



VISIT  
OKLAHOMA CITY  
THE MODERN FRONTIER



# Marketing Partner Program

## Fiscal 2024

July 1, 2023 to June 30, 2024

## TABLE OF CONTENTS

Investing in the Modern Frontier	page 3
Marketing Partner Program	page 4
Reach of Owned Media	page 5
Digital Advertising Opportunities	page 6
Print Advertising Opportunities	page 9
Rates	page 11
Partnership Packages	page 12
Material Specifications	page 13
Contact Information	page 15







## INVESTING IN THE MODERN FRONTIER

### OKC's Official Destination Marketing Organization

As the City's official destination marketing organization, the mission of Visit Oklahoma City 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.

Visit Oklahoma City works with community and industry partners to manage Oklahoma City's brand as a destination. Since Visit Oklahoma City launched The Modern Frontier campaign in February 2020, 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.

A recent research report conducted by Tourism Economics found that 21.4 million visitors came to Oklahoma City in 2021 and spent \$2.3 billion in direct travel spending. By tracing the flow of visitor-related expenditures through the city's economy and their effects on employment, wages and taxes, the report found that tourism has a dramatic effect on the health of OKC's local economy.

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 VISIT OKLAHOMA CITY

### Marketing Partner Program

Visit Oklahoma City 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 Visit OKC-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 Visit OKC. Visit Oklahoma City 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
  - Digital City Guide
- **No cost opportunities:**
  - Listings on VisitOKC.com
  - Coupons/Special Offers
  - Events posted



# REACH OF OWNED MEDIA PROPERTIES



## VisitOKC.com

- More than 1.6 million unique visitors annually:
  - Oklahoma - 31%
  - Oklahoma, Texas, Kansas, Missouri, Arkansas, Colorado - 69%
  - Mobile – 73 percent
  - Desktop – 25 percent
  - Tablet – 2 percent
  - Age demographics:
    - 18 to 24 = 16 percent
    - 25 to 34 = 24 percent
    - 35 to 44 = 24 percent
    - 45 to 54 = 17 percent
    - 55 to 64 = 12 percent
    - 65+ = 7 percent

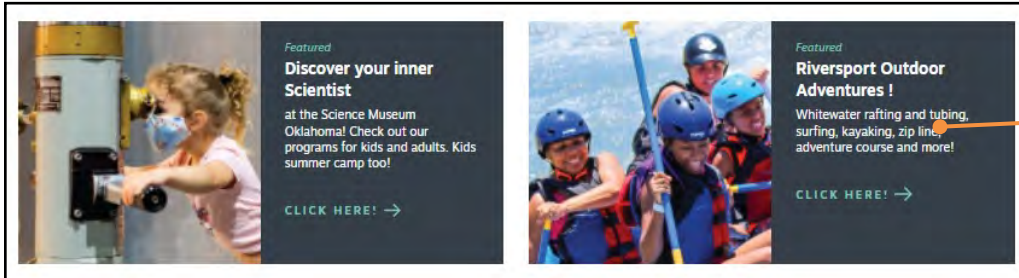
## Visitors Guide

- Approximately 85,000 printed annually and distributed year-round, as well as an average of approximately 7,000 digital views of the visitor guide.
- VisitOKC works with Certified Folder and the Oklahoma Tourism and Recreation Department to distribute Visitor Guides in regional hotels, at national events and in international markets within the UK, Germany, German-speaking Europe and Australia.

## Pocket Guide with Coupons

- Approximately 70,000 printed and distributed in two seasonal print runs

Home Page ad placements:



