

Oklahoma!

TOURISM + RECREATION
DEPARTMENT

2016-2017 RATE CARD

Will Rogers Archway

Close to 1,200* vehicles stop each day at the Will Rogers Archway service center along the Will Rogers Turnpike in Vinita, Oklahoma. In partnership with the Oklahoma Turnpike Authority, OTRD is excited to introduce a new digital video advertising opportunity within the newly remodeled service center — giving advertisers a high impact way to promote product and/or point travelers to a specific destination. A “can’t miss” message opportunity!



PRIMARY ASSET

Four (4) 55" high definition flat screens on each side of the facility, where people enter and exit the service center. Operational 24 hours a day, 7 days a week.

ABOUT THE SERVICE CENTER

Open 24 hours
McDonald's

Restrooms
Kum & Go

- A busy stop! 19,838 vehicles per day*
- A 6% capture rate = 1.190 vehicles per day

*Source: Oklahoma Turnpike Authority 2013 Daily Count

ADVERTISING OPPORTUNITY

- One (1) minute per hour x 24 hours/day = 2,184 total exposures per schedule (minimum 3-month commitment)
- Advertiser investment: \$750 per month x 3 months = \$2,250 net (\$1.03 per minute)
- Advertisers may choose to run broadcast video (MPEG 4 or MPEG 2 file format in 1920X1080 resolution) or slide shows (JPEG w/1920 x 1080 resolution) or a combination of both.
- Audio must be “Normalized” using audio leveling techniques to remove large audio level swings.
- Each minute can be segmented into two (2) :30-second displays or played as one (1) :60-second unit. Advertisers may purchase more than one minute per hour, for longer form content.
- All content is viewed in equal rotation.

Please contact your sales representative or email advertising@travelok.com.