



# MEDIA KIT 2026-2027

DIGITAL ADVERTISING

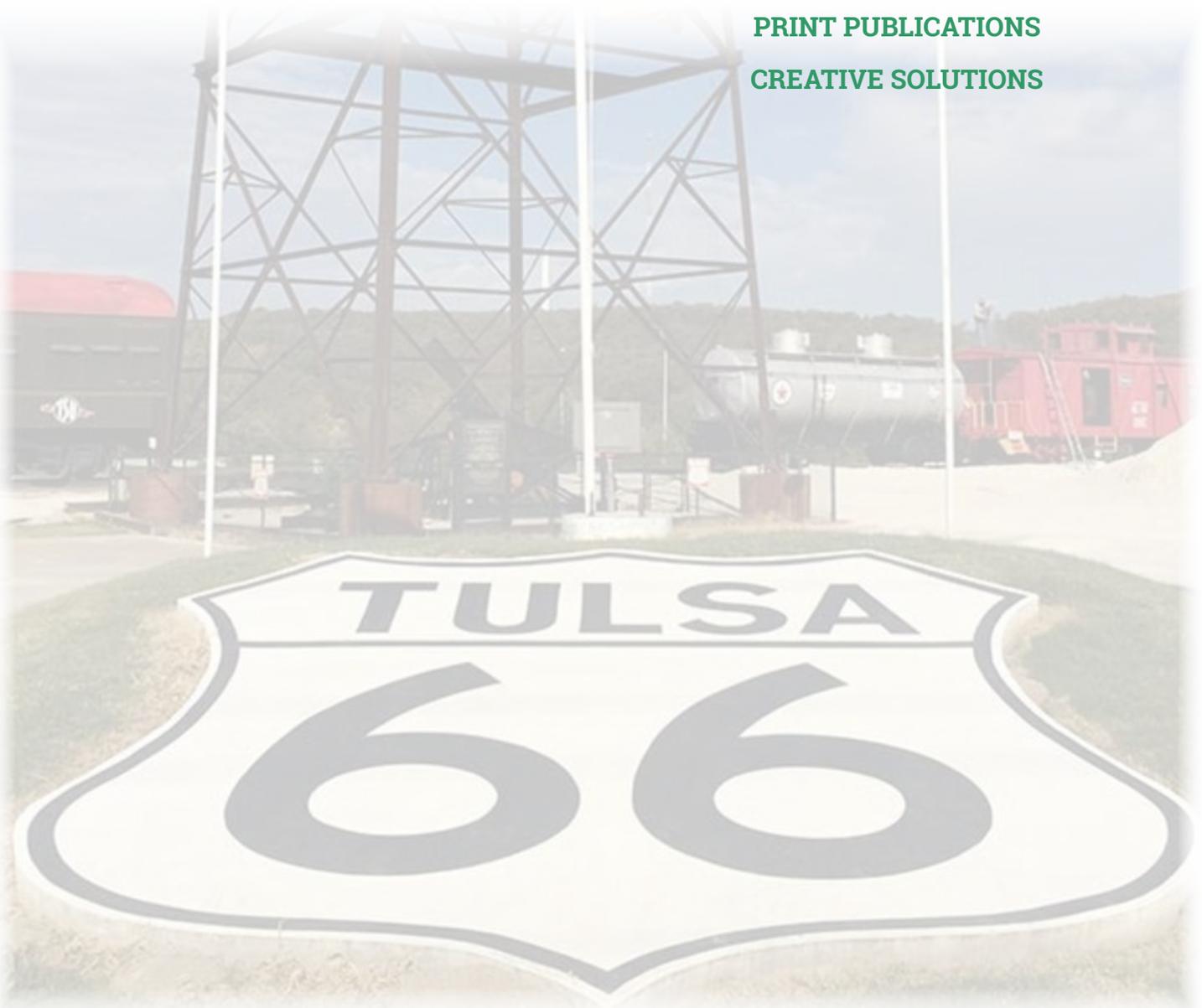
PUBLIC RELATIONS

RESEARCH

SOCIAL MEDIA

PRINT PUBLICATIONS

CREATIVE SOLUTIONS



**Tanya Andrews | [tandrews@greencountryok.com](mailto:tandrews@greencountryok.com)**

2512 E. 71st Street, Suite A, Tulsa, OK 74136 | 918.744.0588 | [GreenCountryOK.com](http://GreenCountryOK.com)

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Green Country’s public-private partnership allows us to offer a broad range of services at reduced costs, and some are free.

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## MEMBER BENEFITS - WHY YOU SHOULD BE A MEMBER

This “**grassroots**” association is embodied by a group of people working together and uniting with a common purpose. By pooling our resources and talents, we can achieve more for the 18-county region of northeast Oklahoma – **Green Country!**

Green Country provides a variety of **COMPLIMENTARY** services to our members and offers a dynamic marketing program at the most cost-effective pricing available. Working together as a region, we present a larger destination that will engage visitors of all ages and interests.

Our hope is this marketing planner will acquaint you with our broad program of services and encourage you to join us in promoting this beautiful and lush region of Oklahoma.

Advertising & Marketing Co-Ops: **Save time - Save money - Get results!**

### Digital | Online Marketing

Paid Search | Banner Ads | Video Ads

Social Media Management: Facebook | Instagram

Advertising on GreenCountryOK.com

Complimentary Listings with Photos and Links to your Website | Free Event Listings

Professional Photography | Videography | TV Commercials

AD Banner | Mobile Footers | Premium Page Sponsor | Spotlight Ads | Run of Site

Newsletter Advertising (Members Only) | Newsletter Sponsor | Public Relations

### Zartico – Data Research Program

Visitor Impact Reporting

### Publications | Guides

Oklahoma Travel Guide | Oklahoma Today | American Road & More

Green Country Publications: Attractions Map | Guide to Green Country | Destination Green Country

### Consumer Show Representation + Literature Co-Op Opportunities

### Creative Production and Printing Services

Community Visitor Guides

Postcards | Posters | Rack Cards | Street Banners | Menus | Maps | More

Legislative representation in cooperation with Oklahoma Lakes & Countries Association and Oklahoma Travel Industry Association