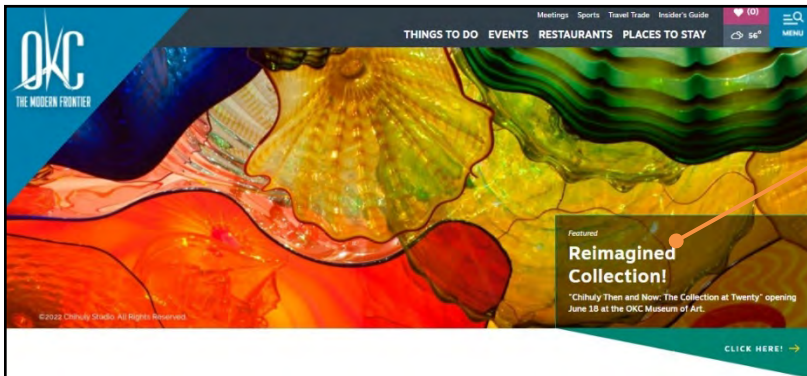
Home Page ads



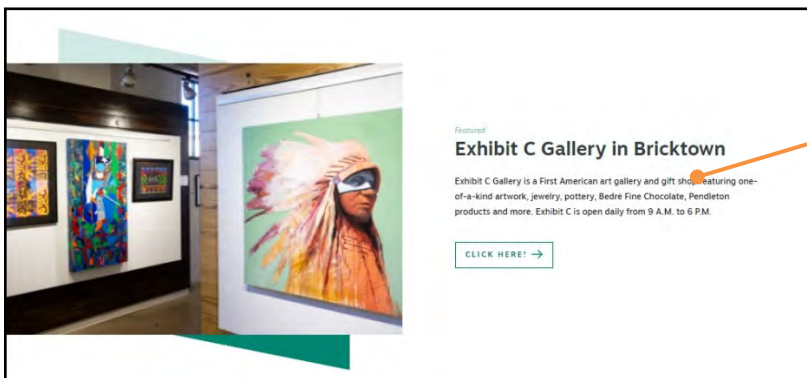
Mobile Footer ads - In ROS rotation.  
On all pages viewed on mobile device.



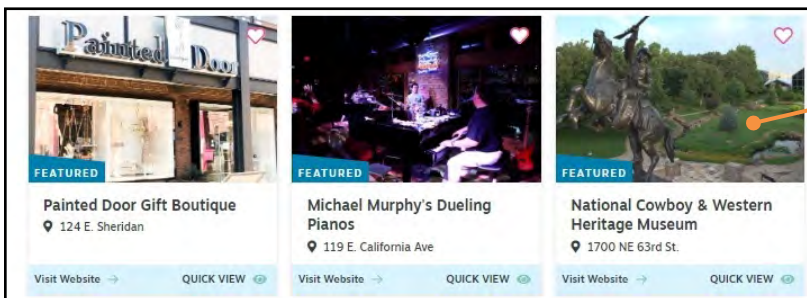
## Interior Pages ad placements:



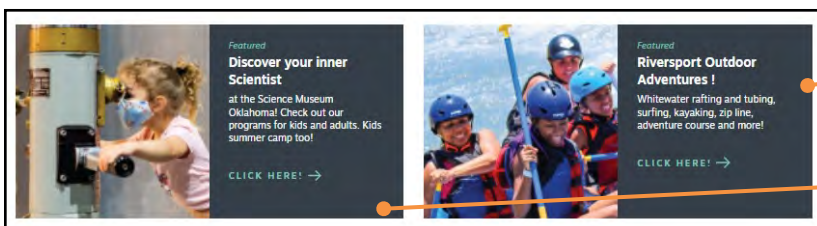
Header ad (image or video)



Premium Page ad



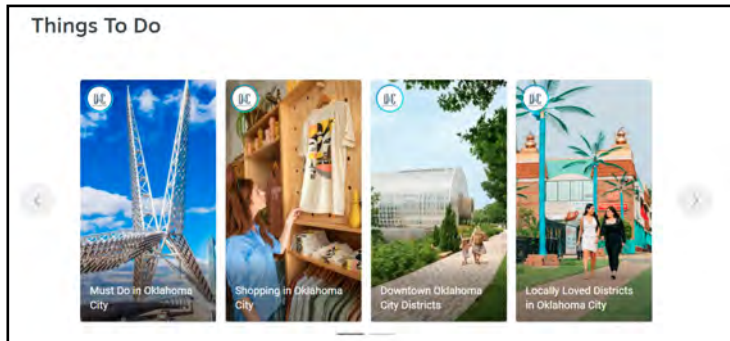
Featured Listings



Page ad-Targeted  
Ad targeted to specific sections

Interior ROS ad  
Rotates with other ads on all interior  
pages

## City Guide Stories:



For more information on City Guide stories, view the stories here: <https://www.visitokc.com/plan-your-visit/visitors-guide/oklahoma-city-guide/>

This is a new offering for FY24. Visit OKC has created a [Digital City Guide](#) using visual stories specifically designed for mobile devices. Visitors typically view the City Guide while in market and looking for things to do or places to eat. Local hotels promote the guide via QR code and content is also discovered on Google search or on VisitOKC.com.

