas
Illinois
California
North Carolina

Florida
New York

32% in-state

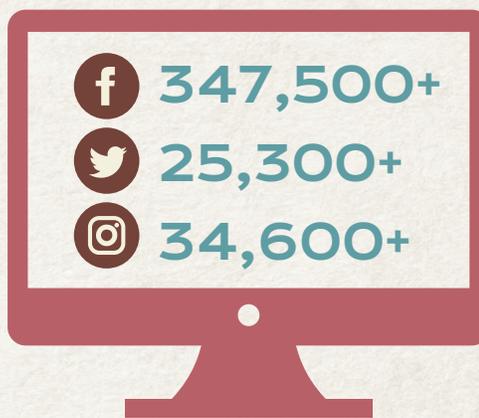
68% out-of-state

OVER 6.6M

site visits annually



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

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.