



Marketing Partner Program

Fiscal 2022

July 1, 2021 to June 30, 2022

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VISITORS IMPACT ON OKLAHOMA CITY



Investing in the Modern Frontier

The Oklahoma City CVB has spent a significant amount of time promoting the numerous visitor assets in Oklahoma City and the surrounding area that continue to draw visitors and their money to this ever-growing city. A new branding campaign was launched in Feb. 2020 to articulate and amplify Oklahoma City's brand story to both locals and visitors. Continued investment in new and expanded attractions, hotels and venues, along with all our diverse culture and events, will continue to make Oklahoma City a desirable place to visit, meet and work.

While COVID-19 certainly took a toll on our industry and economy, Oklahoma City's visitation remains strong among leisure travel and group tours, while also recovering for major events and conventions. With many destinations across the country shuddering or furloughing their CVBs due to budget shortfalls, now is the time to continue investing in OKC's marketing efforts to gain market share among leisure and business travelers alike.

Tourism is Big Business

Tourism is the 3rd largest industry in Oklahoma, with Oklahoma County by far generating more revenue from domestic travel than any other county in the state.

As the world rolls out COVID-19 vaccines, the U.S. Travel Association and other industry analysts expect travel to recover, but with a pace that varies based on travel sector. The travel perceptions and insights below were reported as of February 2021:

- As COVID-19 cases continue to decline and more Americans become vaccinated, American travelers' optimism continues to improve with record highs in excitement to travel in the near-term (56%), readiness to travel (60%) and perception of travel activities as safe (54%)
- More than half of Americans have started to plan (35%) or booked (16%) a future vacation with most trips scheduled to take place in the summer 2021 timeframe
- The majority (79%) of Global Business Travel Association (GBTA) members and stakeholders say they would be comfortable traveling for business after receiving the COVID-19 vaccination
- One-quarter of companies plan to resume domestic business travel in the next three months — up from 16% in January
- Hotel occupancy is expected to average 52-55% for 2021 (calendar year) and 61.3-65% for 2022

MARKETING TO VISITORS BY CVB



OKC's Official Destination Marketing Organization

As the City's official destination marketing organization, the mission of the CVB's Marketing & Communications Division is to promote Oklahoma City as a first-class visitor and meeting/conventions destination by providing marketing support to the Convention Sales/Services, Sports and Tourism/Group Travel divisions of the CVB, as well as by marketing directly to potential leisure visitors.

The CVB's Marketing Division also works with community and industry partners to manage Oklahoma City's brand as a destination. The CVB launched The Modern Frontier campaign in 2020 and will continue building out messaging and resources that partners can also use to tell the city's story. Unique marketing opportunities have grown out of this campaign launch and are an important way to build brand awareness among locals and other target audiences.

Visitor Profile and Perception research indicates family road trips to enjoy Oklahoma City's attractions are most likely to appeal to regional travelers. Regional travelers report that ease of access, cost/affordability and family-friendly attractions are Oklahoma City's strongest destination attributes.

Oklahoma City is well-positioned as an affordable family travel destination with perceptions of good restaurants, museums, events, outdoor activities and cultural offerings. Regional travel audiences are showing interest in Oklahoma City as a family destination with family travel as the top trip type. Oklahoma City performs better with regional travelers as a getaway destination than a vacation spot.

As families begin traveling again post-pandemic, data suggests road trips will continue to trend up and origin markets are expanding from 3-5 hours outside of OKC to 7-10 hours. The findings of this research have been used to define target personas that respond well to OklahomaCity's travel product in key regional target markets.

MARKETING PARTNER PROGRAM



The OKC CVB is committed to providing flexible, cost-effective ways for partners to participate in promoting OKC as a destination. Our Marketing Partner Program is designed with the following priorities:

- **Reach Visitors** – When they are planning how to spend their time and money in Oklahoma City AND when they are here spending money in OKC by advertising in the CVB-owned media properties.
- **Cost effective** – Partners can take advantage of low-cost advertising opportunities and no cost opportunities from the CVB. The CVB is a nonprofit organization and relies on partnerships to market the city as a destination. We price our partnership packages and advertising at very competitive rates to encourage participation across our industry.
- **Qualified Audience** - Partners can reach visitors that are going to our website or that have viewed, requested or picked up our publications. We provide an audience that is well qualified whether they are looking into coming to the city, planning a trip to OKC or are in the city looking for things to do, eat or shop. We reach Visitors when they are researching and planning their trips and while they are here.
- **Paid opportunities:**
 - VisitOKC.com
 - Visitor Guide
 - Pocket Guide with Coupons
- **No cost opportunities:**
 - Listings
 - Coupons/Special Offers
 - Events posted
 - Participate in Partner Events

REACH OF OWNED MEDIA PROPERTIES



VisitOKC.com

- More than 1 million unique visitors annually:
 - 52 percent of users in Oklahoma (23 percent overall of all Web Traffic annually)
 - 77 percent used site while in OK, TX, AR, KS, MO
 - Mobile – 65 percent
 - Desktop – 14 percent
 - Tablet – 21 percent
 - Age demographics:
 - 18 to 24 = 14 percent
 - 25 to 34 = 26 percent
 - 35 to 44 = 19 percent
 - 45 to 54 = 16 percent
 - 55 to 64 = 14 percent
 - 65+ = 11 percent

