

2012 ADVERTISING SPACE RESERVATION FORM

OKLAHOMA
NATIVE AMERICA

Oklahoma Travel Guide | Oklahoma Outdoor Recreation Guide | Discover Oklahoma Destination Dining Guide

INTEGRATED PRODUCTS WORK

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

The Oklahoma Tourism & Recreation Department offers a variety of advertising options that increase your brand's exposure through the state's official, award-winning publications. We know that marketing dollars are tight, so we've designed our advertising opportunities to make every penny count. This rate card includes advertising options of all three of OTRD's annually produced publications 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 2012 Oklahoma travel publications.
2. Download and complete the print advertising contract on **www.TravelOK.com/industry** to reserve your space.
Print ads must be reserved by April 1, 2011
3. 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

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

Oklahoma's official travel publications continue to be premier marketing tools for statewide destinations. 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 the 2012 Travel Guide, the *Discover Oklahoma* Destination Dining Guide, and the Oklahoma Outdoor Recreation Guide. The first deadline for reserving ad space in the print brochures is April 1, 2011.



TRAVEL GUIDE

The Oklahoma Travel Guide is Oklahoma's premier marketing tool, distributed to 375,000 travelers both here at home and around the world. Packed with travel ideas and filled with dazzling photographs of Oklahoma landscapes and attractions, the Travel Guide gives readers good reason to make Oklahoma their next destination.



DISCOVER OKLAHOMA DESTINATION DINING GUIDE

This brochure has quickly become one of our most popular specialty publications. Between publicity on *Discover Oklahoma* and through the department's public relations efforts, the Destination Dining Guide is flying off the shelves. This guide features highlights of the top 120 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 225,000 copies of the next guide to meet the demand.



OKLAHOMA OUTDOOR RECREATION GUIDE

In 2010, the Oklahoma Tourism & Recreation Department combined two publications into one new Oklahoma Outdoor Recreation Guide and it quickly became one of our most highly requested guides. This brochure features our 42 State Parks, along with free listings of RV parks, campgrounds, lakes and marinas. The format includes a "lure" or magazine feature-style section at the front of the guide, with listings making up the back portion of the brochure. The "lure" copy focuses heavily on our state parks and their outdoor activities, while also promoting the state's 12 ecoregions and recreational opportunities as a whole.

REACH MORE VISITORS, MORE OFTEN, MORE EFFECTIVELY.

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

All Rates are NET	TRAVEL GUIDE			DESTINATION DINING GUIDE			OUTDOOR RECREATION GUIDE		
4c AD SIZE	Width	Height	Rates	Width	Height	Rates	Width	Height	Rates
Premium Inside Front Cover (Live Area ³)	7.375	9.875	\$8,100	7.375	9.875	\$6,000	6.25	9.5	\$2,500
Premium Back Cover (Live Area ³) (Outdoor Rec ONLY Live Area ⁴)	7.375	9.875	\$8,370	7.375	9.875	\$6,500	6.25	9.5	\$3,000
Premium Inside Back Cover (Live Area ³) (Outdoor Rec ONLY Live Area ⁴)	7.375	9.875	\$8,100	7.375	9.875	\$6,000	6.25	9.5	\$2,500
Premium Region Position ¹ (Live Area ³) (6 positions beginning each regional city listing section)	7.375	9.875	\$7,000	N/A			N/A		
Full Page (Live Area ³) (Outdoor Rec ONLY Live Area ⁴)	7.375	9.875	\$6,480	7.375	9.875	\$5,000	6.25	9.5	\$2,000
2/3 Vertical	4.875	9.875	\$4,725	N/A			N/A		
1/2 Horizontal (Outdoor Rec ONLY Live Area ⁵)	7.375	4.625	\$3,942	7.375	4.625	\$3,000	6.25	4.625	\$1,200
1/3 Vertical	2.375	9.875	\$3,348	2.375	9.875	\$2,000	N/A		
1/6 Horizontal	4.875	2.125	\$1,944	4.875	2.125	\$1,000	N/A		
1/6 Vertical	2.375	4.625	\$1,944	2.375	4.625	\$1,000	N/A		

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

² Plus 0.125 bleed on all sides

³ **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

⁴ **Live Area:** 6 1/4" X 9 1/2" (6.25" X 9.5") • Live Area is the readable portion of the page: 1/2" margin from trim
Trim Size: 6 3/4" X 10" (6.75" X 10") • Trim Size refers to the final publication page size after it is trimmed
Bleed Size: 7" X 10 1/4" (7" X 10.25") • Bleed refers to extra image area beyond the trim: 1/8" past the trim

⁵ **Live Area:** 6 1/4" X 4 5/8" (6.25" X 4.625") • Live Area is the readable portion of the page: 1/2" margin from trim
Trim Size: 6 3/4" X 5" (6.75" X 5") • Trim Size refers to the final publication page size after it is trimmed
Bleed Size: 7" X 5 1/4" (7" X 5.25") • Bleed refers to extra image area beyond the trim: 1/8" past the trim

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. Limited advertising opportunities are available. Smaller ad sizes may be available through your Lake or Country Marketing Association's co-op ad section, as they are able to pair smaller ads together to make up one full or half-page ad section.

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12OKLAHOMA
PRINT PUBLICATIONSOKLAHOMA
NATIVE AMERICA

ADVERTISING INSERTION ORDER AND AGREEMENT

Advertiser name

Billing name and address

Attn:

Phone

Fax

Email address

Production Information (required)

Primary production contact name

Phone

Email address

Secondary production contact name

Phone

Email address

2012 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		Outdoor Recreation Guide	
Premium Inside Front Cover	Bleed <input type="checkbox"/>	\$8,100		\$6,000		\$2,500	
Premium Back Cover	Bleed <input type="checkbox"/>	\$8,370		\$6,500		\$3,000	
Premium Inside Back Cover	Bleed <input type="checkbox"/>	\$8,100		\$6,000		\$2,500	
Premium Region Position	Bleed <input type="checkbox"/>	\$7,000		N/A		N/A	
Full Page	Bleed <input type="checkbox"/>	Qty	\$6,480	Qty	\$5,000	Qty	\$2,000
2/3 Vertical		Qty	\$4,725	N/A		N/A	
1/2 Horizontal		Qty	\$3,942	Qty	\$3,000	Qty	\$1,200
1/3 Vertical		Qty	\$3,348	Qty	\$2,000	Qty	N/A
1/6 Horizontal		Qty	\$1,944	Qty	\$1,000	Qty	N/A
1/6 Vertical		Qty	\$1,944	Qty	\$1,000	Qty	N/A
Deadlines You will be invoiced upon final printing.		Ad reservation April 1, 2011; Ad materials May 16, 2011				Ad reservation Nov. 1, 2011; Ad materials Dec. 1, 2011	
Publication Date		January 2012		January 2012		Spring 2012	

Travel Guide		Destination Dining Guide		Outdoor Recreation Guide	
Total by Publication	\$	\$	\$	\$	\$
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			Grand Total \$		
			Payment in full enclosed \$		

All advertising is subject to the Travel & Tourism Division's approval. The advertiser, by signing below, agrees to indemnify and defend T&T 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 T&T 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