### Networking Opportunities with Industry Professionals

Newsletters – written and distributed monthly to consumers and industry partners

Public Relations – complimentary press releases written and/or distributed

2512 E. 71st Street, Suite A, Tulsa, OK 74136 | 918.744.0588 | GreenCountryOK.com



# MEMBER APPLICATION

Organization/Member Name:
Contact:
Mailing Address:
Street Address:
Phone:
Email:
Website:
Additional/Media/Graphic Design Contact(s):
Special Instructions:
Sign and Date:

Annual membership dues are \$400 and are billed each December.  
Online member application and payment options (processing fee applies) at [GreenCountryOK.com](http://GreenCountryOK.com)



## CONSUMER SHOWS

Green Country Tourism and their sponsors represent Green Country at consumer shows. Green Country offers co-op opportunities to distribute member literature for a small fee

### UPCOMING SHOWS FOR 2026:

OKC Home & Garden Show Oklahoma City, OK	Jan 17-19, 2026
McAllen Texas Winter Texas Expo McAllen, TX	Jan 20-21, 2026
Kansas City RV Show Kansas City, MO	Jan 23-25, 2026
Chicago RV & Outdoor Show Chicago, IL	Feb 12-15, 2026
Dallas RV Show Dallas, TX	Feb 19-22, 2026
Grove Home & Garden Show Grove, OK	Feb 20-21, 2026
Bassmaster Classic Expo Ft. Worth, TX	March 13-15, 2026
Redcrest Outdoor Sports Expo TBD	April 4-6, 2026
Wichita Women's Fair Wichita, KS	April 24-26, 2026
AAA Route 66 Road Fest 2026 Tulsa, OK	June 27-28, 2026

### 2026 SPONSORS:



VISITCHEROKEENATION.COM



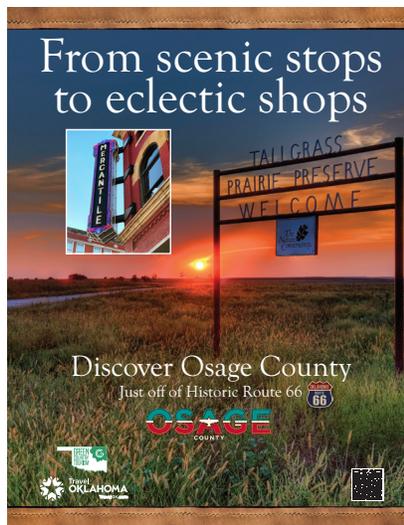
# CREATIVE SERVICES/DESIGN/PRODUCTION

Green Country provides a wide range of services for the promotion of the region. If you do not find what you need in the list below, give us a call – we are happy to discuss your project.

- Ad Design—Printed Material/Digital Ad Sets
- Billboard Designs
- Guides & Brochures
- Graphic Design
- Print & Delivery
- Community Tear Maps
- Posters
- Profile Sheets
- Rack Cards
- Street Banners



PLAN YOUR TRIP AT  
VISITCLAREMORE.COM



## GRANDLAKE CABINS

*A peaceful stay on Bird Island*

The Grand Lake Cabins offer an ideal escape for romantic weekends, family gatherings, or simply unwinding and reconnecting with nature.

Nestled in a scenic wooded setting just minutes from Grand Lake O' the Cherokee, this community of charming rental cabins provides a serene environment for relaxation and rejuvenation.

www.cabinsatgrandlake.com  
**918-782-6111**  
 Pets Welcome   
 grandlakecabinrentals@gmail.com



## COME SEE GRAND LAKE'S BEAUTIFUL BOTANICAL GARDEN

*Open Daily Year Round*

- Rhododendrons
- Monarch Waystation
- Azaleas
- Japanese Maples
- Dogwoods
- Hummingbird Garden
- Gift Shop
- Peonies...and more!

Lendonwood Gardens

Guided tours by appointment.  
 Available for weddings and special events.  
 1308 Har-Ber Rd, Grove, OK • Lendonwood.com • 918.786.2938



## 1. GOOGLE BANNER ADS \*

- Client banner ads served on hundreds of thousands of websites and apps that participate in the Google Display Network
- We upload an image, logo and text (must fit in text field) and Google automatically builds a professional looking ad in a wide variety of sizes including vertical, horizontal and square/rectangle.
- Ads are targeted in a variety of ways including geography, users' interests or demographics, websites with targeted keywords or topics and retargeting customers who have previously shown interest
- Pay only for click-throughs

## 2. GOOGLE PAID SEARCH \*

- Client text ads are served (positioned) on Google Search Results page
- Determines tailored set of "search" keywords and phrases appropriate to achieve higher client ranking (in line with client goals)
- Each ad group will have three versions for A/B testing

## 3. VIDEO ADS

- Video commercials placed on YouTube run before YouTube Videos
- Video commercials are targeted to users' interests, video topics or retargeted to customers who have previously shown interest
- Pay only when users watch at least 30 seconds of your video ad. Most paid views cost less than a dime

Annual Contract:	<b>\$400/month for each component**</b>
Bundle Discounts:	
Any 2 (Banner Ads, Paid Search, Video Ads):	<b>\$625/month**</b>
All 3 (Banner Ads, Paid Search, Video Ads):	<b>\$925/month**</b>

### Month to Month:

Google Banner or Video Ads Only - Ads are served on hundreds of thousands of websites and apps that participate in the Google Display Network or on YouTube.

Month to Month:	<b>\$925/month</b> (includes media buy)
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\* Included in Paid Search & Banner Advertising:

- Up to five (5) ad groups
- Free impressions when ads are not clicked
- Pay ONLY when ad is clicked
- Monitored ad performance and appropriate adjustments
- Excludes websites for banner ads that do not fit within your goals
- Excludes keywords from searches that do not fit within your goals (e.g. Miami, OK vs. Miami, FL)

\*\*Plus click through budget: Client determines amount spent monthly for click throughs (we recommend \$150/month minimum to be effective)



## Increase Your Web Traffic | Build Brand & Customer Engagement

**Digital Generator (Jennifer Kalkman, Principal)** manages Green Country's social media marketing and advertising, offers skilled and knowledgeable staff, and saves you substantial money!

