

## INTEGRATED PRODUCTS WORK

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

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 brochures 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 both 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 two 2011 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** to reserve your space. **Print ads must be reserved by April 1, 2010.**
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

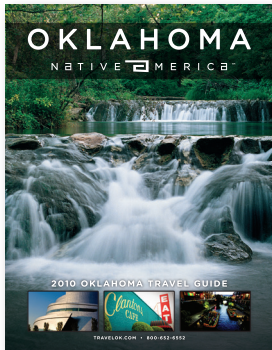
### For print questions and additional information contact:

Kerry Barrick  
Merchandise & Sales Coordinator,  
Tourism Promotion Division  
Oklahoma Tourism and  
Recreation Department  
120 N. Robinson, Suite 600,  
Oklahoma City, OK 73102  
(405) 230-8408 office • (405) 230-8608 fax  
Kerry@TravelOK.com

### For web questions and additional information contact:

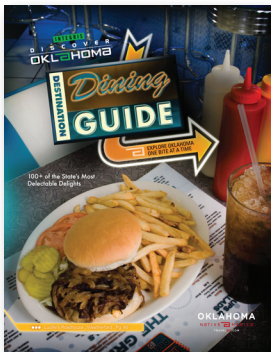
Susi Robichaux  
Internet Advertising Account Manager  
1-877-342-2424, ext. 4124  
Susan.Robichaux@MilesMedia.com

Oklahoma's official travel publications and website have received record use already in 2010, and we fully expect this to continue into 2011. Demand is up, and yet prices remain affordable for the value and exposure you get from advertising with the state's official travel resources. We are the source for travelers planning vacations and in-state residents looking for things to see and do. We hope you'll join us in educating our readers and website users about the travel opportunities available in Oklahoma. This card includes ad rates for TravelOK.com, as well as the 2011 Travel Guide, and Integris' Discover Oklahoma Destination Dining Guide. The deadline for reserving ad space in the print brochures is April 1, 2010.



## 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.



## INTEGRIS' DISCOVER OKLAHOMA DESTINATION DINING GUIDE

This brochure has quickly become one of our most popular specialty publications. Between publicity on Integris' Discover Oklahoma and through the department's public relations efforts, the Destination Dining Guide is flying off the shelves. We had more than 30,000 requests for this guide in January 2010 alone! This guide features highlights of the top 100 restaurants that have been featured on the Discover Oklahoma television show. We anticipate adding even more must-see and must-eat restaurants to the listings for the next printing, but advertising is the only way to guarantee your community or restaurant is featured with a message that you control. We plan to print 300,000 copies of the next guide to meet the demand.



## 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 or sections of the site that match your target audience.

REACH MORE VISITORS, MORE OFTEN, MORE EFFECTIVELY.

## 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	TRAVEL GUIDE			DESTINATION DINING GUIDE		
4c AD SIZE	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	\$6,000
Premium Back Cover (Live Area <sup>3</sup> )	7.375	9.875	\$8,370	7.375	9.875	\$6,500
Premium Inside Back Cover (Live Area <sup>3</sup> )	7.375	9.875	\$8,100	7.375	9.875	\$6,000
Premium Region Position <sup>1</sup> (Live Area <sup>3</sup> ):	7.375	9.875	\$7,000			N/A
6 positions beginning each regional city listing section						
Full Page (Live Area <sup>3</sup> )	7.375	9.875	\$6,480	7.375	9.875	\$5,000
2/3 Horizontal	7.375	7.25	\$4,725			N/A
2/3 Vertical	4.875	9.875	\$4,725			N/A
1/2 Horizontal	7.375	4.625	\$3,942	7.375	4.625	\$3,000
1/2 Vertical (Island)	4.875	7.25	\$3,942			N/A
1/3 Horizontal	4.875	4.625	\$3,348	4.875	4.625	\$2,000
1/3 Vertical	2.375	9.875	\$3,348	2.375	9.875	\$2,000
1/4 Page			N/A			N/A
1/6 Horizontal	4.875	2.125	\$1,944	4.875	2.125	\$1,000
1/6 Vertical	2.375	4.625	\$1,944	2.375	4.625	\$1,000
1/9 Vertical	2.375	4.625	\$918			N/A
Classified Listing <sup>4</sup>			\$378			N/A

<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.**

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 are not included. If you need design or production services, or need additional assistance understanding the ad specifications, call Kerry Barrick at 405-230-8408.

