

# 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

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

