

# Email Newsletters

Imagine having your message showcased in native format in newsletters sent to thousands of consumers who are highly interested in Oklahoma travel. The TravelOK.com and Oklahoma State Parks newsletters are a chance to advertise to subscribers who have opted in to learn more about specific topics that suit a variety of target audiences. Clicks are driven directly to your website, providing measurable results. There's only one ad spot in each newsletter, so all eyes will be on your business.

## 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

There is **only one ad space** per newsletter.

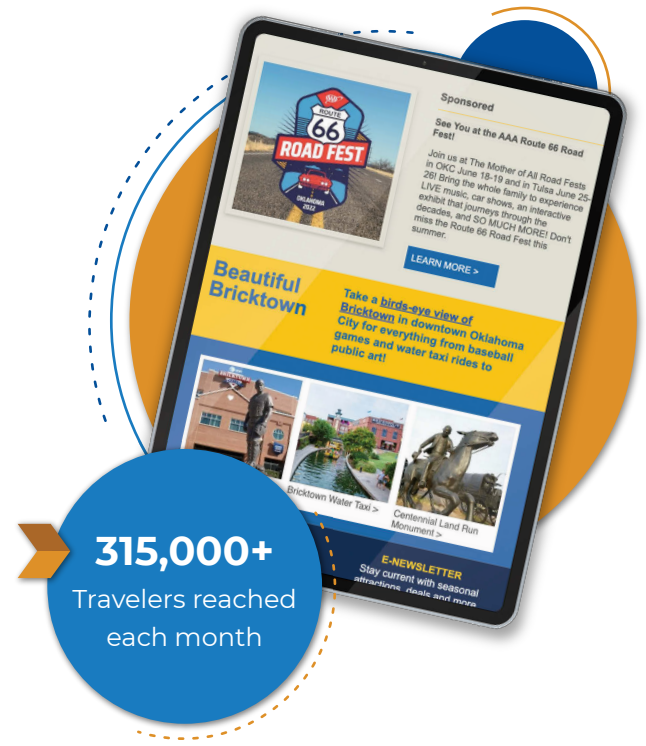
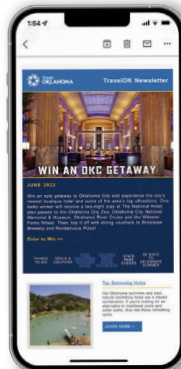
## PROVEN PERFORMANCE

Campaign insights are provided for each newsletter.

## SPECIALIZED CONTENT AVAILABLE

Specialty newsletter ad opportunities may be added throughout the year. Themes include:

- Culinary Adventures
- Family Fun
- Native American & Western
- Native & Outdoor
- Romantic Getaways
- Route 66



**315,000+**  
Travelers reached  
each month

## AD RATES

Newsletter	Audience	Rates
TravelOK.com Primary   Monthly	310,000+	\$1,500
TravelOK.com Festivals & Events	50,000+	\$1,000
Oklahoma State Parks	14,000+	\$750
TravelOK.com Specialty Newsletter	40,000+ (Avg. by category)	\$450

Each ad is displayed as a featured content module within the newsletter and links to the advertiser URL.

### Advertiser provides:

- **Featured image**
  - RGB colors. JPG or PNG. Square image (displays at 298 x 298)
- **Headline**
  - Up to 50 characters (including spaces)
- **Message**
  - Up to 300 characters (including spaces)
- **Call-to-action**
  - Up to 13 characters (including spaces)
- **Destination URL**