Reach online visitors with an ad on TravelOK.com

2010/11 Placement, Ad Size and Cost: Please circle applicable rates.	300 x 250 Net Rates		300 x 600 Net Rates		
	6-Months (1)	Annual (2)	6-Months (1)	Annual (2)	
Tier 1 Landing Pages - Things to Do (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A	
Tier 1 Landing Pages - Cities & Regions (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A	
Tier 1 Landing Pages - Hotels & Lodging (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A	
Tier 1 Landing Pages - Dining (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A	
Tier 1 Landing Pages - Deals & Coupons (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A	
Tier 1 Landing Pages - Festivals & Events (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A	
Tier 1 Landing Pages - Oklahoma Experts (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A	
Tier 2 Landing Pages - Expert Page (1 of 12 ads in rotation)	\$1,500	\$3,600	N/A	N/A	
Please go to <a href="http://www.travelok.com/experts">www.travelok.com/experts</a> and review your Expert choices. Please write-in your expert selection:					
Tier 2 Landing Pages - Expert Page (1 of 12 ads in rotation)	\$1,500	\$3,000	N/A	N/A	
Please go to <a href="http://www.travelok.com/experts">www.travelok.com/experts</a> and review your Expert choices. Please write-in your expert selection:					
Tier 2 Landing Pages - Videos (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800	\$3,600
Tier 2 Landing Pages - Photo Gallery (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800	\$3,600
Tier 2 Landing Pages - Postcards (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800	\$3,600
Tier 2 Landing Pages - Maps (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A	N/A
Tier 2 Landing Pages - Articles (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800	\$3,600
Tier 2 Landing Pages - Group Tours (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800	\$3,600
Tier 2 Regions - Green Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A	N/A
Tier 2 Regions - Frontier Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A	N/A
Tier 2 Regions - Red Carpet Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A	N/A
Tier 2 Regions - Arbuckle Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A	N/A
Tier 2 Regions - Great Plains Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A	N/A
Tier 2 Regions - Kiamichi Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A	N/A
Tier 3 Listing Results Page - Dining (1 of 20 ads in rotation)	\$1,050	\$2,100	OR	\$1,350	\$2,700
Tier 3 Listing Results Page - Hotels & Lodging (1 of 20 ads in rotation)	\$1,050	\$2,100	OR	\$1,350	\$2,700
Tier 3 Listing Results Page - Events & Festivals (1 of 20 ads in rotation)	\$1,050	\$2,100	OR	\$1,350	\$2,700
Tier 3 Listing Results Page - Things to Do (1 of 20 ads in rotation)	\$1,050	\$2,100		N/A	N/A
Tier 4 Run of Site (1 of 40 ads in rotation)	\$600	\$1,200		N/A	N/A
Sponsored Listing	\$600	\$1,200		N/A	N/A
Email Newsletter Sponsorship 462 x 56	\$750 per month (write in months):				
Cancellations must be received in writing no later than 30-days prior to start date. Materials due no later than 30-days prior to start date. Invoiced in full when ad goes live.					

20  
11OKLAHOMA  
PRINT PUBLICATIONSOKLAHOMA  
NATIVE AMERICA

## ADVERTISING INSERTION ORDER AND AGREEMENT

Advertiser name

Billing name and address

Attn:

Phone	Fax	Email address
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## Production Information (required)

Primary production contact name	Phone	Email address
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Secondary production contact name	Phone	Email address
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## Reader Service (Please fill out if purchasing ad 1/3 page or larger)

Reader service contact name	Email address
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City, State and zip

## 2011 Ad Type and Cost: All rates are net. Check boxes that apply with quantity. Circle applicable rates.

4/C Ad Sizes		Travel Guide			Destination Dining Guide		
Premium Inside Front Cover	Bleed <input type="checkbox"/>	\$8,100			\$6,000		
Premium Back Cover	Bleed <input type="checkbox"/>	\$8,370			\$6,500		
Premium Inside Back Cover	Bleed <input type="checkbox"/>	\$8,100			\$6,000		
Premium Region Position	Bleed <input type="checkbox"/>	\$7,000			N/A		
Full Page	Bleed <input type="checkbox"/>	Qty		\$6,480	Qty		\$5,000
2/3 Horizontal		Qty		\$4,725			N/A
2/3 Vertical		Qty		\$4,725			N/A
1/2 Horizontal		Qty		\$3,942	Qty		\$3,000
1/2 Vertical (Island)		Qty		\$3,942			N/A
1/3 Horizontal		Qty		\$3,348	Qty		\$2,000
1/3 Vertical		Qty		\$3,348	Qty		\$2,000
1/4 Page				N/A			N/A
1/6 Horizontal		Qty		\$1,944	Qty		\$1,000
1/6 Vertical		Qty		\$1,944	Qty		\$1,000
1/9 Vertical		Qty		\$918			N/A
Classified Listing		Qty		\$378			N/A

Deadlines: Ad reservation April 1, 2010. Ad Materials May 15, 2010. You will be invoiced upon final printing.

