

# 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

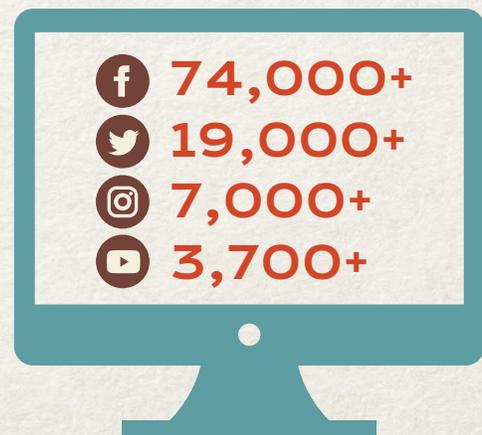


Autos & Vehicles

"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](http://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](http://DiscoverOklahomaTV.com) | [YouTube.com/DiscoverOklahoma](http://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](mailto: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	ANNUAL
Segment/ Closed Captioning	\$3,000	\$12,000
Oklahoma Moment	\$4,500	\$18,000