

## 2018 RATE CARD

## Oklahoma State Parks & Outdoor Recreation Guide

The annual Oklahoma State Parks & Outdoor Recreation Guide provides outdoor enthusiasts everything they need to plan their next outdoor adventure, while providing advertisers the perfect environment to promote relevant products or services to this hyper-targeted audience. Designed for easy reference and utility, this guide fits comfortably in any glove compartment, backpack or other travel bag. Wherever they go, so goes your ad!



### CONTENT FEATURES INCLUDE:

<i>Travel Resources</i>	<i>Oklahoma State Parks</i>
<i>Parks Directory</i>	<i>Activities</i>
<i>Activities Directory</i>	<i>Camping Directory</i>
<i>Cabins &amp; Lodging</i>	<i>Index</i>

**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 SIZE:** 6.75" x 10"

**PRINT QUANTITY:** 100,000

**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.**

### OUTDOOR GUIDE

	AD SPECS	2016 RATES
<b>Premium Positions</b>		
Inside front spread	13.5" x 10"	\$7,100
Page 2	6.75" x 10"	\$4,200
Inside back cover	6.75" x 10"	\$4,200
Section openers	6.75" x 10"	\$3,500
<b>Run of Book</b>		
Full page	6.75" x 10"	\$2,300
1/2 horizontal	6.75" x 4.75"	\$1,500

**LIVE AREA** 5.75" x 9"

**TRIM SIZE** 6.75" x 10"

**BLEED SIZE** 7" x 10.25"

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.

# Parks & Outdoor Recreation Guide

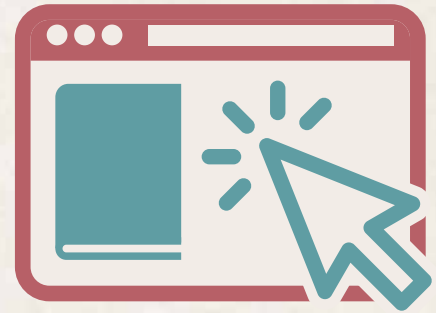
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