Visitors Guide

- Approximately 100,000 printed annually and distributed year-round
- Robust digital visitor guide on VisitOKC.com with links

Pocket Guide with Coupons

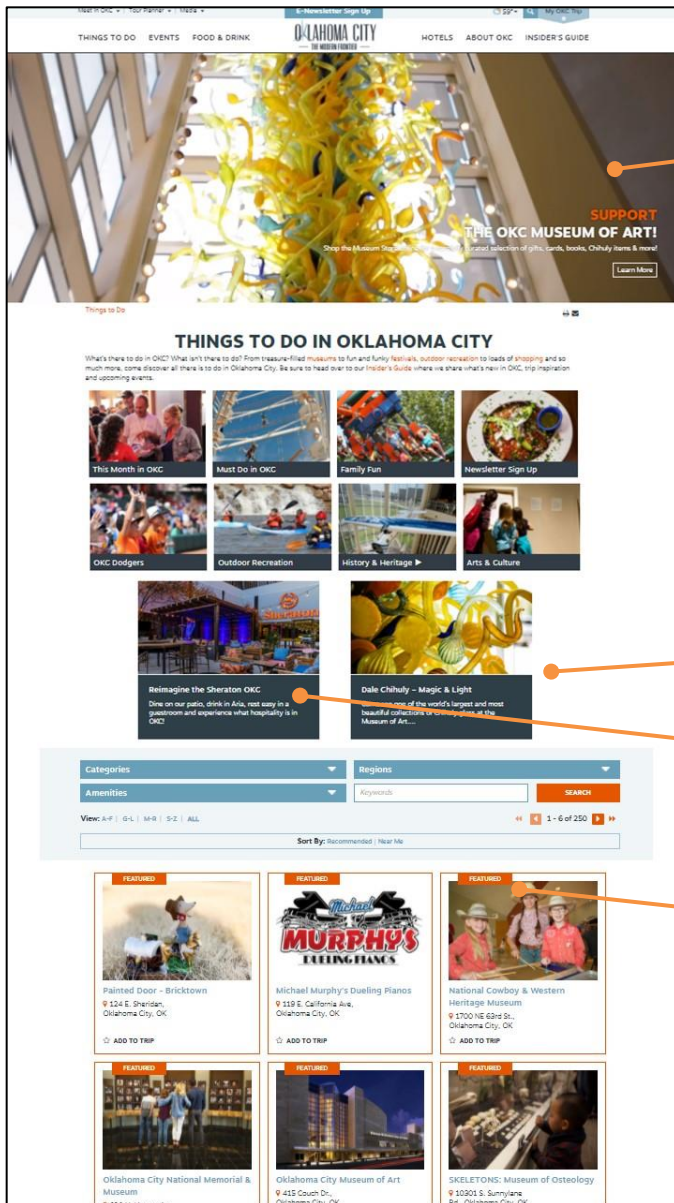
- 40,000 printed and distributed in two seasonal print runs

Responsive website design allows advertisements to display on all devices.

Home Page

Home Page ads - reserved for partner packages.

Mobile ads - In ROS rotation.



Header Ad (image or video)

Page Ad

Interior ROS Ad

Featured Listings

VISITORS GUIDE

The ***Oklahoma City Visitors Guide*** provides inspiration and planning tools for local visitors. It is distributed at consumer shows nationwide, through phone or online requests and via a broad distribution network. This free guide makes it easy for visitors to plan their time in Oklahoma City.

There are approximately 100,000 printed annually and distributed throughout the year, as well as a robust digital version of the Visitors Guide available on VisitOKC.com.

Advertising Deadlines:

- Order close date: September 3, 2021
- Materials due date: September 3, 2021
- Distribution dates: November 2021 to December 2022



POCKET GUIDE

The **Oklahoma City Pocket Guide** is a condensed rack-sized brochure (9x4) that provides visitors with information about what to see and do, where to dine and stay in Oklahoma City. The coupon and map content are very popular among visitors and will primarily be the focus of this publication for 2021-22.

The publication includes a fold out map in the front and perforated coupons placed in the middle. We will be producing 40,000 copies printed and distributed annually in two print runs – Winter/Spring and Summer/Fall (20,000 each print run).

Certified Folder distributes the Pocket Guide in nearly 700 locations (hotels, visitor centers, etc.) in Oklahoma City, Tulsa, Wichita, KS and Amarillo, TX. It is also offered to conventions/meetings and groups to include in the bags of attendees, as well as at our visitor information desks and available to order on VisitOKC.com.

Advertising Deadlines

- Order close dates:
 - Session One – September 17, 2021
 - Session Two – March 4, 2022
- Materials due dates:
 - Session One – September 17, 2021
 - Session Two – March 4, 2022
- Distribution dates:
 - Session One – November 2021 to April 2022
 - Session Two – May 2022 to October 2022



RATES

Chamber Member Rates - Non-Chamber members pay an additional 10%.

