

2017 Lake Texoma Region Guide Media Package

**Take
advantage of
our incredible
distribution
and target
market!!**

**Award
Winning
Publication**

LAKE *Texoma* REGION
2016 GUIDE

OKLAHOMA TRAVELOK.COM

SWIMMING BOATING GOLFING
FAMILY FUN BIKING RELAXATION
PARKS explore COOKOUTS HI
EVENTS WILDLIFE HUNTING LODGING
CAMPING ESCAPE
RESORTS BEACHES SKIING DINING CASINO

The Official Publication of the Lake Texoma Association / www.LakeTexomaOnline.com

LAKE *Texoma* REGION
2016 MAP

OKLAHOMA TRAVELOK.COM

SWIMMING BOATING
FAMILY FUN BIKING COOKOUTS
PARKS explore FISHING
EVENTS WILDLIFE LODGING
CAMPING ESCAPE
RESORTS BEACHES SKIING DINING CASINO

**Don't miss this exclusive advertising
opportunity in the one and only, full size,
OFFICIAL LTA produced Map of Lake Texoma**

LAKE TEXOMA
ASSOCIATION
www.LakeTexomaOnline.com

The Official Publication of the
Lake Texoma Association
www.LakeTexomaOnline.com



Produced in cooperation
with the Oklahoma Tourism
and Recreation Department

OKLAHOMA
TRAVELOK.COM

What is the 2017 Lake Texoma Region Guide?

The most **COMPREHENSIVE TRAVEL INFORMATION RESOURCE** for millions of visitors to the **Texoma Region** each year!

Why should **YOU** advertise in the award winning **Lake Texoma Region Guide**?

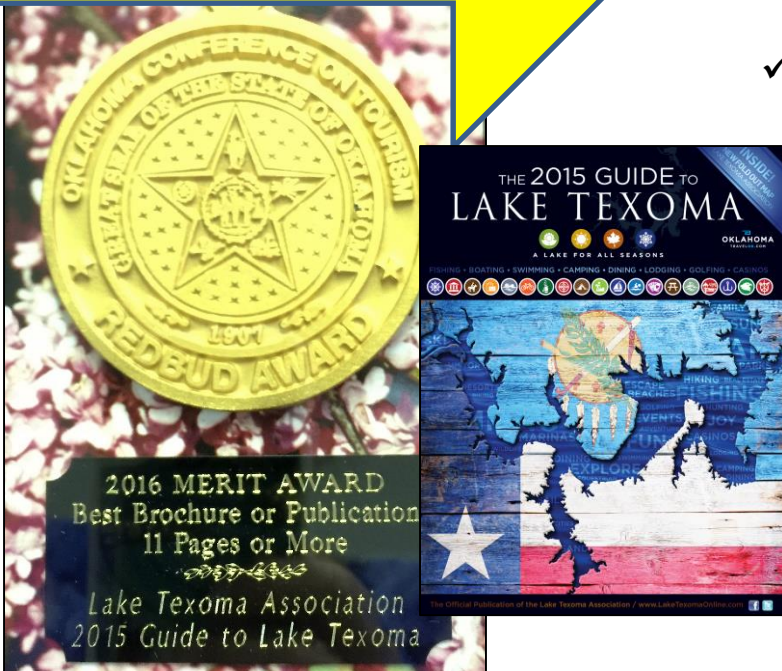
At least 50,000 books produced annually benefits include:

- ✓ Extensive Distribution Points:
 - ✓ All Oklahoma **AND** Texas Travel Information Centers located throughout both states,
 - ✓ Boat, Sport, Travel, Vacation & Adventure Shows and Expos in Oklahoma, Texas, and Kansas,
 - ✓ Texoma Regional Businesses / Lodging / Entertainment / Chambers of Commerce,
- ✓ Full size visitor tri-fold maps of Texoma Region exclusive ad opportunity for Guide ad purchasers,
- ✓ Support the Lake Texoma Association's mission to Protect, Preserve and Promote Lake Texoma & the surrounding region!

Take a look at previous year editions on the LTA website:

www.LakeTexomaOnline.com/The-Guide-to-Lake-Texoma

Make sure to take advantage of this exclusive advertising opportunity in the **ONE AND ONLY**, full sized, tri-fold, Lake Texoma Association produced **OFFICIAL Map of Lake Texoma!!**



