



LetsTourOklahoma.com



Media Kit

When your content is part of LetsTourOklahoma.com, not only are travelers able to immediately view your destination, attraction, event, accommodation or dining establishment as a quality option to consider for their next vacation, but you have the ability to attract and more quickly interact with those who “raise their hand” and want more information directly from you.

MORE QUALIFIED LEADS MAKE US DIFFERENT

Other websites might provide you with a name and email address of someone who responded to a non-targeted appeal. While these are technically leads, they are not the type of lead that is truly qualified to meet your needs.

LetsTourOklahoma.com provides advertisers the opportunity to receive leads from opt-in travelers who specifically request information from you, including coveted and valuable email addresses.

These qualified leads include much more information about their interactivity with you:

- » Click-throughs to your website
- » Click-throughs to your Facebook page
- » Click-throughs to your Twitter page
- » Page views of your LetsTourOklahoma.com content
- » Views of your video
- » Personal information when they request a brochure
- » Leads available in real time through the LetsTourOklahoma.com report center

STANDARD FEATURES

- Full contact information, including a link and email address
- Unlimited calendar event listings



PARTICIPATION LEVELS INCLUDE:

Bronze Level

- Standard Features
- Main Page (up to 300 words)
- 1 Logo (4C)
- 1 Photo (4C)

Silver Level

- Standard Features
- Main page and 1 sub-page (up to 600 words)
- 1 Logo (4C)
- 3 Photos (4C)
- 3 Hyperlinks
- Leads Retrieval (in real time)

Gold Level

- Standard Features
- Main Page and 2 sub-pages (up to 1,000 words)
- 1 Logo (4C)
- 5 Photos (4C)
- 6 Hyperlinks
- Leads Retrieval (in real time)

Platinum Level

- Standard Features
- Main Page and 3 sub-pages (up to 2,000 words)
- 1 Logo (4C)
- 12 Photos (4C)
- 12 Hyperlinks
- Leads Retrieval (in real time)

Sign Up Today!





LetsTourOklahoma.com

Advertising Specifications

Customized Page

For Events, Attractions or Accommodations

LetsTourOklahoma.com Customized Page

- Complete contact information
- Facebook/Twitter links
- Website URL
- 300-word description
- 1 logo (4C)
- 1 photo (4C)

File Formats Accepted

All images and logos must be in either .jpg or .gif format, no smaller than 350 pixels wide. High resolution images are preferred.

When submitting text, it is best to be in plain text format (.txt). Word documents (.doc) are also accepted. Please provide any URLs in the text document as well.

Images and text must be in the possession of AJR Media Group by the 15th of the month prior to the page going live.

When you are ready to submit to the materials upload site, please zip all files in one compressed file (.zip) to bypass any file type or size restrictions.

File Submissions & Deadlines

Submit materials at <http://Materials.TheTourSites.com>. All materials are due the 15th of the month before promotional materials are scheduled to run. For more information, contact J.D. Burkholder.

Melissa Stafford

Phone: 972-978-9818 | Fax: 832-381-2542

Melissa@AJRMediaGroup.com





LetsTourOklahoma.com

Advertising Specifications

Content Page(s) | Downloadable Brochure
Streaming Video

Content Page Levels & Specifications

Level	What's Included	Word Count	Images	Hyperlinks	File Format
Bronze	1 main page	300	1 logo 1 photo	n/a	logos/photos: .jpg or .gif only No smaller than 500 pixels wide Word Count: .doc or .txt files only
Silver	1 main page 1 sub page	600	1 logo 3 photos	3	
Gold	1 main page 2 sub pages	1,000	1 logo 5 photos	6	
Platinum	1 main page 3 sub pages	2,000	1 logo 12 photos	12	

Need Ideas for your sub page(s)?

Below are some examples of content pages that are not only intriguing to read, but also are useful for travelers as they consider visiting your destination, accommodation, attraction, event or restaurant.

