

# Oklahoma Travel Guide

From Oklahoma's incredible natural landscape to its thriving public art scene, each year the Oklahoma Travel Guide explores what makes the state truly one of a kind. The guide combines incredible photography with detailed information on Oklahoma attractions, events, and accommodations. Travelers will find coverage of favorite Oklahoma topics like Route 66 and Western heritage.

**Renewal deadline for premium ads  
April 30**

**Deadline for space reservations  
September 1**

**Ad materials due  
September 15**

**Available for distribution  
January 1**

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.



**Ads in 2 Products = 10% off**

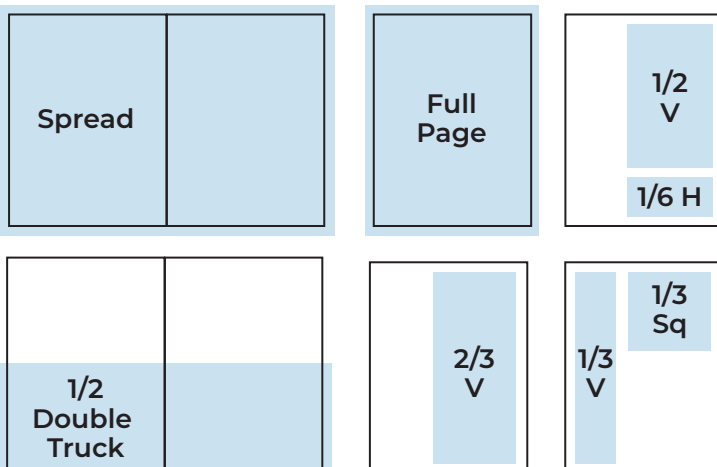
Purchase the same size ad in *Oklahoma Today* and the *Travel Guide* to receive 10% off published gross rates.

## AD RATES

Premium Positions	Final Size	Rates
Inside front cover spread	16" x 10.875"	\$17,500
Inside back cover	8" x 10.875"	\$10,000
<b>Premium full page</b> <i>Contents, Letter, Travel Regions Opener</i>	8" x 10.875"	\$9,000
<b>Regional premium full page</b> <i>Northeast, Central, Southeast, South-Central, Southwest, Northwest; 1st full page in each section</i>	8" x 10.875"	\$8,500
<b>Regional full page</b> <i>Northeast, Central, Southeast, South-Central, Southwest, Northwest; 2nd full page in each section</i>	8" x 10.875"	\$8,300
<b>Back cover</b>	8" x 10.875"	\$12,000

\*all rates are gross

## AD SPECIFICATIONS



## Run of Book

Inside spread	16" x 10.875"	\$16,000
Full page	8" x 10.875"	\$8,100
1/2 page double	16" x 5.375"	\$7,500
2/3 Pg vertical	4.625" x 10"	\$5,600
1/2 Pg vertical	4.625" x 7.375"	\$4,850
1/3 Pg vertical	2.125" x 10"	\$2,600
1/3 Pg square	4.625" x 4.875"	\$2,600
1/6 Pg horizontal	4.625" x 2.375"	\$1,500

\*all rates are gross