Jennifer's qualifications include:

MBA with emphasis on Marketing

- 33+ years experience (25+ years in tourism industry)
- Google Adwords Certified
- Former Director of TravelOK.com and Online Marketing for OTRD (14 years) during which time TravelOK.com gained a reputation for leading edge online marketing and achieved a #1 ranking for state tourism websites for several months, growing traffic to more than 1 million users each month.

Green Country's Social Media Management Includes:

- Facebook and Instagram
- Develops client post calendar and identifies appropriate content
- Creates and posts to social profiles, including links and images
- Responds to client's audience (through engagement)
- Monthly performance tracking and reporting

### **SOCIAL MEDIA MANAGEMENT      \$950/month + media buy (min. of \$150)**

Get proven results from your social media efforts! Tell the stories that drive traffic to your website and visitors to your attraction!

- |                                       |           |
|---------------------------------------|-----------|
| • @OKGreenCountry Facebook Followers: | 105,000+  |
| • Facebook reach FY '25               | 6,209,636 |
| • Website links from FB to website:   | 40,273    |

### **Facebook Posts: Buy one Post or bundle for savings!**

- Proven results on Facebook at @OKGreenCountry with 102,547+ followers
- Will strengthen your social media outreach with professional targeting of your posts
- The posts can link to your website or Facebook account
- Must be used within one year of purchase

Bundle: Buy 3 Facebook posts get 1 free\* - just **\$700**  
INCLUDES a \$25 targeted per post boost

Buy 1: **\$250**—INCLUDES \$25 for targeted boost





## NEWSLETTER ADVERTISING - REACH 3,100

- Written and distributed by Jordan Attebury, Director of Communications.
- Directly emailed once per month to 2,450 consumers and 600 industry professionals
- Maximum of three advertisers per email
- Links to your information on GreenCountryOK.com or advertiser's website
  - Open rate: 14.86%
  - Click rate: 13.29%

## NEWSLETTER SPONSOR

- Logo on industry and consumer newsletters. Logo links to your website or social media account **\$100 per month**
- Photo and description on consumer newsletter that links to your website or social media account **\$350 per month**

## PUBLIC RELATIONS: Press Releases - Free (Members Only)

- 90+ media outlets in the four-state region – magazines, TV, radio, newspaper
- 100+ tourism professionals
- 50+ Oklahoma Legislators
- One press release per month or 12 per year for your organization
- Write and release or edit and release
- Press release must promote a tourism attraction, festival or special event that will attract visitors from outside the city or region.

JORDAN ATTEBURY | COMMUNICATIONS DIRECTOR | PR@GREENCOUNTRYOK.COM | 918-744-0588



# WEBSITE ADVERTISING

Place your message in front of travelers seeking information on **GreenCountryOK.com** with our featured ads program. Your ad will serve on a variety of pages throughout the website and will deliver thousands of impressions to motivated travelers.

## SPOTLIGHT ADS:



## CREATIVE INFORMATION:

- Responsive website design allows ads to display on all devices.
- Placements are designed to match the visual aesthetic of GreenCountryOK.com
- Images should be single photographs without any overlaid elements, including logos. No collages or photoshopping please.
- All character count specs include individual spaces, punctuation, marks and letters.
- Calendar content creation offered at an additional \$75/month and includes monthly ad updates.

## RUN OF SITE (ROS) BANNERS:



**Holidays Are Brighter With Family!**  
 Holiday lights, food, shopping and plenty of good cheer will be the buzz throughout Rogers County. Enjoy Christmas parades and making memories with loved ones while celebrating the season!  
[Learn More >](#)

	Available Units	Monthly Spend/ Unit Member	Monthly Spend/ Unit Non-Members
<b>RUN OF SITE PLACEMENTS</b>			
Run of Site Banner x2	1	\$115	\$138
Mobile Footer	1	\$115	\$138
Spotlight x4	6	\$100	\$120
<b>FEATURED LISTINGS</b>			
Featured Listing - Things to Do	5	\$100	\$120
Featured Listing - Things to Do>Casinos, Nightlife & Bars	5	\$150	\$180
Featured Listing - Places to Stay	9	\$125	\$150
Featured Listing - Places to Eat	10	\$85	\$102
Featured Listing - All Others	10	\$85	\$102
<b>PREMIUM PAGE SPONSORS</b>			
Premium Page Sponsor - Things to Do	1	\$125	\$150
Premium Page Sponsor - Things to Do>Casinos, Nightlife & Bars	1	\$175	\$210
Premium Page Sponsor - Places to Stay	1	\$150	\$180
Premium Page Sponsor - Places to Eat	1	\$105	\$126
Premium Page Sponsor - All Others	1	\$105	\$126

## PREMIUM PAGE SPONSOR:



## FEATURED LISTINGS:



# PHOTOGRAPHY/VIDEOGRAPHY/TV COMMERCIALS

## Video/Commercials- SPECIAL: Pre-Roll & Run of Newscast Mid-Roll

Play a :15 commercial as pre-roll across all Newson6.com platforms and mid-roll during 6 Now Live newscasts across all Newson6.com platforms.

**Impressions Per Month: 20,000 Pre-roll and 50,000 Mid-roll (per availability)**  
**Monthly Rate: \$1,200**

## SPECIAL: Video Pre-Roll

Play a :15 commercial as pre-roll prior to video content on Newson6.com as well as the Newson6.com Mobile Site and Apps which assures the message will be seen by viewers clicking on video features.

**Impressions Per Month: 20,000 (per availability)**  
**Monthly Rate: \$950**

## SPECIAL: Mid-Roll

Play a :15 or :30 commercial as mid-roll during 6 Now Live newscasts across all Newson6.com platforms.

**Impressions Per Month: 67,000 (per availability)**  
**Monthly Rate: \$950**

Professional photography for Green Country members and partners is available through Scott Donathan with Donathan Design. Green Country will serve as the liaison. Upon completion, you will have the final approval on the product. Photography is \$150 per hour plus \$2 per mile travel. Rate applies to pre-production, postproduction and on-site photography. Services must be scheduled at least two weeks in advance and are subject to weather conditions.

