

Oklahoma Today™

NEWSLETTERS

Get your marketing message in front of more than 25,000 unique subscribers each week in *Oklahoma Today's* newsletters. The editor's curate the best content about statewide events, mouthwatering food and the best restaurants, the amazing history and culture of our state, and destinations to be discovered. These weekly newsletters have a combined **average open rate of 24%** and an **average click-thru rate of 5.5%**.



Reach an active and engaged audience each week



AD RATES

Topic	Dist. Date	Rate per episode
Events	Every Monday	\$100
Food	Thursdays*	\$200
Travel	Thursdays*	\$200
History & Culture	Thursdays*	\$200

*Food, Travel, and History & Culture newsletters are each on a three-week rotation.

Events

Each events newsletter features three events from across the state. The newsletter clicks through to the events blog on OklahomaToday.com which features five events.

Open Rate: 24%, Click-thru Rate: 4%

History & Culture

Oklahoma's vibrant cultures and rich history are explored through in-depth stories about the people and places that make Oklahoma so unique.

Open Rate: 23%, Click-thru Rate: 5%

Food

The state's food scene is as varied as its people, and everything from made-from-scratch biscuits to fine dining is featured in the newsletter.

Open Rate: 24%, Click-thru Rate: 9%

Travel

There's no shortage of places to go, things to see, and destinations to explore, and this newsletter gives readers inspiration to get out and see the state.

Open Rate: 23%, Click-thru Rate: 9%