

Oklahoma!

TOURISM + RECREATION
DEPARTMENT

2015-2016 RATE CARD

TravelOK.com

TravelOK.com, Oklahoma's official tourism website, is consistently ranked among the top 5 tourism sites in the nation. Continuously updated with new content and actively promoted via social media channels, paid search and and special interest e-newsletters, TravelOK.com is the perfect way to get your message in front of a large and highly engaged audience. With thousands of photos and videos, a database of 1,000+ festivals and events, articles, videos, special offers, itineraries, and more, TravelOK.com is a one-stop resource for potential and on-the-ground visitors ... a great place for your advertising message!



QUICK FACTS—JUNE 2015

Total Visitor Sessions	2,760,453
Total Unique Visitors	2,020,190
Total Page Views	5,025,286
Avg. Sessions Per Day	92,015
Avg. Length of Session	5.68
Site Comments	508
Site Contest Entries	16,961
Monthly Listings Created	144
Listings Edited/Updates	406

Ranked #1 Tourism Website (Quantcast)
Page Views per Visit Rank #15

Source: Omniture / June 2015

BANNER AD INFORMATION & RATES

- Run-of-Site (ROS)
- 300 x 250, 300 x 600
- Offered on a cost-per-thousand basis
- Minimum 50,000 impressions
- Minimum 30-day campaign

50,000-250,000 impressions	\$20 cpm
250,000-500,000 impressions	\$18 cpm
500,000-1,000,000 impressions	\$15 cpm
1,000,000+ impressions	\$10 cpm

SPECS .gif, .jpg or .swf accepted. A back-up .gif is required for all rich media. Maximum file size: 30K. Maximum animation length: 30 seconds. Number of animation loops: one.

ADVERTISER & BILLING INFORMATION

Company Name _____
 Contact Name _____
 Title _____
 Address _____
 City _____ State _____ ZIP _____
 Phone (primary) _____
 Phone (alternate) _____
 Email _____

ORDER INFORMATION

Campaign Dates: Start _____ End _____
 Total Impressions _____ x _____ (cpm) = \$ _____
 Comments _____

 Authorization _____
 Date _____

All rates are net. Terms: Due upon receipt. Client to provide ad creative. Campaign performance reports provided on a monthly basis. OTRD has final approval on all creative.