- Top 10 Points of Interest in your area
- Annual Events hosted in your area
- Recommended Accommodations available for visitors in your area
- Top 10 Reasons to Visit your area
- Restaurants, Shopping and Spas to visit

Don't forget your downloadable brochure and video!

Item	Format	File size	Notes
Downloadable Brochure	.pdf	5MB max	iBrochures not accepted
Streaming Video	.avi, .mov, .mpeg, .mpg, .wmv	95MB max	Max run time is 5 mins. File must be uploaded at http://Materials.AJRMediaGroup.com or by mailing a DATA DVD (file must be burned as a DATA FILE on disc).
Streaming Video	YouTube	95MB max	Max run time is 5 mins. An additional \$95 fee will be invoiced for videos that require acquisition from YouTube and permission to acquire must be provided in writing.

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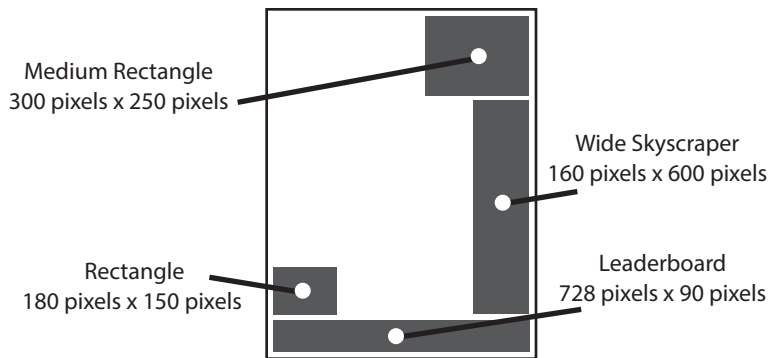
LetsTourOklahoma.com

Advertising Specifications Web/ENewsletter Banner Ads

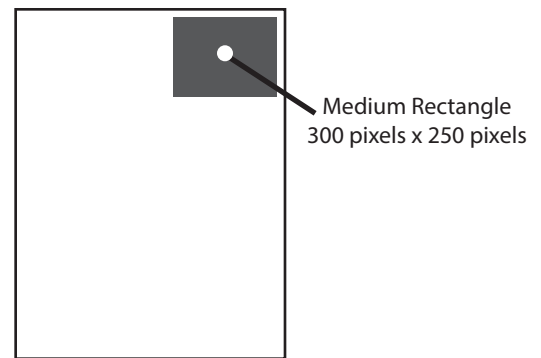
Banner (Web/HTML) Ad Specifications

Placement	Banner	Banner Size	Max. File Size	File Formats	# of Loops
Website	Medium Rectangle	300 pixels x 250 pixels	50 KB	.gif, .jpg, .swf	Unlimited
Website	Wide Skyscraper	160 pixels x 600 pixels	60 KB	.gif, .jpg, .swf	Unlimited
Website	Rectangle	180 pixels x 150 pixels	50 KB	.gif, .jpg, .swf	Unlimited
Website	Leaderboard	728 pixels x 90 pixels	50 KB	.gif, .jpg, .swf	Unlimited
Mobile Website	Leaderboard	300 pixels x 50 pixels	30 KB	.gif, .jpg	N/A
eNewsletter	Medium Rectangle	300 pixels x 250 pixels	40 KB	.gif, .jpg	N/A

LetsTourOklahoma.com Website



LetsTourOklahoma.com eNewsletter



Rich Media and Flash File Specifications

- Files may have unlimited loops
- Files may not include sound
- Files may not include jarring, flashing, or strobe effects/animations
- All ads must have at least a one-pixel border

File Submissions & Deadlines

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Flash Files and the Banner Management System:

To track your ad's success, LetsTourOklahoma.com has a Banner Management System (BMS). To track clicks/impressions for a Flash ad, the file must be set up properly in the native format (.fla) before it is exported as a .swf file. In Flash, click on the button on the stage (not the frame in the timeline where the button is). Then type — letter for letter, exactly as written — the following code in the actions panel:
on (release) {getURL(url,"_blank");}

***Note:** "URL" is the variable name; "url" in lowercase (without quotation marks) must be there for the BMS to track your ad. Do not replace "URL" or "url" with an actual URL or web address. Copy the code exactly as it appears. Should you experience any problems, feel free to submit the native file (.fla) for your ad, and we'll set up the click tracking.

