

Discover Oklahoma Destination Dining Guide

Oklahoma Tourism and Recreation Department (OTRD) will publish a new Discover Oklahoma Destination Dining Guide in the summer, featuring more than 260 Oklahoma restaurants. A fan favorite, this dining guide reminds the world Oklahoma has something for everyone! A great message environment for any business wanting to capture the attention of active consumers looking for that perfect restaurant or venue, the Discover Oklahoma Destination Dining Guide is for you!



QUICK FACTS

TARGET PUBLICATION DATE

June

FORMAT

8" x 10"; 80 pages; full-color throughout

PRINT QUANTITY

200,000

SUSTAINED MARKETING SUPPORT

TV

Discover Oklahoma

Digital

TravelOK.com, Facebook, Email Newsletters

Print

Oklahoma Today, Oklahoma Travel Guide (Available through TravelOK.com and as free brochures at Oklahoma Travel Information Centers, Consumer Trade Shows, Group Travel Shows, OTRD Partner Locations, and Corporate Road Shows)

AD RATES

POSITION	AD SIZE	AD RATES
Back Cover	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$7,500
Premium Inside Back Cover	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$6,825
Full Page	8.25" x 10.25" with bleed; 8" x 10" trim; 7" x 9" safe area	\$5,000
Half-Page (Horizontal)	7.5" x 4.615" live area; 7" x 4.07" safe area	\$3,000
Quarter Page	3.625" x 4.625" live area; 3.125" x 4.125" safe area	\$2,100

Premium ads will be sold on a first-come, first-serve basis with first to renew. All ads are subject to design approval. Published rates are net. Preferred ad format: PDF/X-ia. Design services available for an added fee.