



Marketing Partner Program

Fiscal 2023

July 1, 2022 to June 30, 2023



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INVESTING IN THE MODERN FRONTIER



OKC's Official Destination Marketing Organization

As the City's official destination marketing organization, the mission of the Oklahoma City Convention & Visitors Bureau is to contribute to the economic well-being of Oklahoma City and its citizens through the solicitation and servicing of conventions and other related group business, to promote the city as a first-class visitor destination and to enhance Oklahoma City's name and image.

Our mix of convention, leisure, sports and equine tourism is a tremendous asset and one of the primary reasons our visitation has been able to recover from the pandemic faster than many peer destinations that rely heavily on just one or two primary drivers. Oklahoma City has much to be excited about regarding its current and future visitor experience, as well as the significant economic impact our business drives every day.

The CVB works with community and industry partners to manage Oklahoma City's brand as a destination. Since the CVB launched The Modern Frontier campaign two years ago, there has been tremendous momentum around this unified destination brand.

Visitor 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.

MARKETING TO VISITORS BY CVB



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. Visitors can be from abroad, other places in US and right here in own state and city.
- **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 researching a trip to the city, planning a trip to OKC, on the way 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

REACH OF OWNED MEDIA PROPERTIES



VisitOKC.com

- More than 1.7 million unique visitors annually:
 - 49 percent of users in Oklahoma
 - 79 percent used site while in OK, TX, AR, KS, MO
 - Mobile – 75 percent
 - Desktop – 23 percent
 - Tablet – 2 percent
 - Age demographics:
 - 18 to 24 = 15 percent
 - 25 to 34 = 24 percent
 - 35 to 44 = 22 percent
 - 45 to 54 = 17 percent
 - 55 to 64 = 13 percent
 - 65+ = 9 percent

Visitors Guide

- Approximately 100,000 printed annually and distributed year-round, as well as an average of approximately 7,000 digital views of the visitor guide.

Pocket Guide with Coupons

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

Home Page ad placements:

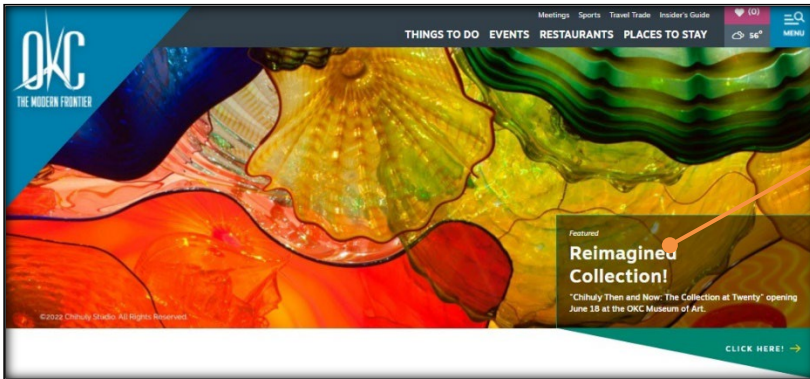


Home Page ads

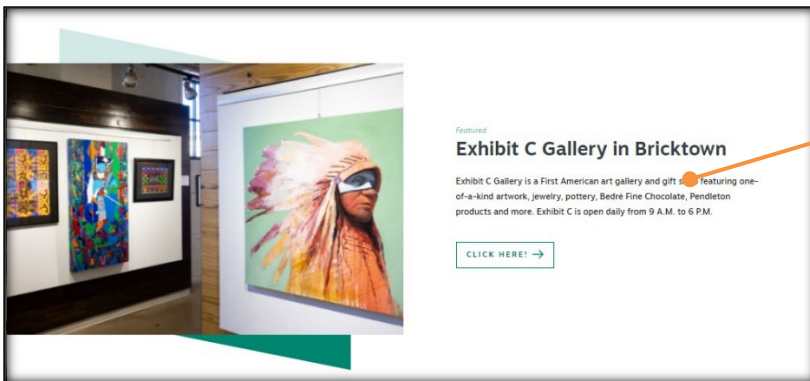


Mobile Footer ads - In ROS rotation. On all pages viewed on mobile device.

