

Digital Newsletters

Get your marketing message in front of thousands of 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.

TOPIC	DIST. DATE	RATE PER NEWSLETTER	OPEN RATE	CLICK-THRU RATE
Events	Every Monday	\$100	41%	5%
Food	Thursdays*	\$200	41%	9%
Travel	Thursdays*	\$200	40%	10%
History & Culture	Thursdays*	\$200	42%	8%

AD SIZE & SPECS

5.4266" x 2"

300 dpi

RGB

JPEG

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.

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.

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.

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

