

Established
1966

Southwest Oklahoma's
**GREAT
PLAINS**
Country

Published
1967



JOIN HANDS WITH US Great Plains Country 2027 PARTNERSHIP & PROMOTIONS

For 60 years, partnerships like yours have helped tell the story of
Southwest Oklahoma...Where the road leads to adventure!

PARTNERSHIP • PROMOTION • OPPORTUNITY
Partner Benefits • Complimentary Opportunities • Listing Upgrades
Travel Guide Advertising • Flow-Through Program • Trade Shows

Proudly Serving
Beckham - Caddo - Comanche - Cotton - Custer - Greer
Harmon - Jackson - Jefferson - Kiowa
Roger Mills - Stephens - Tillman - Washita

2027 60th Anniversary Issue

Deadline 1/1/2027 for Complimentary Partnership Listings & Listing Upgrades

Early Bird Discount Contract Deadlines

Premium Placements 11/1/2026

Standard Placements 12/1/2026

Regular Rate Contract Deadlines

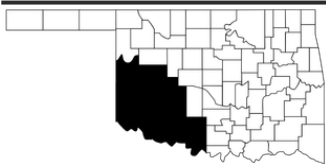
Premium Placements 12/1/2026

Standard Placements 1/1/2027

Great Plains Country Association
Sandra Harrison - Oliver, Executive Director
Cell: 580-483-5001
gpc@greatplainscountry.com
1503 1/2 SW H Avenue
Lawton, OK 73501
www.greatplainscountry.com

Discover Southwest Oklahoma
Where the road leads to adventure





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Business Partner Benefits

For 60 years, partnerships like yours have helped guide travelers to the backroads, main streets, and wide-open spaces of Southwest Oklahoma...Where the road leads to adventure!

Who We Are — Great Plains Country is a regional nonprofit working to promote and support the communities, businesses, attractions, events and experiences across our 14-county Southwest Oklahoma region.

What We Do — Our Mission Statement explains it best: “Extending aid to, promoting, sponsoring, encouraging, and financing projects that will result in the economic growth of Southwestern Oklahoma by means of educating the public to programs of tourism, recreational, beautification, and cultural development.”

Tourism Is Economic Development — When visitors spend money in Southwest Oklahoma, those dollars don't stop at the hotel, restaurant, gas station or attraction. Visitor spending supports local businesses and generates sales and lodging tax revenue that helps support community services and improvements throughout our region.

How We Do It — Through regional partnerships, storytelling, travel promotion, publications, digital marketing, trade shows, events and collaboration. Great Plains Country works to bring visitors into Southwest Oklahoma—and help keep them here longer.

Why Become a Partner — Partnership gives your business or organization a place in that regional effort while connecting you to Great Plains Country's publications, digital promotion, industry resources, networking opportunities and programs throughout the year.



From the Printing Press

More eyes on your business, plain and simple.

- Free basic listing in travel guide on your county page & category (alphabetical order)
- Preferred ad placement in the annual travel guide
- Discounted ad rates
- Listing upgrade opportunities
- Submit articles & photos (with credit!)

More than a listing—it's a chance to help your business become part of the Southwest Oklahoma Great Plains Country story.

On the Map

Put your business in front of travelers across Oklahoma and beyond.

- One free map listing + location dot
- Itinerary and trail opportunities
- Additional map placements and features will continue to be added as the guide expands.

Out on the Trail

We take your business on the road.

- Rack card distribution across SWOK
- Your business featured through our travel guide at major regional & national shows
- Partner-only booth & co-op brochure opportunities

(Just have your materials ready when we come through your area!)

Not the Pony Express

Let us help folks find you.

- Unlimited e-newsletter event, promotion & news submissions
- Free basic listing on our website on your county page & category (alphabetical order)
- Discounted website advertising
- We'll share your posts—free of charge just shoot us a link

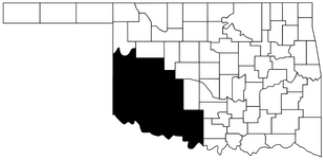
Open Range Opportunities

Save money while expanding your reach.

Discount opportunities on:

- Oklahoma Travel Guide
- Route 66 Guide
- Co-op marketing opportunities
- And access to state-led promotions

Let's bring more folks through your doors!



