

# Email Newsletters

Imagine having your message showcased in native format in newsletters sent to thousands of consumers who are highly interested in Oklahoma travel. The TravelOK.com newsletters are a chance to advertise to subscribers who have opted in to learn more about specific topics that suit a variety of target audiences. Clicks are driven directly to your website, providing measurable results. There's only one ad spot in each newsletter, so all eyes will be on your business.

## DIRECT MARKETING OPPORTUNITY

Each newsletter distributes **once per month** and is optimized for delivery based on when recipients are most likely to see and open messages.

## EXCLUSIVE

There is **only one ad space** per newsletter.

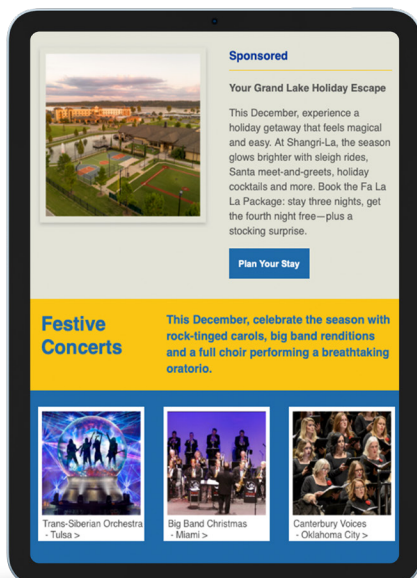
## PROVEN PERFORMANCE

Campaign insights are provided for each newsletter.

## SPECIALIZED CONTENT AVAILABLE

Specialty newsletter ad opportunities may be added throughout the year. Themes include:

- Culinary Adventures
- Native & Outdoor
- Family Fun
- Romantic Getaways
- Native American & Western
- Route 66



## AD RATES

Newsletter	Audience	Rates
TravelOK.com Primary   Monthly	315,000+	\$1,500
TravelOK.com Festivals & Events	~50,000	\$1,000
TravelOK.com Specialty Newsletter	~38,000 (Avg. by category)	\$450

Each ad is displayed as a featured content module within the newsletter and links to the advertiser URL.

## AD SPECIFICATIONS

- **Featured image**
  - RGB colors. JPG or PNG. Square image (displays at 298 x 298)
- **Headline**
  - Up to 50 characters (including spaces)
- **Message**
  - Up to 300 characters (including spaces)
- **Call-to-action**
  - Up to 13 characters (including spaces)
- **Destination URL**