For video creation and TV commercials, Green Country will serve as the liaison between you and Griffin Media. These two programs go hand-in-hand. Professional photos can be used in making videos/commercials, and Griffin will schedule the commercials before, during and after prime time. Videos will have logos for Green Country, TravelOK.com and Griffin. Should the client want to purchase the video after the promotion runs (sans logos), the cost is \$600.



ZARTICO GOES BEYOND MARKETING

STRATEGIC PLANNING/DESTINATION DEVELOPMENT/IMPACT REPORTING/BENCHMARKING

Zartico uses geolocation, spending and lodging data to identify your ideal markets, so you can attract the people who will come, stay and spend.

Zartico's reports will help you answer:

- Who are my visitors?
- Where do they come from?
- What did they do in my destination?
- How much did they spend?
- What did they spend on food, retail, lodging?

Types of reports and ability to drill down into region, county or city:

**Executive Pulse:** What is the balance of visitors vs. residents in your destination and how are visitors contributing to your economy? (Region/County/City)

**Local Visitor Lens:** Understand your local visitors and how they spend and consume in your destination compared to visitors. (Region/County/City)

**Visitor Snapshot:** Understand your visitor makeup, where they come from and how they spend within your destination. (Region/County/City)

**Identify Markets:** Identify quality visitor markets for your need period. Use this to develop campaigns and personalization strategies.

**Build Profiles:** Select visitor markets to understand what they're more likely to engage with compared to your average visitor.

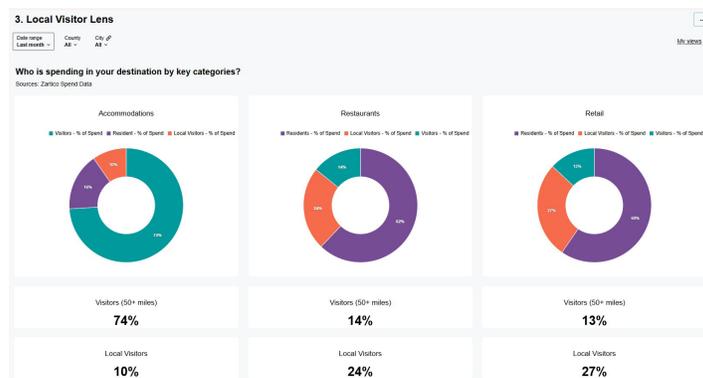
**Destination Lift:** Select visitor markets to measure year-over-year changes. (Region/County/City)

Member Benefits:

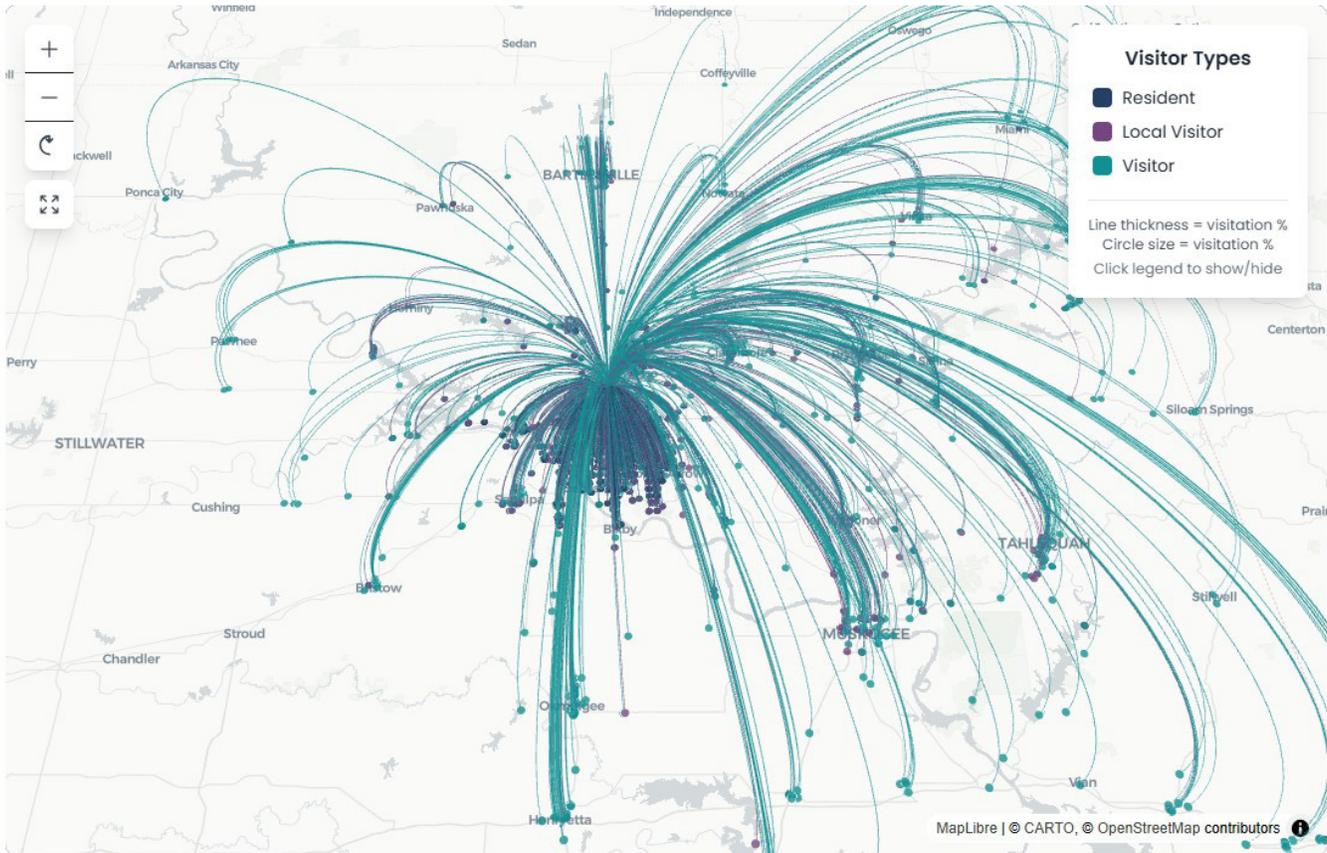
- Personal Account Log-In
- Unlimited Report Access
- Ability to Compare Data dating back to January 2021
- Monthly Zoom with Zartico and Green Country Tourism

**PUBLISHED ZARTICO SUBSCRIPTION RATE: \$75,000**  
**GREEN COUNTRY CO-OP RATE: \$5,000**

EXAMPLE LOCAL VISITOR LENS DATA



### Where Else Do Tulsa Zoo Visitors Visit?



The Zartico Visitor Journey reports provide insight into where visitors, local visitors and residents go after visiting a specific point of interest.