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Business Partner Benefits

Let's Grow Tourism Together

We're here to help you bring more folks through your doors—and keep 'em coming back!

Stay Ahead of the Herd

Get the latest in tourism, travel trends, and opportunities across Oklahoma.

- Newsletters with industry updates & opportunities
- Invitations to networking events across the state
- Build real relationships with fellow tourism partners
- Learn what's working (and what's not) in travel marketing

Pull Up a Chair and Join Us

Our Annual Southwest Oklahoma Legislative Luncheon, Tourism Conference, Meeting & Awards bring partners and tourism leaders together for a full day of learning, networking and celebrating Southwest Oklahoma tourism—this is where the stories get told and connections get made.

- Hear from guest speakers across the tourism industry
- Connect with mentors and fellow professionals
- Celebrate the best in Southwest Oklahoma tourism
- Annual writing & photography awards

Partners receive one complimentary admission to the annual event; additional tickets: \$50

Next Annual Meeting: April 2027

Questions? We're here to help

Reach out anytime.

- Sandra Harrison-Oliver, Executive Director
- 580-483-5001
- gpc@greatplainscountry.com

Proudly Serving 14 Counties Across Southwest Oklahoma

**Beckham
Comanche
Custer
Harmon
Jefferson
Roger Mills
Tillman**

**Caddo
Cotton
Greer
Jackson
Kiowa
Stephens
Washita**



Be a Pioneer!

Don't just join—be part of it.

- Submit articles for the newsletters
- Serve on a board or committee
- Help manage social media
- Host a meeting or event
- Grab a 5-minute spotlight to tell folks about your business at select meetings (spots are limited)
- Enter photo & writing contests

More Than a Wagon Team

We make sure your voice carries across Oklahoma.

GPCA connects you with:

- Oklahoma Lakes & Countries Association (OLCA)
- Oklahoma Travel Industry Association
- Oklahoma Historical Society
- Oklahoma Museum Association
- And more

We also work directly with the Oklahoma Tourism & Recreation Department on your behalf.



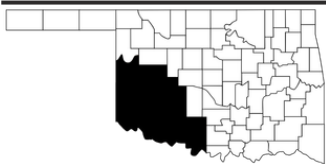
Oklahoma
Historical
Society



OKLAHOMA TRAVEL
INDUSTRY ASSOCIATION

Partner Details

- Partnership lasts 1 year from sign-up
- Benefits remain active through that period
- Listings removed 30 days after expiration



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Business Partner Application Let's Get You On the Map!

Enter your business information as you'd like it to appear in the Travel Guide and on our website.

Check the boxes for what you'd like included in your listing.

☐ Business / Organization Name _____

☐ Physical Address _____ City _____ State ____ Zip _____

If GPS directions don't guide visitors to the exact location, please email us the longitude and latitude for our interactive maps.

☐ Mailing Address _____ City _____ State ____ Zip _____

☐ Email Address _____ ☐ Phone _____

☐ Website _____

☐ Contact Name _____ Cell Phone _____

Billing Information (if different from above)

Billing Business Name _____

Mailing Address _____ City _____ State ____ Zip _____

Email Address _____ Phone _____

Contact Name _____ Cell Phone _____

Partnership Type

- ☐ New Partnership
- ☐ Previous Partner, number of years _____

Business Partner

- ☐ Merchant (1-5 employees) \$150.00 / year
- ☐ Boomtown (6-50 employees) \$250.00 / year
- ☐ Proprietor (>50 employees) \$500.00 / year

Benevolent Society - Non-profit

- ☐ \$125.00 / year

Civic League - Chamber / CVB / Main Street

Umbrella Organizations based on gross revenue

- ☐ League 1 (Less than \$100,000) \$150.00 / year
- ☐ League 2 (\$100,000-\$300,000) \$250.00 / year
- ☐ League 3 (>\$300,000) \$500.00 / year

Signature _____

Authorizations

- ☐ Yes! GPCA may publish my business information for promotional purposes.
- ☐ Yes! GPCA may use photos, videos, or recordings of my business for promotion.

Affiliate Discount

- ☐ This application is for an affiliate, secondary or partner who falls under a parent partnership and it qualifies for the 50% discount. Parent Partner: _____

Friends of the Plains – \$30/year

For folks who love this land and want to stay connected.

