

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 25**
- **Deadline for space reservations
Friday, August 1**
- **Ad materials due
Friday, August 8**
- **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 to book your space.

Ads in 2 Products = 10% off

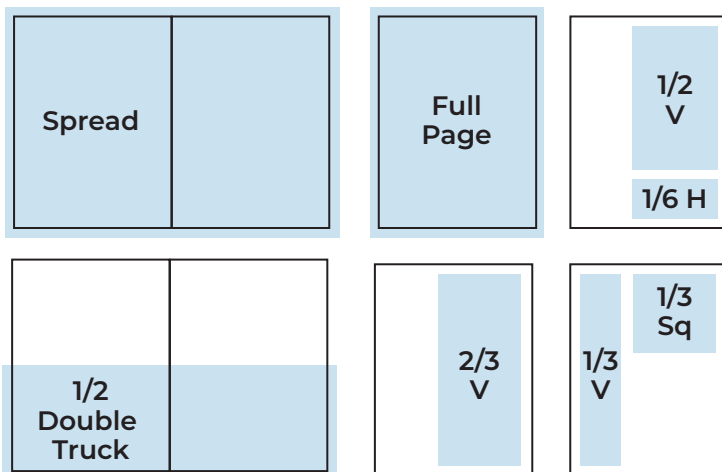
Purchase the same size ad in *Oklahoma Today* and the Travel Guide to receive 10% off published gross rates.

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
Premium full page <i>Contents, Letter, Travel Regions Opener</i>	8" x 10.875"	\$9,000
Regional premium full page <i>Northeast, Central, Southeast, South-Central, Southwest, Northwest; 1st full page in each section</i>	8" x 10.875"	\$8,500
Regional full page <i>Northeast, Central, Southeast, South-Central, Southwest, Northwest; 2nd full page in each section</i>	8" x 10.875"	\$8,300
Back cover	8" x 10.875"	\$12,000

*all rates are negotiable

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

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