**UNLIMITED VISITOR JOURNEY REPORTS INCLUDED WITH SUBSCRIPTION**  
**ZARTICO VISITOR JOURNEY REPORT: \$100/ REPORT WITHOUT A SUBSCRIPTION**



# PUBLICATIONS - GREEN COUNTRY - 2027 ATTRACTIONS MAP

Circulation -- 40,000



## Distribution:

- Oklahoma Travel Information Centers
- GreenCountryOK.com
- Chambers of Commerce/Welcome Centers in Green Country
- Hotels/Motels/Attractions/Advertisers
- Consumer Travel Shows
- Digital version with hyperlinks on GreenCountryOK.com

**1 THE PAPILION BUTTERFLY HOUSE AND TEACHING GARDENS**

Papilion Teaching Garden and Georgia-Pacific Butterfly House is Oklahoma's only enclosed butterfly house. This open-air captive butterfly sanctuary exhibits up to 26 varieties of native and tropical butterflies. A Children's Garden displays herbs and vegetables to touch, taste, and smell. Sponsored by Friends of Honor Heights Park.

FB: Butterfly Papilion at Honor Heights  
 Mon-Sat 9am-3pm, Sun 1-4pm Mothers Day weekend thru Sept 30  
 Adults \$3 | Child/Military/65+ \$2 | Under 3 Free

1810 Honor Heights Dr, Muskogee • 918.684.6303 • MuskogeeParks.com



Size	Dimensions	Member Rate	Non-member Rate
Back Panel*	4" x 9' + .125" bleeds	\$2,415	\$2,530
Inside Panel* (2)	4" x 9" + .125" bleeds	\$1,900	\$1,990
Full Panel	4" x 9' " .125" bleeds	\$1,450	\$1,520
Listing	1.5" x 1.25" Image + 60-70 words	\$600	\$650

\*Include additional .125" each side for bleeds.

Ad creation offered at no charge for members including 2 proofs, \$80/hr for additional proofs. Ad creation for non-members is \$100/hr.

Issue	Space Deadline	Materials Deadline	Camera Ready
2027	July 10	July 24	July 31



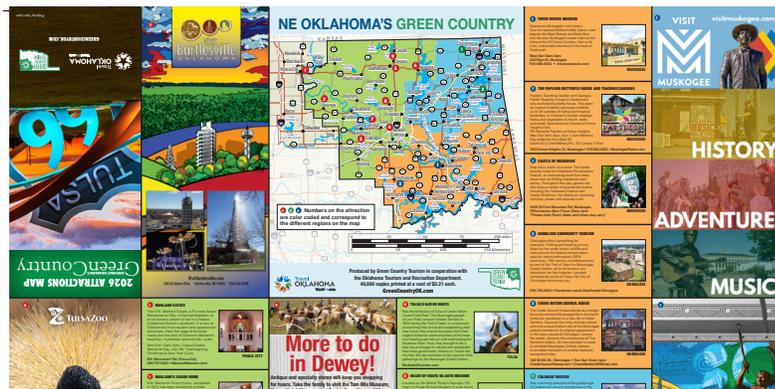
**Group Tour Guide: Direct Mailing to Group Tours**

**Distribution:**

- 1,000 Guides mailed in March 2027
- QR Code to Landing Page on GreenCountryOK.com
- Hyperlink from GreenCountryOK.com to advertiser website

**PREMIER SPONSOR: \$2,500**  
(One Available - \$4,000 Total Value)

- Front Cover Image
- Full Page Ad
- Page Itinerary



Size	Dimensions	Member Rate	Non-member Rate
Front Cover Image (Members Only)*	With Sponsor Pkg	\$2,500	
IFC, IBC*	8.375" x 5.375"	\$1,800	\$2,000
Back Cover*	4.625" x 5.375"	\$1,800	\$2,000
Full Page - Includes 1 Page Itinerary	7.8125" x 4.75"	\$1,500	\$1,650
1/2 Page	3.8229" x 4.75"	\$1,000	\$1,200
1/4 Page	1.8281" x 4.75"	\$500	\$650

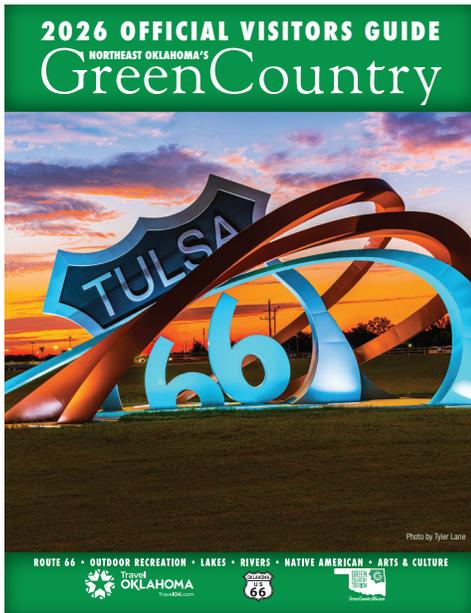
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Issue	Space Deadline	Materials Deadline	Camera Ready
2027	November 6	November 20	December 4





**Circulation -- 60,000**

**Distribution:**

- Oklahoma Travel Information Centers
- GreenCountryOK.com
- Chambers of Commerce/Welcome Centers in Green Country
- Hotels/Motels/Attractions/Advertisers
- Consumer Travel Shows
- Digital version with hyperlinks on GreenCountryOK.com
- Certified Folder Distribution to: OKC & NW Arkansas
- Direct Requests from GreenCountryOK.com - Mailed
- Shop, Dine & Fun Advertising Section Available