Whether you're a local, frequent visitor, or simply want to stay connected to what's going on in Southwest Oklahoma, Friends of the Plains helps keep you connected and part of the story. This partnership does not include listings or advertising.

We'd love to have you join us—reach out for details.

Date _____

PAYMENT METHOD: ☐ Check ☐ Email Invoice ☐ Sign me up for monthly invoicing

☐ Yes, please automatically send me a renewal invoice each year to continue my support for Southwest Oklahoma tourism.

Thank you for supporting tourism in Southwest Oklahoma—we appreciate you!

If you have any questions, please do not hesitate to contact us.

Sandra Harrison - Oliver, Executive Director

580-483-5001

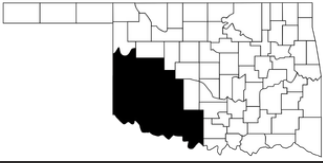
gpc@greatplainscountry.com

Make checks payable to: Great Plains Country Association

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Enhance Your Visibility

Listing Upgrades & Features

Spotlight Feature Photo - \$100 each

Add a featured photo to your listing

- Available for County, Event or Category map pages
- Includes location name under photo
- Also available on digital-only Category maps

Enhanced Listing - \$50 per listing \$150 for all applicable placements

Adds address, phone and website to your listing

- Applies to your Free Basic Partnership listing
- Includes all Event and Category map placements
- Also available on digital-only Category maps

Expanded Visibility Listing- \$50 per listing \$150 for unlimited applicable placements

Adds listings across additional Events, Categories, and applicable pages

- Also available on digital-only Category maps
- *Listings must fit the Category*

Expanded Visibility Listing + Enhanced Listing - \$80 per listing \$240 for all applicable placements

— includes unlimited expanded listings

- Adds address, phone, and website to your listing
- Adds listings across additional Events, Categories, and applicable pages
- Includes all Event and Category map placements
- Also available on digital-only Category maps
- *Listings must fit the Category*

QR Code Feature - \$50 per listing \$150 for all applicable placements

Add a scannable QR code for direct customer engagement

- Includes all applicable Event and Category map placements
- Also available on digital-only Category maps

Spotlight Featured Photo
On County or Event pages
Enhance your listing with a featured image — no ad required

Premium Placement Advertisers
Includes enhanced listing + featured placement (star) with ad purchase, (see page 6)

Standard Placement Advertisers
Includes enhanced listing with ad purchase (see page 6)

Enhanced Listing - Upgrade your listing — no ad required

QR Code Listing - Add a scannable QR code for instant customer engagement

Free Basic Partnership Listing (see page 2)

Eats & Drinks Example Listing

Stroll & explore numerous shops along historic Route 66.



★ Oklahoma Route 66 Diner

1234 Route 66
Route 66, OK 12345
123-456-7890
okroute66diner.com

• Oklahoma Route 66 Diner

1234 Route 66
Route 66, OK 12345
123-456-7890
okroute66diner.com

• Oklahoma Route 66 Diner

1234 Route 66
Route 66, OK 12345
123-456-7890
okroute66diner.com

• Oklahoma Route 66 Diner



• Oklahoma Route 66 Diner

Additional map placements and features will continue to be added as the guide grows.

Need an ad designed?
Our design team can build your ad for you for just \$200!

Publication Schedule & Deadlines

Oklahoma Historical Society
Oklahoma City, Oklahoma

Southwestern Oklahomans Join Hands To Promote Area Tourism

Southwestern Oklahoma Recreation and Tourist association—a group organized of representatives from seven southwestern Oklahoma cities—launched a joint effort Thursday night in Quartz Mountain lodge to promote tourism on an area-wide basis.

Each city selected representatives to serve on a working committee with their delegates function being to organize committees in their communities for the purpose of developing tourist attractions.

Selected to serve on the working committee were: Ed Tillery, Elk City; J. R. Wain, Granite; Eugene P. Thomas, Duke; Larry Rivers, Altus; W. B. McDonald and Mrs. Wilson Mahone, both of Hobart; Vernon Martin, Anadarko; Frank Burkhalter, Hinton; and Preston Van Hanks, Muskogee.

To broaden the committee to cover the entire area, the representatives suggested that delegates from Fort Cobb, Cordell, Erick, Sayre, Carnegie, Roosevelt, Ranger and Cuche be asked to join the organization.

