

PUT THE POWER OF OUR EXTENSIVE MARKETING CAMPAIGN TO WORK FOR YOU.

# INTEGRATED PRODUCTS WORK

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The Oklahoma Tourism & Recreation Department is now offering a mix of marketing opportunities that include tried-and-true tactics like the Oklahoma Travel Guide, as well as new advertising options in our companion print guides and on the redesigned TravelOK.com. We know that marketing dollars are tight, so we've designed our advertising opportunities to make every penny count. This rate card includes all of the print and online advertising options so you can see what's available and purchase space as appropriate for your programs and budget.

1. Review the print ad options for three 2010 Oklahoma travel publications.
2. Review the online advertising and enhanced listing options for TravelOK.com
3. Download and complete the print and web advertising contracts on [www.TravelOK.com/industry](http://www.TravelOK.com/industry) to reserve your space. **Print ads must be reserved by April 1, 2009**
4. We will be back in touch to confirm your space reservation and work out additional logistics as needed.

**ATTRACT MORE VISITORS WITH THE CONVENIENCE OF PRINT AND THE REACH OF WEB**

For print questions and additional information contact:

**Dacia Abel**

**Publications Coordinator, Travel and Tourism Division**

Oklahoma Tourism and Recreation Department

120 N. Robinson, Suite 600, Oklahoma City, OK 73102

(405) 230-8416 office • (405) 230-8616 fax

Dacia@TravelOK.com

For web questions and additional information contact:

**Amanda Baker**

**Internet Advertising Account Manager**

(800) 683-0010 ext. 2414 office • (941) 907-9539 fax

Amanda.Baker@MilesMedia.com

# 1

# CHOOSE PRINT GUIDE SIZE

First look at space rates and decide what size and type of ad you want. Fill in size and color on contract.

All Rates are NET 4/C AD SIZE	TRAVEL GUIDE			DINING AND ACCOMMODATIONS GUIDE			EVENTS GUIDE		
	Width	Height	Rates	Width	Height	Rates	Width	Height	Rates
Premium Inside Front Cover (Live Area <sup>3</sup> )	7.375	9.875	\$8,100	7.375	9.875	\$5,900	5.1875	8.375	\$1,250 <sup>2</sup>
Premium Back Cover (Live Area <sup>3</sup> )	7.375	9.875	\$8,370	7.375	9.875	\$6,300	5.1875	8.375	\$1,500 <sup>2</sup>
Premium Inside Back Cover (Live Area <sup>3</sup> )	7.375	9.875	\$8,100	7.375	9.875	\$5,900	5.1875	8.375	\$1,250 <sup>2</sup>
Premium Region Position <sup>1</sup> (Live Area <sup>3</sup> ): 6 positions beginning each regional city listing section	7.375	9.875	\$7,000			N/A			N/A
Full Page (Live Area <sup>3</sup> )	7.375	9.875	\$6,480	7.375	9.875	\$4,900	5.1875	8.375	\$1,000 <sup>2</sup>
2/3 Horizontal	7.375	7.25	\$4,725			N/A			N/A
2/3 Vertical	4.875	9.875	\$4,725			N/A			N/A
1/2 Horizontal	7.375	4.625	\$3,942	7.375	4.625	\$2,900	4.9375	4	\$675
1/2 Vertical (Island)	4.875	7.25	\$3,942			N/A			N/A
1/3 Horizontal	4.875	4.625	\$3,348	4.875	4.625	\$1,900			N/A
1/3 Vertical	2.375	9.875	\$3,348	2.375	9.875	\$1,900			N/A
1/4 Page			N/A			N/A	2.4063	4	\$300
1/6 Horizontal	4.875	2.125	\$1,944	4.875	2.125	\$990			N/A
1/6 Vertical	2.375	4.625	\$1,944	2.375	4.625	\$990			N/A
1/9 Vertical	2.375	4.625	\$918			N/A			N/A
Classified Listing <sup>4</sup>			\$378			N/A			N/A
Enhanced Lodging Listing <sup>5</sup>			N/A			\$350			N/A
Paid Restaurant Listing <sup>6</sup>			N/A			\$350			\$350

<sup>1</sup> Due to limited availability, premium ads will be reserved on a first come, first served basis and subject to design approval

<sup>2</sup> Plus 0.125 bleed on all sides

<sup>3</sup> **Live Area:** 7 3/8" X 9 7/8" (7.375" X 9.875") • *Live Area is the readable portion of the page: 1/2" margin from trim*  
**Trim Size:** 8 3/8" X 10 7/8" (8.375" X 10.875") • *Trim Size refers to the final publication page size after it is trimmed*  
**Bleed Size:** 8 5/8" X 11 1/8" (8.625" X 11.125") • *Bleed refers to extra image area beyond the trim: 1/8" past the trim*

<sup>4</sup> Classified Listing is a pre-formatted listing of your company information (30 words or less) listed at the end of the city listing region of your choice. **Do not send art.**

<sup>5</sup> Enhanced Lodging Listing: Accommodations would receive a bolded listing that visually sets your business apart in the lodging grid.

<sup>6</sup> Paid Restaurant Listing: In addition to 100 featured eateries, restaurants can purchase a paid listing in the back of the guide that will include your name, a 20-word description, telephone, address, and website.

