

# 2025 Oklahoma Route 66 Guide

Oklahoma has 400+ drivable miles of Route 66, and the Mother Road serves as one of the state's top national and international tourism draws. This guide contains more than 150 attractions and events located on and near the state's stretch of the world's most iconic highway.

**Deadline for space reservations  
July 1**

**Ad materials due  
July 15**

**200,000+**  
Print and digital  
copies distributed

**Bonus: Ads in 2 Products in the same year = 10% off**

Purchase the same size ad in *Oklahoma Today* or the *Travel + Outdoor Guide* to receive 10% off published gross rates.



## AD RATES

Premium Positions	Final Size	Rates
Inside front cover	8" x 10.875"	\$7,500
Inside back cover	8" x 10.875"	\$7,500

## Run of Book

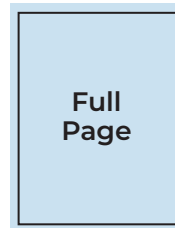
Full page	8" x 10.875"	\$5,000
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## Co-op Page

1/2 Pg horizontal	7" x 4.7975"	\$2,400
1/3 Pg square	4.55" x 4.7975"	\$1,775
1/6 Pg vertical	2.1" x 4.7975"	\$925

\*all rates are gross

## AD SPECIFICATIONS



Logo or photo

Short description

Contact info or QR code



Co-op Page

1/6 V 1/3 Sq

1/2 H

Co-op ad designs are uniform.

Get your business in front of in-state and out-of-state travelers planning their next Oklahoma adventure. Contact [Advertising@TravelOK.com](mailto:Advertising@TravelOK.com) to book your space.