Delegates are to form a committee in their cities to discuss possible development of tourist attractions in their localities. Suggestions from these local

committees will be brought to attention of entire working committee for consideration.

Van Hanks, Muskogee chamber of commerce manager who instigated the idea of forming SORTA explained that if all "area work together to pool their local finances and to create their own individual points of interest," more tourists can

be kept in this area for a longer period of time.

"The greatest obstacle facing this program is convincing the local population that what they see every day can be interesting to those who are not familiar with these things," Van Hanks stressed.

Van Hanks noted that tourists "continually are trying to find new and interesting places

to visit" and pointed out that "each community has a personality of its own" to interest tourists.

Picking up Van Hanks' line of thinking were Jim Pritchett, public relations manager of Oklahoma's Industrial Development and Park department, and Ruth Cox, a representative from Anadarko's Indian city.

"We want more people to stay longer in Oklahoma," said Pritchett, who noted that 21 million people traveled by automobile through Oklahoma in the last year and that tourism as an industry brings \$211 million to the economy of Oklahoma.

He pointed out the way of doing this is through communications and gave this example:

"Some 3,000 people went through the Cowboy Hall of Fame in Oklahoma City per day this summer. A girl's job was to give to these people information on other points of interest in Oklahoma such as Anadarko's Indian City."

Mrs. Fox said as a result of increased advertisement Indian City had a good tourist business this past summer with "many

of the people asking what they could see in this area after leaving Indian City."

Pritchett noted that ordinary sights to Oklahomans make good tourist attractions when he commented that out-of-staters are very interested in looking at the old wells on the state capital lawn, attractions relating to the Indians and the huge grain elevators at Enid.

"You have an excellent opportunity out here to promote the Old West because your area is really the starting point of what most people consider to be a true picture of the West," Pritchett said when he showed slides of rugged western Oklahoma scenery.

Pledging their support to efforts made by southwestern and western Oklahomans to promote tourism in their area were E. M. See Southwestern . . . Page 3

The Elk City Daily News

WESTERN OKLAHOMA'S NO. 1 NEWSPAPER SINCE 1901

Published every afternoon, except Saturday, and Sunday morning. (Postage Paid) at Elk City, Okla., 73644, West Broadway, Second Class.

A.P. Service

Single Copy: Daily 5c, Sunday & Wednesday 10c

FRIDAY, SEPT. 23, 1966

8 PAGES

Weather

High 88, low 68. Fair Friday night and Saturday. Little change in temperature. Low Friday night 68 to 88. High Saturday 82 to 88.

2027 60th Anniversary Issue

Premium Placements

Front Cover, Inside Front Cover, Page 3, Two-Page Spreads, Facing Inside Back, Inside Back Cover, Back Cover

Commitment Contract Deadline for Early Bird Discount

Deposit Due 25% for Early Bird Discount

Commitment Contract Deadline for Regular Rate

Deposit Due 25% for Regular Rate

Artwork Due / Ad Closes

All Balances Due (unless a monthly payment plan is established)

Deadlines

11/1/2026

11/30/2026

12/1/2026

12/31/2026

12/31/2026

1/30/2027

Standard Placements and Listing Upgrades

Commitment Contract Deadline for Early Bird Discount

Deposit Due 25% for Early Bird Discount

Commitment Contract Deadline for Regular Rate

Deposit Due 25% for Regular Rate

Artwork Due / Ad Closes

All Balances Due (unless a monthly payment plan is established)

Deadlines

12/1/2026

12/31/2026

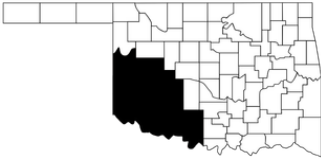
1/1/2027

1/15/2027

1/15/2027

2/15/2027

A final proof will be provided prior to print and must be approved promptly to avoid any production delays.



