

# 2027 Oklahoma Route 66 Guide

## Presenting Sponsor Opportunity

This guide contains more than 150 attractions and events located on and near the state's stretch of the world's most iconic highway. The Presenting Sponsor will have a unique opportunity that goes beyond traditional advertising.

**Deadline for space reservations**  
**Friday, October 9, 2026**

**Ad materials due**  
**Friday, October 16, 2026**

**150,000+**

Print and digital  
copies distributed

**\$30,000**

### PACKAGE INCLUDES

- Back cover ad on 2027 Rt 66 Guide
- Presented By recognition on the guide cover
- 300,000 TOK impressions
- Recognition on Email Newsletter announcing the guide is available
- Recognition on four (4) social media posts about the guide
- Full page ad in any one (1) issue of OKT in 2027

### AD SPECIFICATIONS

**Full  
Page**

Bleed: 8.25" x 11.125"

Trim: 8" x 10.875"

Live: 7" x 10"



Get your business in front of in-state and out-of-state travelers planning their next Oklahoma adventure. Contact [Advertising@TravelOK.com](mailto:Advertising@TravelOK.com) to book your space.