2017 Lake Texoma Region Guide- Rate Sheet

The Official Publication of the

LAKE TEXOMA
ASSOCIATION

			2017	2017
Premium Positions:	Width	Height	Guide Ad Only	+ Map Ad*
Cover Fold Out	16.75"	10.875"	\$15,000	Complimentary
Centerfold fold out & 2 pages (6 ad pages)	50"	10.875"	\$20,000	Complimentary
Next to fold out map (2 pages)	16.75"	10.875"	\$8,000	Complimentary
Next to fold out map (1 page)	8.375"	10.875"	\$5,000	Complimentary
Double Truck Ad Pages	16.75"	10.875"	\$7,800	Complimentary
Outside Back Cover	8.375"	10.875"	\$6,500	Complimentary
Inside Front Cover	8.375"	10.875"	\$5,500	Complimentary
Front Inside Page	8.375"	10.875"	\$5,500	Complimentary
Table of Cont. Companion	8.375"	10.875"	\$4,700	Complimentary
Last Inside Page	8.375"	10.875"	\$4,700	Complimentary
Inside Back Cover	8.375"	10.875"	\$4,700	Complimentary
2 Page Advertorial^	16.75"	10.875"	\$7,500	Complimentary
1 Page Advertorial^	8.375"	10.875"	\$4,350	Complimentary
Full Page	8.375"	10.875"	\$4,350	Complimentary
Marketplace Ad Space:	Width	Height	Guide Ad Only	+ Map Ad*
2/3 Page	7.5"	6.5"	\$3,000	\$175
2/3 Page Vertical	5"	9.875"	\$3,000	\$175
1/2 Page Horizontal	7.5"	4.1825"	\$2,500	\$200
1/2 Page Vertical	3.625"	9.875"	\$2,500	\$200
1/3 Page Horizontal	7.5"	3.1875"	\$1,500	\$225
1/3 Page Vertical	3.5"	9.875"	\$1,500	\$225
1/4 Page	3.625"	4.1825"	\$1,200	\$250
1/6 Page Horizontal	3.625"	3.145"	\$800	\$275
1/6 Page Vertical	2.354"	4.83"	\$800	\$275
1/12 Page	2.354"	2.29"	\$400	\$300

Premium Positions may use Full Bleeds with their press ready ad if desired; allow 1/4" Bleed all four sides when submitting an Ad File with Full Bleeds.

Ad Space Reservations Closing Date:
September 18, 2016

Ad Materials & Copy Closing Date:
October 9, 2016

At least 50,000 books + 10,000 full size fold out maps will be printed, based on demand.

Advertisers will receive a complimentary allotment & delivery of Guides and Maps for cross-promotional use.

Lake Texoma Association

PO Box 610

Kingston, OK 73439

Toll Free: 855-4LAKEINFO

Phone: 580-564-2334

www.LakeTexomaOnline.com

Email: LTAinformation@sbcglobal.net

* Map Ad size will be proportional to size of Guide Ad purchase and will be included in the fold out map & tri-fold maps. Map ad available only with Guide ad purchase.

^Advertiser is responsible to provide press ready ads. If ad design is necessary, please contact the LTA office for design contact and quotes.

ADVERTISING INSERTION ORDER– “2017 Lake Texoma Region Guide”

This application for advertising in the **2017 Lake Texoma Region Guide** will become a contract upon acceptance and is based upon, ad size agreement, rates and rules governing the publication. The 2017 Lake Texoma Region Guide & general information that are included with this form constitutes part of the contract. The publisher reserves the rights to change editorial and positioning, excluding prime positioning, with no advance notice to the advertiser. Agreed advertising rates are listed in this media package. (Cost for ad design are not included.) These costs will be discussed in advance and agreed upon with the advertiser.

PAYMENT: Positions may be held by completing the Insertion Order for Adverting Space. All ad space must be paid for before press as agreed upon between and the advertiser and Lake Texoma Association, with no refunds after the position is held. Acceptance of money by the Lake Texoma Association under this contract is not binding upon the publication if said money is returned before acceptance of contract, by signature of duly authorized representative hereon. Verbal agreements or promises made by sales representatives will not be binding unless authorized on the Advertising Insertion Order upon submission.

ADVERTISING COMPANY: _____ **Date:** _____
ADDRESS: _____
CITY: _____ **STATE:** _____ **ZIP:** _____
E-MAIL ADDRESS: _____ **WEBSITE:** _____
CONTACT PERSON FOR ADVERTISING INFO: _____
CONTACT PHONE: _____ **FAX:** _____ **Other:** _____
NAME: _____ X _____

Print or type name

Authorized Signature

2017 Lake Texoma Region Guide
Lake Texoma Association
PO Box 610
Kingston, OK 73439
LTainformation@sbcglobal.net
www.LakeTexomaOnline.com

Ad Size:	_____
Total price:	\$ _____

PLEASE PRINT CLEARLY (CHECK ONE)

BUSINESS CHECK #: _____ **Invoice Contact:** _____ **Phone:** _____

CREDIT CARD: VISA ___ MASTERCARD ___ **CREDIT CARD #:** _____ **EXP DATE:** _____ **Security #:** _____

I _____ Authorize the Lake Texoma Association to bill my CC and agree/accept the 3.75% convenience fee.

NAME, EXACTLY AS IT APPEARS ON THE CARD _____

AUTHORIZED SIGNATURE X _____

BILLING ADDRESS: _____ **CITY:** _____ **ST:** _____ **ZIP:** _____

INDIVIDUAL ___ CORPORATE ___ **CARD BILLING LOCATION PHONE:** _____

Office # 580-564-2334

Fax # 580-564-2344

Email: LTainformation@sbcglobal.net