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Lock in Your 2027 Marketing Plan

Secure your placement now for the 60th Anniversary Issue

2026 Guide Cover



Proven Reach & Distribution (2025 Issue)

- 60,000 Guides Distributed (2025 Issue)
- Oklahoma Tourism Information Centers
- Certified Folder Display Distribution Network
(Regional Reach Across High-Traffic Tourism Locations):
 - OKC & Central Oklahoma - 297 Locations
 - Dallas - Arlington - Fort Worth - 608 Locations
 - Amarillo - Wichita Falls - 140 Locations
- Featured on TravelOK.com (Official OK Tourism Site) - Free Digital Download
- Distributed through Business Partners & Chambers of Commerce
- Featured at major events:
 - Dallas Women's Expo
 - Dallas RV Show
 - Wichita Kansas Women's Fair
 - Albuquerque International Balloon Fiesta
 - Arizona Ultimate Women & Food Expo
 - Regional Conferences & Shows

Advertising Rates

Choose the placement that fits your goals—each option includes added exposure beyond your partnership benefits.

Premium Placements	Non-partner	Partner	Early Bird Deadline 11/1/2026
2 Page Spread 17 x 11.125 (3 available)	\$4,400	\$4,000	\$3,800
Front Cover County Shaped Image (limited, first come first serve)	\$330	\$300	\$285
Back Cover 8.75 x 11.125	\$3,850	\$3,500	\$3,325
Inside Front Cover or Inside Back Cover 8.75 x 11.125	\$3,300	\$3,000	\$2,850
Page 3 or Inside Facing Back	\$3,300	\$3,000	\$2,850

What You Get — Additional benefits beyond your partnership listing.

- Featured Partner placement on website homepage (1 photo, 3 lines of text, direct link)
- Enhanced listing added to your basic partnership placement, including address, phone, and website
- Featured placement in travel guide map, category, and county pages
- All listings are organized alphabetically for fairness and consistency. Featured placements are reserved for upgraded partners
- Additional exposure on Great Plains Country website

Standard Placements	Non-partner	Partner	Early Bird Deadline 12/1/2026
Full Page 8.75 x 11.125 (6 available)	\$2,200	\$2,000	\$1,900
Half Page 7.875 x 5.125 (6 available)	\$1,100	\$1,000	\$950
Quarter Page 3.85 x 5.1875 (8 available)	\$550	\$500	\$475
Eighth Page 3.85 x 2.5 (16 available)	\$330	\$300	\$285

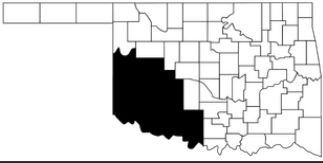
What You Get (Standard Placement)

- Enhanced listing added to your basic partnership placement, including address, phone, and website
- Placement in travel guide map, category, or county pages
- Direct link to your website from Great Plains Country listings

Contact: Sandra Harrison - Oliver, Executive Director

Cell: 580-483-5001

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Take Your City, Event or Location Beyond Southwest Oklahoma

Great Plains Country Flow-Through Program

Already producing a travel guide, brochure or other tourism publication? We may be able to help you take it farther.

Great Plains Country's Flow-Through Program allows qualifying tourism and recreation publications produced by our regional partners to be included as documented Southwest Oklahoma tourism promotional expenditures through the Oklahoma Tourism & Recreation Department.

What Does It Cost?

Nothing beyond the expenses you're already paying. There is no additional cost to participate. Great Plains Country does not add a fee or receive a commission, and the program does not provide a discount or reimbursement toward publication expenses.

How Does It Work?

Your publication must follow Oklahoma Tourism & Recreation Department requirements for logo placement, acknowledgement and tourism information. Qualifying graphic design, printing and distribution expenses are billed through Great Plains Country. Your organization pays Great Plains Country the exact amount of those expenses, and Great Plains Country pays the vendors and submits the required documentation and publication copies to OTRD.

Why Participate?

- Eligible publications can travel with Great Plains Country to state cooperative travel and trade shows—including out-of-state shows.
- Eligible travel guides and brochures may be submitted for inclusion on TravelOK.com, giving travelers access to free digital downloads.
- Your community, attraction or organization gains additional opportunities to reach travelers outside Southwest Oklahoma.
- Your qualifying promotional expenditures help document tourism marketing investment taking place across Southwest Oklahoma.

Interested in Participating?

Contact Great Plains Country before beginning your next publication.

OTRD has detailed requirements governing logo size and placement, acknowledgement language and other uses. Great Plains Country will provide the current guidelines and help you determine whether your project qualifies before you send it to print.

Contact: Sandra Harrison - Oliver, Executive Director

Cell: 580-483-5001

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