Size	Horizontal (W x H)	Vertical (W x H)	Member Rate	Non-member Rate
Back Cover*	8.375" x 10.875"	8.375" x 10.875"	\$7,150	
IFC, IBC, Page 3*	8.375" x 10.875"	8.375" x 10.875"	\$6,490	\$7,000
Full Page	7.375" x 9.875"	7.375" x 9.875"	\$5,700	\$6,150
2/3 Page	7.375" x 6.525"	4.864" x 9.875"	\$4,070	\$4,415
1/2 Page	7.375" x 4.875"	3.625" x 9.875"	\$3,200	\$3,325
1/3 Page	7.375" x 3.20"	2.375" x 9.875"	\$2,300	\$2,460
1/4 Page	7.375" x 2.375"	3.625" x 4.875"	\$1,650	\$1,730
Point of Interest Listing	Name, website or QR code	200 character	\$300	\$500

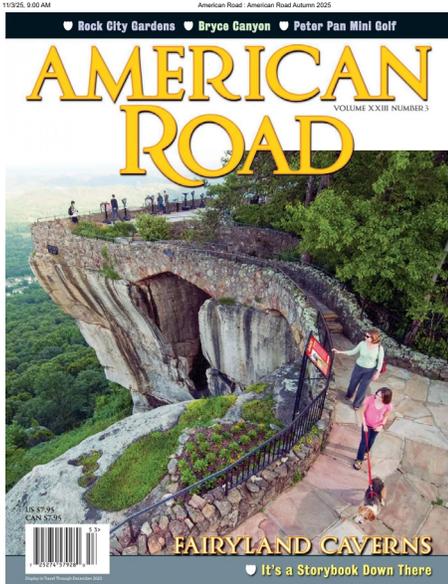
\*Include additional .125" each side for bleeds.

Ad creation offered at no charge for members including 2 proofs, \$80/hr for additional proofs. Ad creation for non-members is \$100/hr.

Issue	Space Deadline	Materials Deadline	Camera Ready
2027	September 4	September 18	October 2



# MAGAZINE PUBLICATIONS - AMERICAN ROAD



**Circulation -- 30,000**

**Readership -- 120,000 Web Views -- 750,000**

Distribution: Nationwide, Subscriptions, Retail Book Stores

- Group Tour Leaders 2,800
- Bank Loyalty and Travel Clubs
- Going On Faith Conference
- African American Group Travel Conference
- Select Travel Conference
- Small Market Meetings Conference
- Social Networking post (activity tracked via third-party)
- Sponsor for PBS Wild Travel Show
- Reader service card
- Sweepstakes sponsorship with opt-in leads
- Trackable: Clicks and downloads are tracked and reported through clickmeter.com

Size	Horizontal (W x H)	Vertical (W x H)	Member Rate	Non-member Rate
Premium Page	7.5" x 9.4375"	7.5" x 9.4375"	\$3,500	\$6,217
Full Page	7.5" x 9.4375"	7.5" x 9.4375"	\$3,350	\$6,072
1/2 Page	7.5" x 4.875"	3.6875" x 9.4375"	\$1,675	\$3,596
1/4 Page	3.6875" x 4.656"	N/A	\$850	\$1,816

\* Ad creation offered at \$80/hr for members and \$100/hr for non-members.

Issue	Space Deadline	Camera Ready
Spring: April/May/June	February 13	February 25
Summer: July/Aug/Sept	May 8	May 27
Fall: Oct/Nov/Dec	July 15	July 29
Winter: Jan/Feb/March	November 10	November 24



# MAGAZINE PUBLICATIONS - OKLAHOMA TODAY

**Circulation -- 27,500**

**Readership -- 81,125**

**Distribution:**

- Worldwide Subscribers
- Newsstands in 50 states and 11 foreign countries
- Largest paid circulation magazine published in Oklahoma

**Readers:**

- 57% Female
- 54% Household Income \$80,000
- 63% of subscribers retain their copies for 6 months

**Publishes:**

- 1st of the month

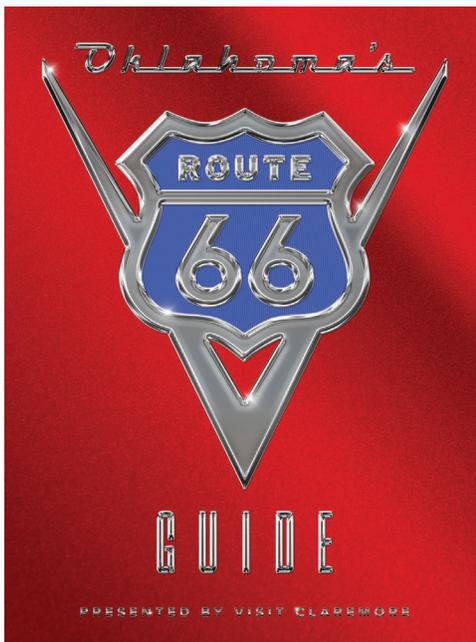


Issue	Space Deadline	Camera Ready
Mar/Apr '26	January 8	January 13
May/June '26	February 20	March 3
Jul/Aug '26	May 1	May 12
Sep/Oct '26	July 1	July 14
Nov/Dec '26	August 17	September 1

Size	Horizontal (W x H)	Rate 1X	Rate 3X	Rate 6X
Full Page	8" x 10.875" + .125" bleed	\$3,140	\$2,890	\$2,670
2/3 Page	4.625" x 10"	\$2,290	\$2,150	\$2,010
1/2 Page Vertical	4.625" x 7.375"	\$1,670	\$1,560	\$1,520
1/3 Page Square	4.625" x 4.875"	\$1,200	\$1,120	\$1,010
1/3 Page Vertical	2.125" x 10"	\$1,200	\$1,120	\$1,010
1/6 Page Horizontal	4.625" x 2.375"	\$630	\$570	\$520

\* Ad creation offered at \$80/hr for members and \$100/hr for non-members.





