# TravelOK.com

TravelOK.com is Oklahoma's official tourism website. Continuously updated with new content and actively promoted via social media, paid search, digital ads, and weekly newsletters, TravelOK.com is the perfect way to get your message in front of a large and highly engaged audience. With thousands of travel listings (including restaurants, lodging properties, attractions, and a statewide event calendar) articles, itineraries, special offers and much more, TravelOK.com is a one-stop resource for potential and on-the-ground visitors.

6 MILLION+
Site visits annually

TRAVELOK.COM QUICK FACTS

Avg. Monthly Page Views	2,424,345
Avg. Engagement Time per user	2m 14s
Avg. Page Views per session	3.69

TRAVELOK TRIP PLANNER APP

The TravelOK Trip Planner is an app designed for planning the ultimate Oklahoma vacation. Visitors can build custom itineraries, map their journeys, and access thousands of event listings. Reach a highly targeted audience of potential travelers with banner ads on this popular travel app.
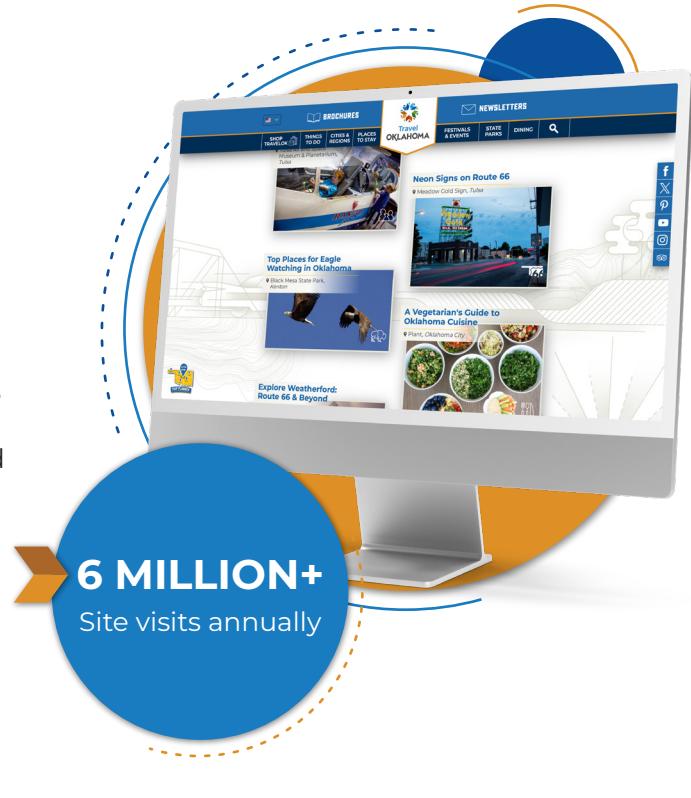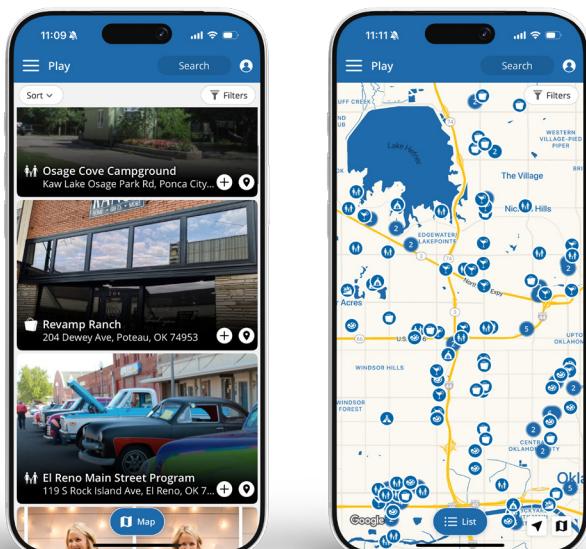
BANNER ADS, RUN-OF-SITE

Impressions	Rates
50,000-250,000	$20 cpm
250,000-500,000	$18 cpm
500,000-1,000,000	$15 cpm
1,000,000+	$10 cpm

AD SPECIFICATIONS

TravelOK.com
Accepted file types: GIF, JPG, SWF
Maximum file size: 30KB
Maximum animation length: 30 seconds, one loop
Dimensions: 300x250
RGB colors only

Trip Planner
Accepted file types: GIF, JPG
Dimensions: 960x400 or 960x450
RGB colors only