

Oklahoma Outdoor Guide

Advertising Rates

(This new publication combines the Oklahoma State Park Guide with the former RV, Lakes & Campgrounds Guide)

The Oklahoma Tourism & Recreation Department is combining two publications into one new Oklahoma Outdoor Guide. This guide will feature our 50 State Parks, along with free listings of RV parks, campgrounds, lakes and marinas. The format will change to include 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 will focus heavily on our 50 state parks and their outdoor activities, while also promoting the state’s 11 ecoregions and recreational opportunities as a whole.

Limited advertising opportunities are available. If you cannot afford to purchase a full or half-page ad, please contact your Multi-County or Lake & Country Marketing Association and ask to buy into a co-op ad section. They may be able to pair smaller ads together to make up one full or half-page ad section.

DEADLINE

Space Reservation: **March 1, 2010**

Materials Due: **March 15, 2010**

We recognize the timeline is tight; however we’re trying to distribute this publication by the 2010 summer travel season.

CONTACT INFORMATION

Austin Tackett, Travel Communications
Coordinator
P: 405.230.8413 F: 405.230.8613
Austin@TravelOK.com

Oklahoma Tourism & Recreation Dept.
120 N. Robinson, Suite 600
Oklahoma City, OK 73102

AD TECHNICAL SPECIFICATIONS

Full Page/Cover Ads

Bleed: 7" x 10.25"

Trim: 6.75" x 10"

Live: 6.25" x 9.5"

Half-page Ads

Live: 6.25" x 4.25"

AD FILE SPECIFICATIONS

We will accept two types of digital files, PDF or EPS, accompanied by Native Files.

PDF/EPS REQUIREMENTS:

- PDF must be compatible with Acrobat 3.0 (or higher version)
- 300 CMYK photos (RGB not acceptable)
- Embedded fonts
- Press optimized
- Must contain crop marks (Including bleed for full page ads)
- High quality compression or no compression

NATIVE FILE REQUIREMENTS:

- All fonts and support files (images, logos, photographs) must be included
- Submit **ONLY** the final version of the ad
- Acceptable programs: InDesign, Illustrator, Photoshop

Submit press-ready files to Austin Tackett by **March 15, 2010** (Austin@TravelOK.com or 405-230-8413)

ADVERTISING CONTRACT

Oklahoma Outdoor Guide

(Only one ad per contract. For additional ads, please photocopy this form and submit separately.)

CONTACT INFO

Date

Business Placing Advertisement

Contact Person

Address

City, State, Zip

Telephone

Fax

E-mail

DEADLINES

March 1, 2010 Contract due to reserve space
March 15, 2010 Ad artwork must be received

RETURN

This contract and advertising materials to:

Austin Tackett, Travel Communications
Coordinator
Oklahoma Tourism & Recreation Dept.
120 N. Robinson, Suite 600
Oklahoma City, OK 73102

Phone: 405-230-8413

Fax: 405-230-8613

Austin@TravelOK.com

AD TYPE & COST (all rates are net)

Size	Orientation	Quantity	Space Rate	Subtotal
Full page	Vertical		\$2,000	\$
Inside Front Cover	Vertical		\$2,500	\$
Inside Back Cover	Vertical		\$2,500	\$
Back Cover	Vertical		\$3,000	\$
1/2 page	Horizontal		\$1,200	\$

GRAND TOTAL \$ _____

X _____

Signature of advertiser

All advertising is subject to the Travel Promotion Division's approval. The advertiser, by signing above, agrees to indemnify and defend OTRD from and against any claims, loss, liability or expense, including but not limited to, the cost of defense, arising out of publication of such advertisement. The Travel Promotion Division reserves the right, in its sole discretion, to reject any advertisement displaying inappropriate content. This contract and advertising materials to:for requirements.

Due to limited availability, covers will be reserved on a first come, first served basis and are subject to design approval.