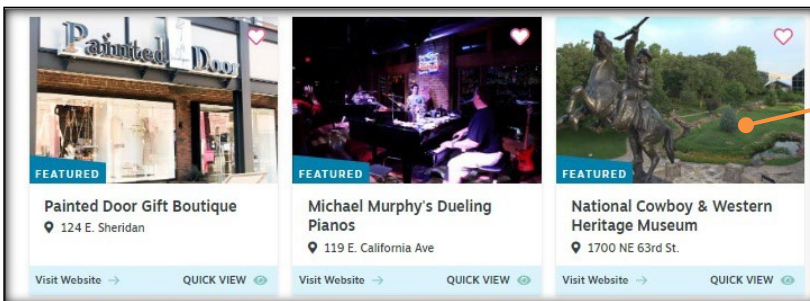
Interior Pages ad placements:



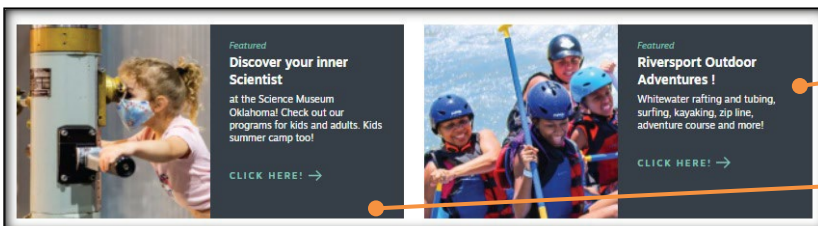
Header Ad (image or video)



