

# Oklahoma!

TOURISM + RECREATION  
DEPARTMENT

2016-2017 RATE CARD

## Discover Oklahoma

Oklahoma's official travel and tourism show, Discover Oklahoma has transported viewers to Oklahoma's best destinations for 25 years. Starring everything from only-in-Oklahoma attractions, rugged outdoor adventures and diverse state parks, to unique restaurants, colorful personalities, and urban and rural destinations, Discover Oklahoma is the best way to discover Oklahoma's many treasures. Throughout its history, the show has featured more than 3,000 Oklahoma locations and has become a must-watch show for Oklahomans everywhere. All episodes can be viewed on demand at [YouTube.com/DiscoverOklahoma](http://YouTube.com/DiscoverOklahoma).



### SHOW INFORMATION

- 30-minute statewide television show
- Aired weekly on **KFOR (NBC)** in Oklahoma City, on **KTUL (ABC)** in Tulsa, and on **KSWO (ABC)** in Lawton
- Aired each week at 6:30pm
- All content lives online at [YouTube.com/DiscoverOklahoma](http://YouTube.com/DiscoverOklahoma)
- Four (4) commercial breaks; three (3) :30-second commercials available per break
- Show is promoted on each station through social media channels, online at [TravelOK.com](http://TravelOK.com), and in all Tourism publications

### DEMOGRAPHICS (3-year average)

	OKC	TULSA
Adults 35+ Rating	4.6	5.0
Adults 35+ Share	10.25	11.6
Women 35+ Rating	4.9	5.5
Women 35+ Share	10.75	13.5

### RATINGS (4-year average)

	OKC	TULSA	STATEWIDE
Weekly Ratings Average	4.6	5.0	4.5
Weekly Share Average	8.1	8.9	9.1
Weekly Viewers Average	31,500	26,000	64,250

**Total Annual Viewers** 3,314,000

### ADVERTISING OPPORTUNITIES

Statewide	:30	\$530
Oklahoma City (and Lawton)	:30	\$330
Tulsa	:30	\$200

(All rates are net)

### SPONSORSHIP OPPORTUNITIES

#### STATEWIDE PRESENTING SPONSOR

Please ask your sales representative for details.

#### SEGMENT SPONSOR (2 available)

Weekly :05 billboard ID with sponsor graphic and audio mention. \$12,000 annual fee.

#### CLOSED CAPTIONING SPONSOR (1 available)

Weekly :05 billboard ID with sponsor graphic and audio mention. \$12,000 annual fee.

#### OKLAHOMA MOMENT SPONSOR (1 available)

Airs at the end of each show. Includes sponsor graphic and audio. \$18,000 annual fee

#### SPONSORED STORY

A two to three minute segment developed between sponsor company and Discover Oklahoma. Stories written and produced by Discover Oklahoma reporter, photographer and production team. \$4,500