Google is adapting to a more visual search. This visual update will begin to appear on search result pages where the visual format would be more helpful, like travel searches. If researching a place, for example, you may find photos, a small map showing its location, directions weather and even short videos. These aren't presented as a list of links or in a text-heavy format, but rather in colorful, card-style blocks interspersed with media and imagery. The Digital City Guide, powered by Localhood, is a great opportunity for you to showcase your business on Visit OKC's website and get discovered more on Google.

Here is an example visual story from Google search (Note: Search results will vary since they are individualized based on Google's current algorithm and only on mobile devices):

Space is limited to preserve quality and the user experience. Partners must be an annual partnership level or above to participate. Visual stories require a six-month commitment to allow time for Google impressions to build and reap the SEO benefits of this innovative new tactic.

On average, visual stories in the Digital City Guide generate 29K impressions per month. This can vary based on how broad or niche the search keywords are within the story topic.



\*Hotel properties can promote their food and beverage or retail outlets in the City Guide stories, but the lodging side of the hotel property will not be included.



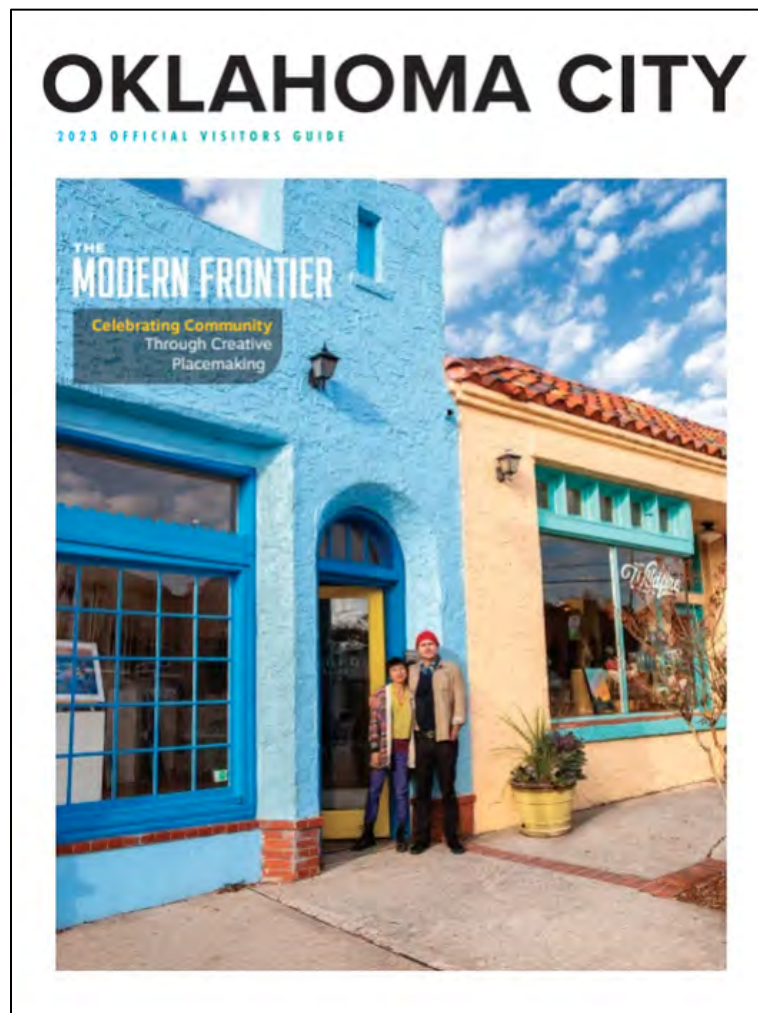
# VISITORS GUIDE

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 85,000 printed annually and distributed throughout the year, as well as a robust digital version of the Visitors Guide available on VisitOKC.com. It is 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 8, 2023
- Materials due date: September 8, 2023
- Print date: November 2023\*
- Distribution dates: December 2023 to December 2024\*



*\* 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 (9"x4") 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 70,000 copies in two print runs – Winter/Spring and Summer/Fall (35,000 each print run) and they distributed throughout the six-month periods.

Certified Folder distributes the Pocket Guide, and it is 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, as well as at our visitor information desks and available to order on VisitOKC.com.

