

Oklahoma Fishing Trail Guide

Since the Oklahoma Fishing Trail's launch in 2019, the popularity of fishing in the state has grown rapidly. More than 108,000 Oklahomans bought fishing licenses for the first time in 2021, and license sales were 20% higher in 2021 than they were in 2018, the year before the trail launched. This 48-page publication provides detailed information on 60 fishing destinations around the state.

Deadline for space reservation

MARCH 15, 2023

Materials due

MARCH 31, 2023

Available for distribution

JUNE 2023



100,000+
Print and digital
copies distributed



AD RATES

Position	Final Size	Rates
Inside front cover	5.5" x 9"	\$6,500
Inside back cover	5.5" x 9"	\$5,500
Premium full page (within first 6 pages)	5.5" x 9"	\$5,000
Full page	5.5" x 9"	\$3,800
Half page	5" x 4.125"	\$2,400
Fishing Guide Services Sponsored Listing - \$200		
Listing includes company name, guide's name, phone number or email, website or Facebook page, list of lakes (list home lake first).		

Guide final size: 5.5" x 9". Refer to ad guidelines sheet for more information on dimensions and requirements. Each ad will receive an entry in an advertiser index. Published rates are net.

Get your business in front of in-state and out-of-state travelers planning their next Oklahoma adventure. Contact Advertising@TravelOK.com for current specials.