

# TravelOK.com

TravelOK.com, Oklahoma's official tourism website, is consistently ranked among the top 5 tourism sites in the nation. Continuously updated with new content and actively promoted via social media, print ads, paid search and special-interest newsletters, TravelOK.com is the perfect way to get your message in front of a large and highly engaged audience. With thousands of photos and videos, a database of 1,000+ festivals and events, articles, videos, special offers, itineraries, and more, TravelOK.com is a one-stop resource for potential and on-the-ground visitors.

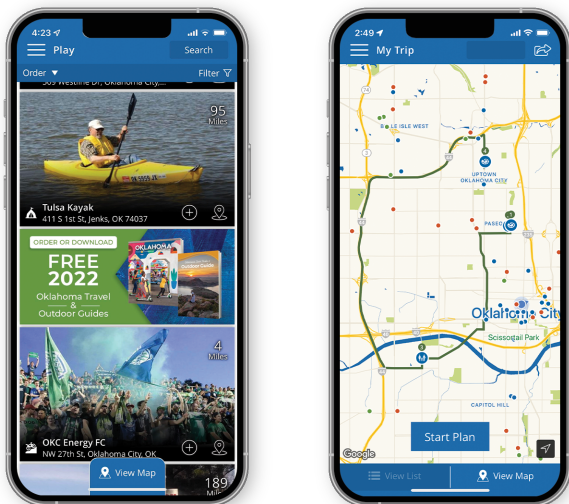
## TRAVELOK.COM QUICK FACTS

July 2021 - June 2022

Total Visitor Sessions	7,957,231
Total Visitors	5,100,768
Total Page Views	32,736,835
Avg. Pages Per Session	4.11
Avg. Session Duration	2:54

## TRAVELOK TRIP PLANNER APP

The TravelOK Trip Planner is an app designed for planning the ultimate Oklahoma vacation. Visitors can build custom itineraries, map their journeys, and access thousands of event listings. Reach a highly targeted audience of potential travelers with banner ads on this popular travel app.



## BANNER ADS

Impressions	Rates
50,000-250,000	\$20 cpm
250,000-500,000	\$18 cpm
500,000-1,000,000	\$15 cpm
1,000,000+	\$10 cpm

## Information

Banner ads are Run-of-Site (ROS) and offered on a cost-per-thousand (CPM) basis. The campaign must be a minimum of 30 days and a minimum of 50,000 impressions. All rates are net.

## Specs

### TravelOK.com

Accepted file types: GIF, JPG, SWF

Maximum file size: 30KB

Maximum animation length: 30 seconds, one loop

Dimensions: 300x250

RGB colors only

### Trip Planner

Accepted file types: GIF, JPG

Dimensions: 960x400 or 960x450

RGB colors only

## Terms

Due upon receipt. Client to provide ad creative. Monthly campaign performance reports provided. OTRD has final approval on all creative.