### Advertising Deadlines:

#### First Printing:

Ad Agreement Close date	September 15, 2023
Material Close Date	September 15, 2023
Print Date	November 2023*
Distribution Period	November 2023 thru April 2024*

#### Second Printing:

Ad Agreement Close date	March 1, 2024
Material Close Date	March 1, 2024
Print Date	April 2024*
Distribution Period	May 2024 thru October 2024*

*\* 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	\$330/month
Header ad - Tier Two	\$220/month
Header ad - Tier Three	\$110/month
Premium Page ad - Tier One	\$330/month
Premium Page ad - Tier Two	\$220/month
Premium Page ad - Tier Three	\$110/month
Mobile Footer ad	\$275/month
Page ad - Targeted	\$220/month
Interior ROS ad	\$175/month
Featured Listing	\$110/month
City Guide stories (hosted on Localhood)	\$700/month
(only offered to annual and above)	

Terms: All print ad payments are due 30 days prior to published materials' due date. Web based programs are billed quarterly, and the payment is due by the first day of each quarter. If the agreement is cancelled during term, the advertiser will be invoiced for all ads ran at earned published rate, less amount paid to date. If a Greater OKC Chamber member company de-activates their membership during this agreement, rates will be adjusted to reflect a non-chamber member rate and the company will be required to pay the 10% additional charged to non-members. .

# PARTNERSHIP PACKAGES

For organizations that prefer to purchase a variety of advertising in Visit OKC'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 on the 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)  |

NOTE: Visit Oklahoma City reserves the right to deny or ask for changes in advertiser artwork based on Visit Oklahoma City's mission and brand standards.



# 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: 9/8/2023**

### 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
- 0.5" safe zone all the way around inside finished size. No logos, text, or social media icons appear in this area.

### Half Page ad:

- 4.7" high x 7" wide - finished size
- Built to size, NO BLEED
- 0.125" safe zone all the way around inside finished size. No logos, text, or social media icons appear in this area.

### 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 inside finished size. No logos, text, or social media icons appear in this area.

### 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 9/15/2023**

**Summer/Fall on 3/1/2024**

### 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. No logos, text, or social media icons appear in this area.

### 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. No logos, text, or social media icons appear in this area.

### 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. No logos, text, or social media icons appear in this area.

# 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:

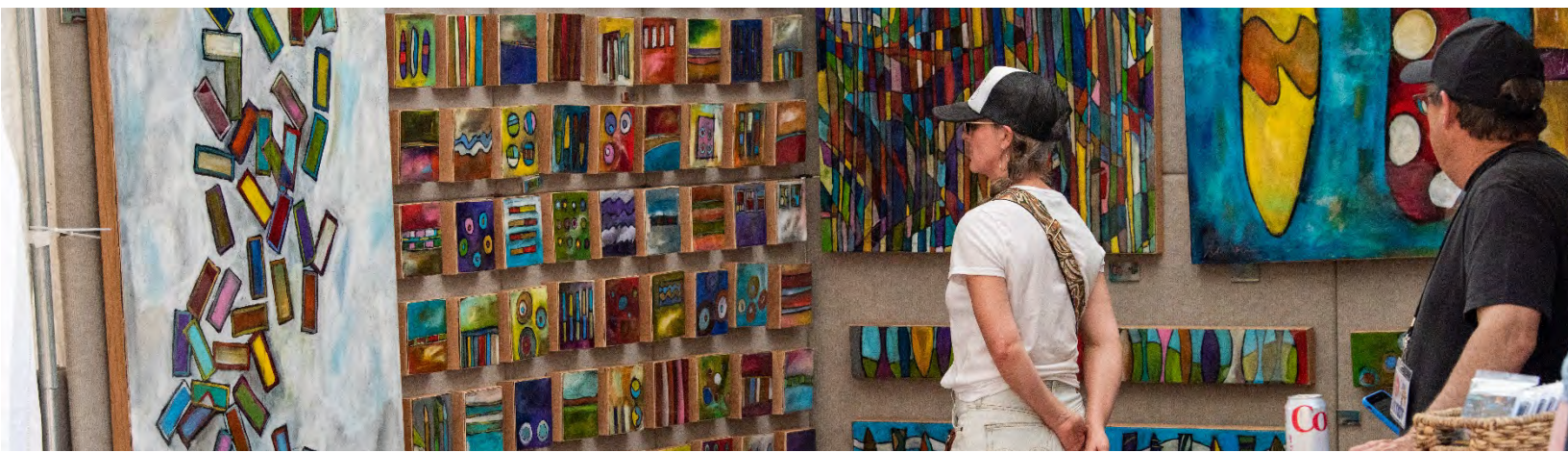
- Photo/image = 114w x 114h
- Headline = 15 characters
- Body = 50 characters
- URL

### City Guide Stories:

- 4-10 Photo or videos (vertical orientation)
- More specifications to come



# CONTACT



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