

# 2018 Oklahoma Travel Guide



PUBLISHES EACH  
**JANUARY**



260,000  
**COPIES**



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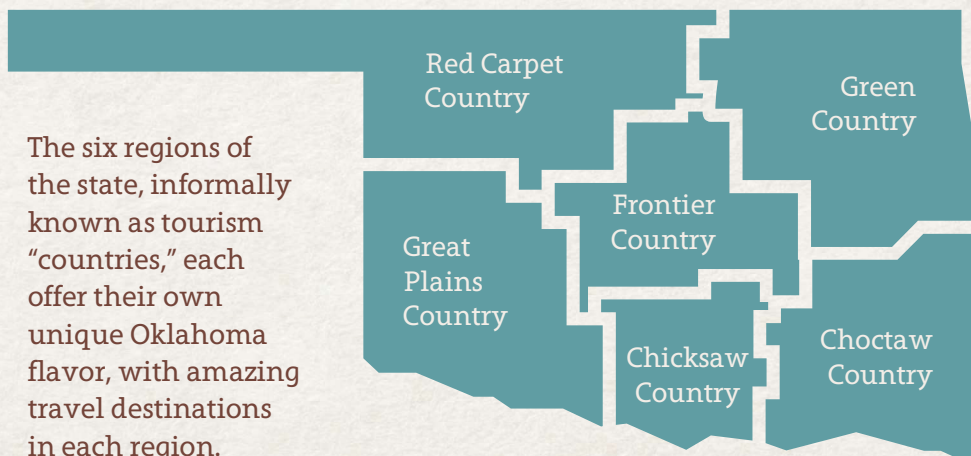


**LONG**  
SHELF LIFE

## YOU WIN!



of content,  
photos  
and ads!



The six regions of the state, informally known as tourism "countries," each offer their own unique Oklahoma flavor, with amazing travel destinations in each region.

Where to  
**STAY**  
**PLAY**  
**WINE**  
**DINE**  
**EXPLORE**

and more!



## HEAVILY PROMOTED

across all Tourism marketing channels: TV, Digital, Print

## FREE

upon request at  
**TRAVELOK.COM**

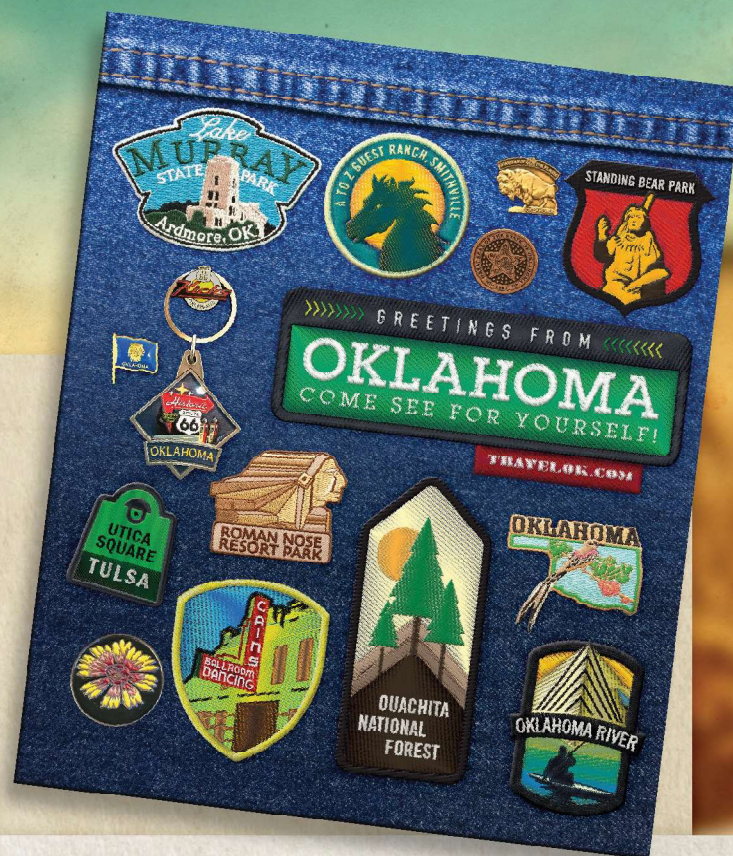


## 2018 RATE CARD

## Oklahoma Travel Guide

As an advertiser looking for efficient and effective ways to reach active travel consumers, the Oklahoma Travel Guide was designed with you in mind. This beautiful publication offers travelers over 200 pages of information on where to go, what to see, where to stay, shop eat and play ... and more.

Highly anticipated by travelers and advertisers alike, this annual publication provides a wealth of information to help ensure everyone receives a maximum return on their time and investment.



### CONTENT FEATURES INCLUDE:

Oklahoma Travel Regions	Film & Music
Oklahoma State Parks	On the Go
Dining	Outdoor Adventure
Western Heritage	Getaways
Native American Indian Country	Directories & Maps
Route 66	Pull-out Map

**FREE PUBLICATION:** Available upon request at TravelOK.com and at State Tourism Information Centers, as well as dozens of tourism locations statewide. Also distributed at consumer shows nationwide.

**PRINT QUANTITY:** 260,000

**AVAILABLE FOR DISTRIBUTION:** January 1, 2018

**DEADLINE FOR RENEWALS:** June 1, 2017

**DEADLINE FOR SPACE RESERVATION:** September 15, 2017

**MATERIALS DUE:** September 29, 2017

### SPACE RESERVATIONS

Contact your sales representative or email [advertising@travelok.com](mailto:advertising@travelok.com).

**Save 15%!** Please see Space Reservation form for details.

### TRAVEL GUIDE

Finished Size: 9" w x 10 7/8" h

#### AD SPECS

#### 2017 RATES

#### Premium Positions

Inside front spread*	18" w x 10.875" h	\$16,800
Inside back cover*	9" w x 10.875" h	\$8,900
Premium full page*	9" w x 10.875" h	\$8,300
Regional section full page*	9" w x 10.875" h	\$7,700

#### Run of Book

Inside spread*	18" w x 10.875" h	\$15,500
Full page*	9" w x 10.875" h	\$7,150
2/3 vertical	5.4" w x 9.8" h	\$5,250
1/2 horizontal	8.2" w x 4.8" h	\$4,300
1/3 square	5.4" w x 4.8" h	\$3,700
1/6 vertical	4.5" w x 5.4375" h	\$2,200

Premium ads will be sold on a first-come, first-serve basis with first right to renew. All ads are subject to design approval. Published rates are net. Preferred ad format: PDF/X-1a. Design services available for an added fee.

Includes Advertiser Index.