**Circulation -- 200,000 Print & Digital**

Distribution:

- Oklahoma Travel Information Centers
- TravelOK.com
- Oklahoma State Parks
- Chambers of Commerce/Vistor Centers
- Consumer Shows Nationwide
- International Sales Missions & Travel Shows

Space Deadline	Materials Deadline
October 2	October 9

Size	Horizontal (W x H)	Published Rate
Inside Front Cover	8" x 10.875"	\$
Inside Back Cover	8" x 10.875"	\$
Full Page	8" x 10.875"	\$
1/2 Page H	7" x 4.7975"	\$

Ad creation offered at \$80/hr for members and \$100/hr for non-members.

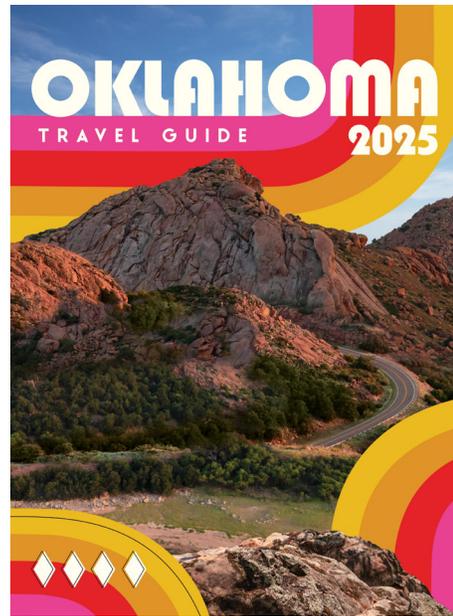


**Circulation -- 150,000 Print & Digital**

**Distribution:**

- Oklahoma Travel Information Centers
- Chambers of Commerce
- Nationwide Consumer & Group Travel Shows
- International Sales Missions & Travel Shows
- TravelOK.com
- Oklahoma State Parks
- Community Visitor Centers

Publishes: January 2027



**Heavily Promoted Across Tourism Mediums**

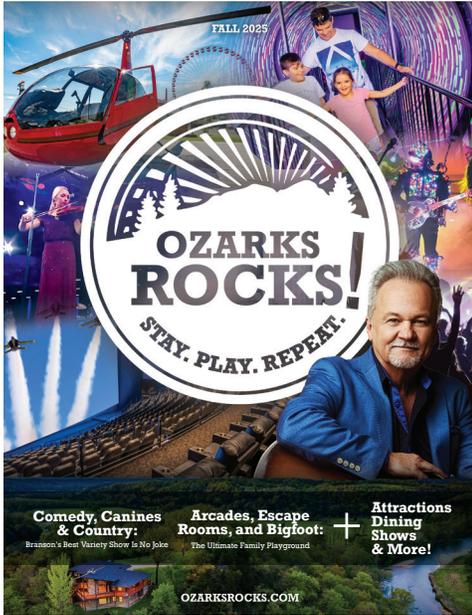
- Features attractions, lodges, restaurants, etc.
- Top Markets: Oklahoma, Texas, Missouri, Kansas, Arkansas, Illinois, California & Florida

Size	Horizontal (W x H)	Published Rate	Run of Book	Co-op Rate
Full Page	8" x 10.875"	\$	\$	\$
2/3 Page	4.625" x 10"	\$	\$	\$
1/2 Page Vertical	4.625" x 7.375" (3.875" x 8.375" co-op)	\$	\$	\$
1/2 Page Horizontal	8" x 4.05" (co-op)	\$	\$	\$
1/3 Page Square	4.625" x 4.875"	\$	\$	\$
1/3 Page Vertical	2.125" x 10"	\$	\$	\$
1/4 Page	3.875" x 4.05" (co-op)	\$	\$	\$
1/6 Page Horizontal	4.625" x 2.375"	\$	\$	\$

\* Ad creation offered at \$80/hr for members and \$100/hr for non-members.



# SEASONAL PUBLICATIONS - OZARK ROCKS



**Publishes -- April 5 & August 31, 2026**

**Circulation -- 25,000 Print & Digital**

Distribution (SW Missouri, NW Arkansas and NE Oklahoma):

- Muskogee Phoenix
- The Joplin Globe
- Tahlequah Daily Press
- Claremore Daily Progress
- The Norman Transcript
- NW Arkansas Democrat-Gazette
- River Valley Democrat-Gazette
- La Prensa Libre, AR
- Welcome Centers
- Online Ads, Social Media Campaigns, Subscriber eBlasts
- Chamber Distribution

**Space Deadline**

**Materials  
Deadline**

February 20

March 17

July 17

July 24

Size	Horizontal (W x H)	Rate
Full Page	7.5" x 9.8" w/ bleed 8.75" x 11.25"	\$1,164
1/2 Page	7.5" x 4.8"	\$812
1/4 Page	3.65" x 4.8"	\$552

\* Ad creation offered at \$80/hr for members and \$100/hr for non-members.



# PUBLICATIONS - ROUTE MAGAZINE

## Circulation -- 130,000 Print & Digital

Specializes in Route 66 through content, ads and celebrity interviews

Distribution:

- Barnes & Noble and Books-A-Million Stores Nationwide
- 32,000 Unique Subscribers
- Available at Numerous Retailers across Route 66
- In-Room Placement in over 2,500 Hotels/Motels across Route 66 States



Issue	Space Deadline	Camera Ready
April/May '26	January 30	February 6
June/July '26	March 31	April 6
Aug/Sept '26	May 29	June 5
Oct/Nov '26	July 31	August 7
Dec '26/Jan '27	September 30	October 6
Feb/Mar '27	November 30	December 4

Size	Horizontal (W x H)	Rate
Full Page	7.5" x 9.8" w/ bleed 8.75" x 11.25"	\$3,000
1/2 Page	7.5" x 4.8"	\$1,500
1/4 Page	3.65" x 4.8"	\$750

\* Ad creation offered at \$80/hr for members and \$100/hr for non-members.