Travel Guide		Destination Dining Guide	
<b>Total by Publication</b>		\$	\$
Return Contract & Ad Materials To: Attn: Kerry Barrick - Merchandise & Sales Coordinator Tourism Promotion Division - P.O. Box 52002, Oklahoma City, OK 73152-2002 - Office: (405) 230-8408 Fax: (405) 230-8608 - Kerry@TravelOK.com		<b>Grand Total</b>	
		\$	
		<b>Payment in full enclosed</b>	
		\$	

All advertising is subject to the Travel Promotion Division's approval. The advertiser, by signing below, agrees to indemnify and defend OTRD from and against all claims, loss, liability or expense, including but not limited to, the cost of defense, arising out of publication of such advertisement. The Travel Promotion Division reserves the right in its sole discretion to reject any advertisement displaying inappropriate content. This contract and advertising materials to:for requirements.

Authorized Signature

Date



Advertiser name

 Billing name and address  
 Attn:

Phone

Fax

Email address

**Production Information (required)**

Production contact name

Phone

Email address

URL Landing Page

2010/11 Placement, Ad Size and Cost: Please circle applicable rates.		300 x 250 Net Rates		300 x 600 Net Rates	
		6-Months (1)	Annual (2)	6-Months (1)	Annual (2)
Tier 1	Landing Pages - Things to Do (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A
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Tier 1	Landing Pages - Hotels & Lodging (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A
Tier 1	Landing Pages - Dining (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A
Tier 1	Landing Pages - Deals & Coupons (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A
Tier 1	Landing Pages - Festivals & Events (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A
Tier 1	Landing Pages - Oklahoma Experts (1 of 12 ads in rotation)	\$1,800	\$3,600	N/A	N/A
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Please go to www.travelok.com/experts and review your Expert choices Please write-in your expert selection:					
Tier 2	Landing Pages - Videos (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800 \$3,600
Tier 2	Landing Pages - Photo Gallery (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800 \$3,600
Tier 2	Landing Pages - Postcards (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800 \$3,600
Tier 2	Landing Pages - Maps (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A N/A
Tier 2	Landing Pages - Articles (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800 \$3,600
Tier 2	Landing Pages - Group Tours (1 of 12 ads in rotation)	\$1,500	\$3,000	OR	\$1,800 \$3,600
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Tier 2	Regions - Great Plains Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A N/A
Tier 2	Regions - Kiamichi Country (1 of 12 ads in rotation)	\$1,500	\$3,000		N/A N/A
Tier 3	Listing Results Page - Dining (1 of 20 ads in rotation)	\$1,050	\$2,100	OR	\$1,350 \$2,700
Tier 3	Listing Results Page - Hotels & Lodging (1 of 20 ads in rotation)	\$1,050	\$2,100	OR	\$1,350 \$2,700
Tier 3	Listing Results Page - Events & Festivals (1 of 20 ads in rotation)	\$1,050	\$2,100	OR	\$1,350 \$2,700
Tier 3	Listing Results Page - Things to Do (1 of 20 ads in rotation)	\$1,050	\$2,100		N/A N/A
Tier 4	Run of Site (1 of 40 ads in rotation)	\$600	\$1,200		N/A N/A
	Sponsored Listing	\$600	\$1,200		N/A N/A
Email Newsletter Sponsorship 462 x 56		\$750 per month (write in months):			

Cancellations must be received in writing no later than 30 days prior to start date. Materials due no later than 30 days prior to start date. Invoiced in full when ad goes live.

Cancellations must be received in writing no later than 30 days prior to start date Materials due no later than 30 days prior to start date Invoiced in full when ad goes live.

**Net Rates**

Total Placements

Qty:

\$

A facsimile of this Order/Agreement will be considered an original document. Please make checks payable to MILES MEDIA GROUP, LLLP. Interest will be assessed at the monthly rate of 1% (APR 12%) on past due balances. This Order/Agreement becomes binding on both parties when accepted at the Office of the Publisher, in Sarasota, Florida and cannot be changed by any verbal instruction, agreement, or condition. Terms including cancellation are explained above and on the reverse of this form.

