

# Discover Oklahoma

Discover Oklahoma, Oklahoma's official tourism show, has transported viewers to Oklahoma's best destinations for over 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!

## QUICK FACTS

On-air since 1991, *Discover Oklahoma* is a weekly 30-minute statewide television show hosted by Dino Lalli and Lauren Nelson.

The show garners a large and loyal audience, with 1.4 million on-air views and 1.1 million Youtube impressions in the 2021 fiscal year.

Viewers can watch on-air, on Youtube.com/DiscoverOklahoma, or on DiscoverOklahomaTV.com.

*Discover Oklahoma* airs on KFOR in Oklahoma City, KTUL in Tulsa, KSWO in Lawton, KTEN in Denison, TX, and several other stations. Go to DiscoverOklahomaTV.com/stations for more information.

## GENERAL TERMS

Invoices are issued each month for the prior month's performance. All rates are net. In the event *Discover Oklahoma* airs at a time other than Saturday at 6:30 pm. due to a station pre-emption or other broadcasting factor out of OTRD's control, a credit will be applied and reflected on that month's invoice. All commercial creative is to be delivered 10 business days prior to show date. Email DiscoverOklahoma@TravelOK.com.



## AD RATES

Type	Rate
30 seconds	\$530
15 seconds	\$330
30 seconds annual	\$26,000

There are three commercial breaks per show with 90 seconds of commercials available per break. All rates are net.

## SPONSORSHIP OPPORTUNITIES

### Sponsored Story – \$4,500

Each story is developed between sponsor company and *Discover Oklahoma*. Stories are written and produced by *Discover Oklahoma* reporter, photographer and production team.

### Segment Sponsor – \$12,000/yr or \$230/week

Weekly 5 second billboard ID with sponsor graphic and audio mention. Minimum 6 spots. Example: Your logo on screen accompanied by "This *Discover Oklahoma* segment is brought to you by [company name]."

### Closed Captioning Sponsor – \$12,000/yr

Weekly :05 billboard ID with sponsor graphic and audio mention. Example: Your logo on screen accompanied by "Closed captioning provided by [company name]."

### Oklahoma Moment Sponsor – \$18,000/yr

Airs at the end of each show. Includes sponsor graphic and audio. Example: Your logo on screen accompanied by "This *Discover Oklahoma* moment is brought to you by [company name]."

