

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
January 10, 2025**

**Ad materials due
January 29, 2025**

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

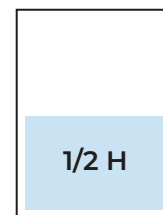
| Premium Positions | Final Size | Rates |
|--------------------|--------------|---------|
| Inside front cover | 8" x 10.875" | \$7,500 |
| Inside back cover | 8" x 10.875" | \$7,500 |

Run of Book

| | | |
|-------------------|--------------|---------|
| Full page | 8" x 10.875" | \$5,000 |
| 1/2 Pg horizontal | 7" x 4.7975" | \$2,400 |

*all rates are gross

AD SPECIFICATIONS



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