The space rates (net rates) shown above are for space reserved in the travel publications. There are no additional charges if your ad is sent in as press ready. Design and production is not included. If you need design or production services, or need additional assistance understanding the ad specifications, call Dacia Abel at 405-230-8416. *\*Reader Service included at no charge with ads 1/3 page or larger.*



# CHOOSE YOUR WEB POSITION

Reach online visitors with an ad on [TravelOK.com](http://TravelOK.com)

PLACEMENT	AD SIZE	RATE PER MONTH	MINIMUM	ANNUAL NET COST
<b>LANDING PAGES - TIER 1:</b> Each landing page is limited to 12 businesses. Ads will rotate each time the page is loaded. <b>Pages to choose from include:</b> Things to Do, Cities & Regions, Hotels & Lodging, Dining, Deals & Coupons, Festivals & Events, Oklahoma Experts	300 px wide x 250 px high	\$300 per page	6 Months or Annual	\$3,600
<b>LANDING PAGES - TIER 2:</b> Each landing page is limited to 12 businesses. Ads will rotate each time the page is loaded. <b>Choose from these experts:</b> Western Experience, Only in Oklahoma, Arts & Culture, Outdoors & Nature, Route 66, OTRD Staff Blog OR <b>Choose from these pages:</b> Road Trips, Videos, Photo Gallery, Postcards, Maps, Articles, Group Tours	300 px wide x 250 px high	\$250 per page	6 Months or Annual	\$3,000
<b>REGIONS - TIER 2:</b> Each region is limited to 12 businesses. Ads will rotate each time the page is loaded. <b>Choose from these regions:</b> Green Country, Frontier Country, Red Carpet Country, Arbuckle Country, Great Plains Country, Kiamichi Country	300 px wide x 250 px high	\$250 per region	6 Months or Annual	\$3,000
<b>SPONSORED LISTINGS:</b> Sponsored listing includes a yellow border around photo and text as a way to differentiate and call attention to your business.		\$100	6 Months or Annual	\$1,200

Ad creation is priced at \$200 per ad, regardless of size. Materials must be supplied.

**Please Note:** First come first serve based on receipt of contract. Additional pages are available for purchase. Please contact your Oklahoma sales representative at 800-683-0010 ext. 2414 for an appointment or visit [www.travelok.com/industry](http://www.travelok.com/industry) for more information.

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OKLAHOMA TRAVEL GUIDE  
TRAVELOK.COM  
OKLAHOMA EVENTS GUIDE  
DINING & ACCOMODATION GUIDE

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ADVERTISING SPACE RESERVATION FORM

OKLAHOMA  
NATIVE  AMERICA™

OKLAHOMA  
NATIVE AMERICA™

OKLAHOMA TOURISM & RECREATION DEPT.  
TRAVEL & TOURISM DIVISION  
P.O. BOX 52002  
OKLAHOMA CITY, OK 73152-2002

OUR 2010 INTEGRATED  
MARKETING PROGRAM DELIVERS  
TARGETED VISITORS TO YOU!

RESERVE YOUR PLACE TODAY!

# 2010 OKLAHOMA TRAVEL RESOURCES

**O**TRD is currently conducting research on the Oklahoma Travel Guide and annual Events Guide. The findings will be used to make changes to our line up of annual travel publications so that the content, layout and types of brochures offered are in line with consumer needs. In addition to our traditional guides, we are testing the idea of offering a new companion piece, the Oklahoma Destination Dining & Accommodations Guide. Unfortunately, the research results won't be in for a few months and we need to move forward with communicating our advertising options for 2010.

This card includes ad rates for the 2010 Travel Guide, Events Guide and new Destination Dining & Accommodations Guide. The deadline for reserving ad space in the three guides is April 1, 2009. If the publication research determines we cease to produce one of the companion guides, we will contact advertisers to make alternate arrangements as needed.



## TRAVEL GUIDE

The Oklahoma Travel Guide is Oklahoma's premier marketing tool, distributed to 400,000 travelers both here at home and around the world. Packed with travel ideas and filled with dazzling color photographs of Oklahoma landscapes and attractions, the Travel Guide gives readers good reason to make Oklahoma their next destination.



## TRAVELOK.COM

Showcase your business on the new TravelOK.com, the official tourism website of Oklahoma. Be there when potential visitors are researching and planning their Oklahoma vacations. You can purchase exposure by specific regions of the site or by keywords associated with your business type.



## DESTINATION DINING AND ACCOMMODATIONS GUIDE

This new guide will feature all the hotel, motels and B&B locations throughout the state, and also highlight the top 100 restaurants that have been featured on the Discover Oklahoma television show. The guide would be the same size as the Oklahoma Travel Guide and be distributed as a companion piece. We would print the same quantity as the Travel Guide (approx. 400,000).



## EVENTS GUIDE

This is an extensive calendar full of exciting and uniquely Oklahoman events that showcases all there is to see and do throughout our great state. Approximately 300,000 Oklahoma Events Guides are produced and distributed annually.

REACH MORE VISITORS, MORE OFTEN, MORE EFFECTIVELY.