

2027 Oklahoma Route 66 Passport

The Oklahoma Route 66 Passport is the perfect niche publication to feature your destination. Broken into three sections featuring Eastern, Central, and Western stretches of The Mother Road, the passport is a fun way for everyone to experience Route 66. The guide will feature 66 different passport stamps where travelers can collect stamps to earn prizes.

NEW DESIGN coming in 2027!

Deadline for space reservations
Friday, October 9, 2026

Ad materials due
Friday, October 16, 2026



The passport encourages national & international travelers to make stops along the route and pick up completion prizes at the Travel Information Centers.



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.

75,000
Print and digital distribution



AD RATES

Premium Positions	Final Size	Rates
Presenting Sponsorship*	4" x 5"	\$30,000
Page 2 Ad*	4" x 5"	\$12,000
Inside Back Cover ad*	4" x 5"	\$12,000

*The Oklahoma Tourism & Recreation Department recognizes first right of refusal for previous advertisers.

Run of Book

Full page (only 8 available)	4" x 5"	\$10,000
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Presenting Sponsorship includes:

- "Presented by Sponsor Name" on the passport cover
- "Presented by Sponsor Name" on at least three social media posts
- "Presented by Sponsor Name" on TravelOK email newsletter announcing the passports
- Full page ad on the first page of the passport
- 350,000 TravelOK digital impressions
- Full page ad in a 2027 issue of Oklahoma Today

Page 2 & Inside Back Cover ads include:

- 250,000 TravelOK digital impressions
- Two TravelOK email newsletter ads

Run of Books ads include:

- 150,000 TravelOK digital impressions
- One TravelOK email newsletter ad