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LetsTourOklahoma.com

Rates

Advertising Rates

Receive a discount when purchasing print advertising.

ALL RATES NET.

Content (Annual Rates)

	OTIA MEMBER RATES*		NON-MEMBER RATES	
		w/discount		w/discount
Bronze	\$795	\$398	\$914	\$457
Silver	\$1,595	\$798	\$1,850	\$925
Gold	\$1,960	\$980	\$2,250	\$1,125
Platinum	\$2,500	\$1,250	\$2,875	\$1,438

Options

PDF	\$250	\$125	\$295	\$148
Video	\$295	\$148	\$350	\$175
Exclusive Contest (Monthly) database of entrants included	\$1,475	\$738	\$1,695	\$848

Destination Spotlight

	\$510	\$255	\$600	\$300
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ENewsletter (Sent monthly to 100,000 travelers)

Featured Spotlight	\$1,250	\$625	\$1,400	\$700
Exclusive Banner - 300 pixels x 250 pixels	\$700	\$350	\$795	\$398

Banners Width/Height (Monthly)

Medium Rectangle - 300 pixels x 250 pixels	\$495	\$248	\$575	\$288
Wide Skyscraper - 160 pixels x 600 pixels	\$375	\$188	\$450	\$225
Rectangle - 180 pixels x 150 pixels	\$175	\$88	\$200	\$100
Leaderboard - 728 pixels x 90 pixels	\$375	\$188	\$450	\$225

Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position (24 banners total) may be purchased for each product/service in a 12-month period. Mobile banner positions are semi-exclusive (only 2 per month), run-of-site and the number of impressions are not guaranteed.

Stand Alone Email Broadcasts (priced per thousand)

0 - 50,000	\$64	\$58	\$85	\$76
50,000 - 1,000,000	\$57	\$51	\$76	\$68

*To be eligible for "Member" rates, your organization should be an active member in Oklahoma Tourism Industry Association.

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AJR | MEDIA GROUP
an integrated media company

Additional Integrated Options

Destination Spotlights

Highlight your organization on the home page of LetsTourOklahoma.com. With a limited number of positions available each month, the Destination Spotlight is the place to stand out from the crowd.

Exclusive Contest

Each month, thousands of LetsTourOklahoma.com customers visit the website to enter the exclusive contest. As a result, the advertiser featured in the contest not only receives high-value exposure to those customers, but also all of the entrant information, including coveted and valuable email addresses. The advertiser receives additional exposure through a mention and link in the monthly eNewsletter.

Web Banners

Target and acquire the travelers you need – those interested in travel to Oklahoma – by placing your banners on LetsTourOklahoma.com. With a variety of creative sizes, you will keep your organization top-of-mind with travelers gathering information about their visit to your great state. Ask about taking all banner positions for selected time periods for a special promotion for your organization.

eNewsletter (sent monthly to more than 100,000 travelers)

» Exclusive Banners

As the only advertising banner in each edition of the LetsTourOklahoma.com eNewsletter, this prime position is sure to grab the attention of everyone who opens the eNewsletter.

» Featured Spotlights

This exclusive position is the “main attraction” of each eNewsletter and includes images, creative copy, logo and links.



LetsTourOklahoma.com



For more information,
contact us today!

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Find the travelers who are trying to find you.

Be a part of a great travel resource that works hard to drive traffic, cultivate qualified leads and bring visitors to you. Put your message on LetsTourOklahoma.com.