Print: Ads are invoiced annually and due on materials due date.

Visitors Guide:

Premium Full Page	\$5,700
Full Page	\$5,000
Half Page	\$3,200
Quarter Page	\$2,000
Video in Digital Visitors Guide	\$1,000

Pocket Guide:

Both Sessions:

Premium Full Page	\$1,700
Full Page	\$1,500
Half Page	\$1,200
Coupon	\$800
Coupon with Pocket Guide ad purchase	\$500

Single Session:

Full Page	\$900
Half Page	\$750
Coupon	\$600
Coupon with Pocket Guide ad purchase	\$300

Digital: Monthly rate, invoiced quarterly and due 30 days prior to first day of quarter:

Home Page Partner (reserved for Partnership Packages)	\$600/month
eNewsletter Partner (reserved for Partnership Packages)	\$250/month
Main Page Partner (Header Ad and Page Sponsor Ad positions)	\$400/month
Interior Page Partner (Header Ad and Page Sponsor Ad positions)	\$300/month
Sub-Interior Page Partner (Header Ad and Page Sponsor Ad positions)	\$150/month
Page ad	\$250/month
Internal ROS ad	\$200/month
Mobile Banner	\$250/month
Featured Listing	\$100/month

PARTNERSHIP PACKAGES

For organizations that prefer to purchase a variety of advertising in CVB's publications and on VisitOKC.com we've developed flexible partnership packages. The more advertising you purchase, the deeper the discount off the rate card pricing. Ad placements within each partnership level can be mixed and matched based on what brings the advertiser the most value. The packages are designed around spend and discount levels, not by specific, set ad placements. Let us work with you to create the package that works best for you.

- Total amount of package, less discount, is divided by the number of months of the partnership.
- Invoiced monthly and due 30 days prior to first day of the month.
- If cancelled during term the advertiser will be invoiced for all ads ran at published rate less paid.
- Available to OKC Chamber of Commerce members only.
- Typical Partnership Packages are 12 months in length.

Partnership Package Levels

- | | |
|-----------|--|
| • Founder | Ad value of over \$48,000 annually (25% discount) |
| • Premier | Ad value between \$30,000-\$47,999 annually (20% discount) |
| • Annual | Ad value between \$14,000-\$29,999 annually (15% discount) |
| • Basic | Ad value between \$6,700-\$13,999 annually (10% discount) |

MATERIALS SPECIFICATIONS

Print ads:

- ✓ Create at 300 dpi, CMYK color space, all fonts must be converted to outlines or rasterized.
- ✓ All artwork needs to be created to EXACT size at 300 DPI
- ✓ Acceptable file types: .AI, .EPS, .PDF, .PSD and .JPG

Visitors Guide

Materials due: 9/3/2021

Full Page ad:

- 10.50" high x 8" wide - finished size
- Additional 0.125" bleed all the way around the image
- With Bleed the size is 10.75" high x 8.25" wide
- 0.25" safe zone all the way around

Half Page ad:

- 4.7" high x 7" wide - finished size
- Built to size, NO BLEED
- 0.125" safe zone all the way around

Quarter page ad:

- 4.7" high x 3.4" wide - finished size
- Built to size, NO BLEED
- 0.125" safe zone all the way around

Pocket Guide

Materials due: Winter/Spring on 9/17/2021

Summer/Fall on 3/4/2022

Full Page ad:

- 8.5" high x 3.75" wide -finished size
- Additional 0.125" bleed all the way around the image
- With Bleed the size is 8.75" high x 4" wide
- 0.25" safe zone all the way around inside finished size

Half Page ad:

- 4.25" high x 3.75" wide (finished size)
- Additional 0.125" bleed all the way around the image. This is in addition to the size stated above.
- With the bleed the size is 4.5" high x 4" wide
- 0.25" safe zone all the way around inside finished size

Coupon (Two Sided):

- 2.13" high x 3.49" wide (finished size) for each side – Front and Back
- Built to size, NO BLEED
- 0.125" safe zone all the way around inside finished size

Digital ads:

- ✓ Images provided in GIF or JPEG
- ✓ Body text INCLUDES spaces
- ✓ No Animation.
- ✓ Header ads use only pictures. If logo or wording is in image for a Header ad it needs to be closer to center of image. No writing in bottom lower right size of image (that's where supplied ad copy will be place over image).

VisitOKC.com ads

Materials due: 5 days prior to month the ad is running

Header ad:

Images = 1,500w x 644h for desktops **and** 640w x 970h for mobile views of ad
Headline = 40 characters
Body = 135 characters
URL

Page ad and Run of Site ad:

Image = 500w x 256h
Headline = 45 characters
Body = 110 characters
URL

Mobile Banner ad:

300w x 50h

The OKC CVB reserves the right to deny or ask for changes in advertiser artwork based on CVB mission and brand standards.

CONTACT



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