

# 2026 Oklahoma Route 66 Guide

Celebrating the 100th Anniversary of The Mother Road

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**  
**Friday, October 10, 2025**

**Ad materials due**  
**Friday, October 17, 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

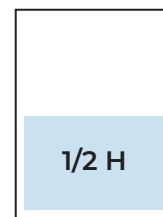
Premium Positions	Final Size	Rates
Inside front cover	8" x 10.875"	\$10,000
Inside back cover	8." x 10.875"	\$10,000

## Run of Book

Full page	8" x 10.875"	\$7,500
1/2 Pg horizontal	7" x 4.7975"	\$3,800

\*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](mailto:Advertising@TravelOK.com) to book your space.