Authorized Signature

Date


**Internal Use Only**

Sales Representative

Publisher's Acceptance



## [www.TravelOK.com](http://www.TravelOK.com) Internet Advertising – Terms and Conditions

**Advertiser's And/Or Agency's Responsibility:** All advertisements/paid space are accepted and published by Miles Media Group, LLLP (to be identified, herein, as "Publisher") upon the representation that the Advertiser and/or Agency is authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements/paid space the Advertiser and/or Agency, jointly and severally, will protect, indemnify and save the Publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter for such advertisements/paid space (including the contents of "contextual text ads"), including without limitation, claims or suits for defamation, libel, violation of privacy, unauthorized use of name or likeness, plagiarism or copyright infringement.

**Advertiser's And/Or Agency's Authority:** The person(s) signing this Order/Agreement on behalf of the Parties represent and warrant to have the respective Party's authority to execute this Order/Agreement, and shall indemnify the other party for any lack of such authority.

**Advertisement/Paid Space - Design/Production:** All advertising materials supplied by Advertiser and/or Agency must conform to the specifications required by the Publisher. All advertising materials and photographs designed and produced by Publisher are exclusively for use in the Publisher's products. Any further use of these ads, designs, logos or materials in media not produced by the Publisher, must be negotiated between the Advertiser and/or Agency and the Publisher. Please refer to rate card for production charges. Publisher is not responsible for Advertiser and/or Agency owned advertising materials left unclaimed 60 days after publication date.

**Payment Terms:** Invoices are net and payable upon receipt unless otherwise stated. Invoices rendered by the Publisher will be accepted as correct unless the Publisher is notified of errors in writing, certified mail return receipt to 6751 Professional Parkway West, Suite 200, Sarasota, FL 34240, within ten days of the invoice date. Payment will be made to the Publisher's banking lockbox at P.O. Box 116755, Atlanta, GA 30368-6755. Accounts delinquent 30 days will be charged interest at the rate of 12% per annum, (1%) per month. Additionally, any Advertiser and/or Agency whose account is not paid in full within 30 days of the invoice date may be subject to removal from program and reinstatement would be at the discretion of Publisher. In the event Advertiser and/or Agency default or are otherwise late in payment, Advertiser and/or Agency shall be jointly and severally liable for all fees and costs of collection, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said invoices. Advertiser and their Agents/Agency are jointly and severally liable for monies due to the Publisher. **Venue for any judicial proceeding concerning enforcement of any provision of this Order/Agreement including any action for nonpayment shall be Sarasota County, Florida.**

**Cancellations:** Any request to cancel this agreement in whole (must be received 30 days prior to start of campaign), or part, must be received by Publisher in writing, certified mail return receipt to: 6751 Professional Parkway West, Suite 200, Sarasota, Florida, 34240. If this Order/Agreement is canceled or breached in part, the Order/Agreement amount will be pro-rated and any volume discounts will not apply.

**Copy Responsibility:** Submission of copy is the responsibility of the Advertiser and/or Agency. Advertiser and/or Agency shall be jointly and severally liable for the cost of advertisements/paid space not used and space will be allocated at discretion of the Publisher. No oral conditions or copy instructions which conflict with the policies of the Publisher as set forth in the rate card or this Order/Agreement, will be binding on the Publisher.

**Copy Acceptance:** The Publisher and the Oklahoma Tourism & Recreation Department each reserves the right to reject any advertising wording, substance, or appearance deemed in the sole discretion of either to be objectionable, or any URL's, hyperlinks, landing page to websites deemed objectionable with or without notice and whether or not such wording, substance, appearance or URL's, hyperlinks, landing page was previously acknowledged or published.

**Errors/Omissions:** In the event of an error, it is the Advertiser's and/or Agency's responsibility to notify the Publisher within seven days of publication. Liability due to Publisher's error shall not exceed the charge for advertisements/paid space actually occupied by the item in which the error was made. The Publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.

**Inventory:** Inventory subject to availability. Delay in start of campaign due to Advertiser and/or Agency may result in changes to inventory availability.

**Campaign Status:** Upon Advertiser and /or Agency's written request, campaign information will be made available.

**REQUIRED: Please sign both the contract and the terms and conditions page and return to [Orders@milesmedia.com](mailto:Orders@milesmedia.com) or fax to 941-907-4283**

Advertiser Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name and Title: \_\_\_\_\_