Premium Page Ad



Featured Listings



Fixed Page Ad
Ad targeted to specific pages

Interior ROS Ad
Rotates with other ads on all interior pages

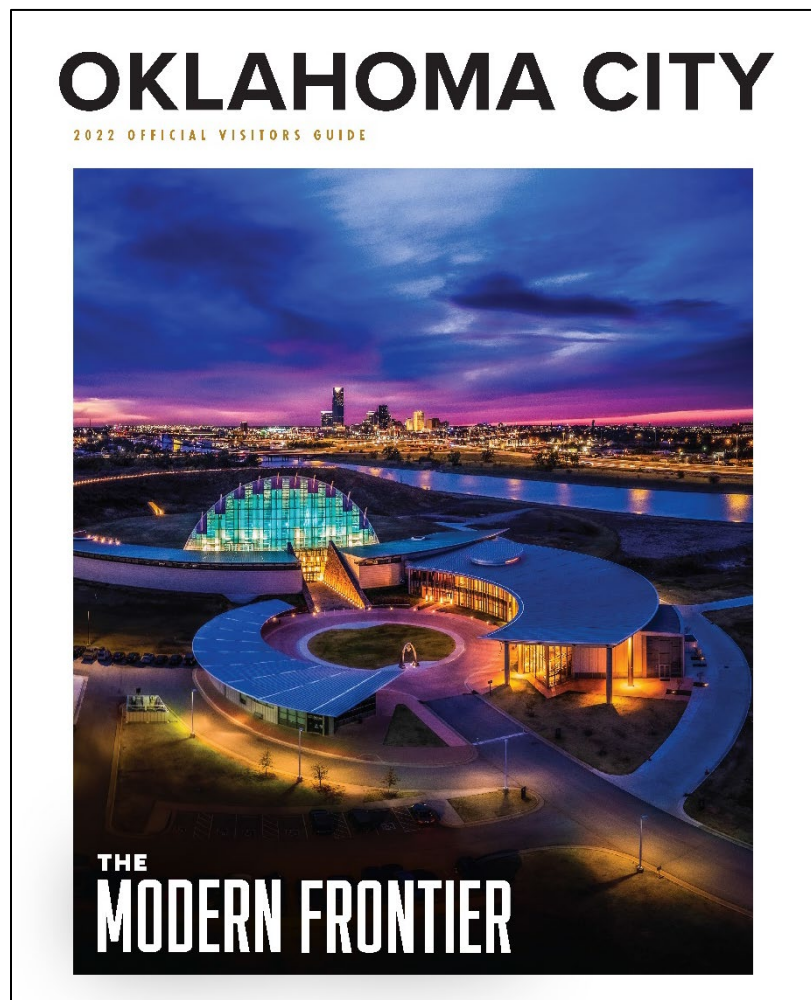
VISITORS GUIDE

The **Oklahoma City Visitors Guide** provides inspiration and planning tools for local visitors. This 8" x 10.5" magazine is distributed by request via web, phone, email or mail. And it is handed out at consumer shows nationwide and via a broad distribution network, including Certified Folder, TravelOK.com, as well as national and international fulfillment. 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. 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:

- Ad Agreement close date: September 9, 2022
- Materials due date: September 9, 2022
- Print date: November 2022*
- Distribution dates: December 2022 to December 2023*



** Due to recent pandemic-related printing and paper supply challenges, this timing is approximate*

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. It contains two-sided perforated coupons. The content is very popular among visitors.

The publication includes a fold-out map in the front and perforated coupons placed in the middle. We will be printing 40,000 copies in two print runs – Winter/Spring and Summer/Fall (20,000 each print run) and they distributed throughout the six-month periods.

Certified Folder distributes the Pocket Guide and placed in racks in nearly 700 locations (hotels, visitor centers, airports, etc.) in Oklahoma City, Tulsa, Wichita, KS and Amarillo, TX and surrounding areas. 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:

Frist Printing:

Ad Agreement Close date	September 16, 2022
Material Close Date	September 16, 2022
Print Date	November 2022*
Distribution Period	November 2022 thru March 2023*

Second Printing:

Ad Agreement Close date	March 3, 2023
Material Close Date	March 3, 2023
Print Date	April 2023*
Distribution Period	May 2023 thru October 2023*

** Due to recent pandemic-related printing and paper supply challenges, this timing is approximate*

NET RATES

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

Print: Ads are invoiced annually and payment is **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 ad (one of two fixed positions)	\$600/month
Header ad Tier One	\$300/month
Header ad Tier Two	\$200/month
Header ad Tier Three	\$100/month
Premium Page ad Tier One	\$300/month
Premium Page ad Tier Two	\$200/month
Premium Page ad Tier Three	\$100/month
Mobile Footer ad	\$250/month
Page ad - Targeted	\$200/month
Interior ROS ad	\$150/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: 9/9/2022

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

Video Ad in Digital Visitors Guide:

- Full page ads only
- 4 in. w x 2.25 in. with placeholder for video location placed at least 0.5 in from any edge
- Please export to a PDF with editable layers. Video must be:
 - 16:9 ratio
 - Full HD resolution (1920x1080), 29.97 fps
 - H.264 compression
 - MP4 container
 - If using Premiere use "YouTube 1080p Full HD" preset from the H.264 format menu

Pocket Guide

Materials due: Winter/Spring on 9/16/2022

Summer/Fall on 3/3/2023

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

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

MATERIALS SPECIFICATIONS

Digital ads:

- ✓ Responsive website design allows advertisements to display on all devices
- ✓ All placements are templated and designed to match the visual aesthetic of VisitOKC.com
- ✓ Images should be single photographs without any overlaid elements, including logos
- ✓ No collages or “photo shopping”
- ✓ Images provided in GIF or JPEG
- ✓ Body text INCLUDES spaces, punctuation marks, and special characters
- ✓ No Animation

VisitOKC.com ads

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

Header ad:

- Photo/image = 1860w x 800h
- Video = URL link from YouTube, no sound, 30 second loop max
- Headline = 28 characters max
- Body = 110 characters max
- Click through URL

Premium Page ad:

- Photo/image = 686w x 467h
- Headline = 52 characters max
- Body = 300 Characters max
- Click through URL

Page ad and Run of Site ad:

- Photo/image = 569w x 569h
- Headline = 38 characters
- Body = 105 characters

Mobile Footer ad:

- Photo/image = 114w x 114h
- Headline = 15 characters
- Body = 50 characters
- URL

NOTE: 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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