**Circulation -- 100,000 Print & Digital**

Distribution:

- Monthly Mailing Cycle
- Annual Delivery to 100,000 unique home addresses in:
 

Tulsa	Jenks
Broken Arrow	Glenpool
Owasso	Claremore
Collinsville	Catoosa
Bixby	Inola
- Available on valuenews.com
- Social Media & Digital Advertising



Issue	Space Deadline	Camera Ready
March '26	February 5	February 10
April '26	March 5	March 10
May '26	April 6	April 15
June '26	May 5	May 11
July '26	June 5	June 15
Aug '26	July 6	July 10
Sep '26	August 5	August 10
Oct '26	September 4	September 10
Nov '26	October 5	October 9
Ded '26	November 5	November 10

Size	Horizontal (W x H)	Rate
Full Page	7.875" x 10.0823"	\$1,943.50
1/2 Page	7.875" x 5"	\$1,023.50
1/4 Page	3.867" x 5"	\$799.25
1/8 Page	3.9375" x 2.3"	\$431.25

\* Ad creation offered at \$80/hr for members and \$100/hr for non-members.



# 2026 GREEN COUNTRY BOARD OF DIRECTORS & OFFICERS

## Executive Committee

Chairman	Cheryl Trask, Cherokee Nation Cultural Tourism
President	Ellen Averill, Tulsa Zoo
1st Vice President	Justin Alberty, GRDA
Vice President	Ryan Logan, Muscogee (Creek) Nation
Vice President	Jonathan Huskey, Visit Tulsa
Vice President (Non-Voting)	Tanya Andrews, Green Country Tourism
Vice President	Linda Goldner, Oasis Animal Adventures
Secretary/Treasurer	Ken Busby, Route 66 Alliance

### Area Directors

Osage/Creek/Pawnee:	Mary Beth Moore, Visit the Osage
Oklmulgee/McIntosh/Muskogee:	Justin O'Neal, Visit Muskogee
Washington/Nowata:	Becky Cowen, Visit Bartlesville
Rogers/Wagoner	Ronna Montgomery, Catoosa Chamber of Commerce
Mayes/Craig	Misty Deffenbaugh, City of Vinita
Ottawa/Delaware	Amanda Davis, Grove Chamber of Commerce
Cherokee/Adair/Sequoyah	Gena Woods, Oklahoma Ozarks Tourism Association
Tulsa	Kathleen Hobbs, Tulsa Airports Improvement Trust
Ft Gibson Lake	Open
Hudson Lake	Barbara Hawkins
Keystone Lake	Open
McClellan Kerr Waterway	Open

### At-Large Directors

Laura Luster, Champion Hotels  
Cindy Lawrence, Sapulpa Main Street  
Nicole Reynolds, Har-Ber Village Museum  
Terry Jordan, Nowata Tourism  
Tammie O'Neal, O'Neal Designs/Jenks

### Proxy

Maria Gus for Becky Cowen, Visit Bartlesville  
Wendy Woody for Ronna Montgomery, Visit Claremore  
Kourtney Pearsall-Farley for Terry Jordan, Nowata Tourism

### Staff

Tanya Andrews, Executive Director  
Jordan Attebury, Communications Director  
Julie Edwards, Member Services Director  
LaDonna Donathan, Office Manager



## OUR STORY

**Our mission is simple: invite people to visit and extend hospitality, Green Country Style, when they arrive!**

Northeast Oklahoma's "**Green Country**" (we coined the phrase) is a classic example of **public-private** enterprise in action... with **61 years of service!**

Green Country's grassroots program has proven that people, working in the private enterprise system, can improve their economic and social challenges by uniting with a common purpose and pooling their resources and talents.

"In 1965, a small group of determined volunteers sought to turn the area's reputation of drought-stricken fields into visions of abundant greenery and sparkling lakes. The transformation was deliberate. Neighbors joined with neighbors to form a multi-county organization to promote the attractions in eastern and northeastern Oklahoma."<sup>1</sup>

Our efforts, combined with our members and industry partners in northeast Oklahoma, the Oklahoma Tourism & Recreation Department, seven other Multi-County and Lakes Associations statewide, create a public-private partnership, that increases the economic impact of tourism dollars that exceeds \$2.6 billion annually in Green Country and \$10.1 billion in the state.

### The organization:

- Non-profit 501c6
- Member based
- Governed by a Board of Directors
- Part of Oklahoma's Multicounty Organizations
- Member of Oklahoma Lakes & Countries Association
- Member of Oklahoma Travel Industry Association



<sup>1</sup> Charles C. Cummings, Oklahoma's Green Country (The Rogers College Foundation, 1992).

## CONTACTS

### **Green Country Tourism Team**

Tanya Andrews, Executive Director  
TAndrews@GreenCountryOK.com

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JAttebury@GreenCountryOK.com

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JEdwards@GreenCountryOK.com

LaDonna Donathan, Office Manager  
LDonathan@GreenCountryOK.com

2512 E 71st St, Ste A  
Tulsa, OK 74136  
918.744.0588  
GreenCountryOK.com  
Facebook: @OKGreenCountry  
Instagram: @GreenCountryOK

### **Metro Tulsa Hotel & Lodging Association**

PO Box 14526  
Tulsa, OK 74159  
918.698.2921  
TulsaHotels.org

### **Oklahoma Department of Agriculture Agritourism**

2800 N Lincoln Blvd  
Oklahoma City, OK 73105  
405.522.5652  
OklahomaAgritourism.com

### **Oklahoma Hotel & Lodging Association (OHLA)**

1601 Northwest Expressway, Suite 1910  
Oklahoma City, OK 73118  
405.942.6462 | 800.375.8181  
OklahomaHotels.org

### **Oklahoma Tourism & Recreation (OTRD)**

#### **Oklahoma State Parks**

#### **Oklahoma Film & Music Office**

#### **Oklahoma Today Magazine**

PO Box 52002  
Oklahoma City, OK 73152-2002  
123 Robert S Kerr  
Oklahoma City, OK 73152-2002  
800.652.6552  
TravelOK.com | OTRD.TravelOK.com  
OKFilmMusic.org  
OklahomaToday.com

### **Oklahoma Travel Industry Association (OTIA)**

1601 Northwest Expressway, Suite 1910  
Oklahoma City, OK 73118  
405.942.1121 | 800.375.8181  
OTIA.info

### **Oklahoma Restaurant Association (ORA)**

1601 Northwest Expressway, Suite 1910  
Oklahoma City, OK 73118  
405.942.8181 | 800.375.8181  
OKRestaurants.com



2512 E. 71st Street, Suite A, Tulsa, OK 74136 | 918.744.0588 | GreenCountryOK.com

