

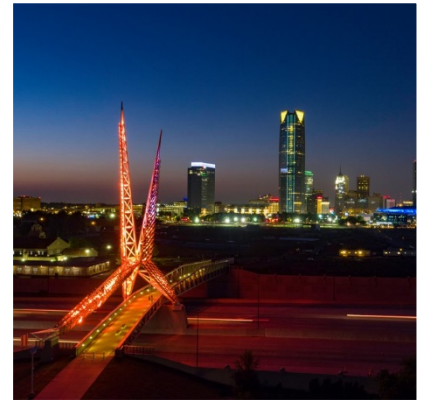
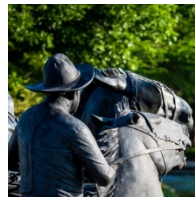
# Marketing Partner Program

## Fiscal 2020

July 1, 2019 to June 30, 2020

## TABLE OF CONTENTS

Visitors Impact on Oklahoma City	page 3
Marketing to Visitors by the CVB	page 4
Marketing Partner Program	page 5
Reach of Owned Media	page 6
Digital Advertising Opportunities	page 7
Print Advertising Opportunities	page 9
Rates	page 13
Sponsorship Packages	page 14
Material Specifications	page 15
Contact Information	page 16





# VISITORS IMPACT ON OKLAHOMA CITY



## Visitation is strong

The Oklahoma City CVB and the city of Oklahoma City have 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. The development of Scissortail Park, the opening of the new OKC Street car system, the City's agreement with the Chickasaw Nation regarding the completion of the American Indian Cultural Center and Museum, the expansion of the USA Softball Hall of Fame Stadium and the construction of the new Convention Center and Omni Hotel all represent significant milestones that have triggered the next step in the process for new business opportunities for Oklahoma City. These attractions and venues, along with all our other attractions and venues, will continue to make Oklahoma City a desirable place to visit, meet and work.

Oklahoma City's visitation remains strong among leisure travel, group tours, events and conventions. We continue to see the meetings and conventions side of our business grow. In the first three quarters of FY19, the OKC CVB has secured nearly 300,000 total room nights of future business, which will generate more than \$225 million in direct spending from the meetings and conventions business we've booked.

## 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. Oklahoma City's tourism industry supports more than 23,000 jobs, generating an estimated \$343 million in federal, state and local tax revenue. Visitors in Oklahoma County had an estimated annual direct spending impact of \$2.3 billion.

The continued additions and improvements to leisure and cultural attractions have shown consumers in our target markets that Oklahoma City is a serious visitor destination worth their time, and that we provide an affordable option. The expansion of Science Museum Oklahoma, the continued improvements in guest amenities at the OKC Zoo, Remington Park, Frontier City, new excitement at The National Cowboy and Western Heritage Museum, world class exhibitions at the Oklahoma City Museum of Art, the new Oklahoma Contemporary Art Center and our numerous and diverse cultural facilities, lodging, dining, nightlife, entertainment and sports venues make Oklahoma City a very attractive place to visit.

# MARKETING TO VISITORS BY CVB



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.

## Marketing and Communications Key Strategies:

- Paid advertising in B2B-focused (Meetings, Sports and Groups) print, digital and social media that increases awareness of Oklahoma City's expanding opportunities in the B2B market and generates leads for the CVB's sales staff.
- Paid advertising in consumer-focused (Leisure) print, digital and social media that positions Oklahoma City as a desirable getaway and vacation destination, motivates overnight travel from key target markets and activates OKC residents and visitors to be brand advocates.
- PR effort focused on key targetmarkets.
- Produce and distribute owned media including print publications, social media and a content-rich website supported by SEO/SEM/CRO.
- Development of appropriate collateral materials that meet the needs of leisure, meetings and conventions, sports and group tour sale efforts.
- Develop and implement Influencer Marketing and Attendee Marketing programs.
- Coordinate with partners to align marketing efforts, messaging and co-op opportunities.

# MARKETING PARTNER PROGRAM



- **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 all the funds contributed by our partners to buy sponsorships and ads goes back into marketing the city. We price our sponsorships and advertising at very competitive rates to encourage participation all partners.
- **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:**
  - Digital (Website)
  - Visitor Guide
  - Guest Guide
  - Pocket Guide
  - Coupon Booklet
- **No cost opportunities:**
  - Listings
  - Coupons/Special Offers
  - Events posted
  - Participate in Partner Events



# REACH OF OWNED MEDIA PROPERTIES



## Web Site (May 1, 2018 through April 30, 2019)

- **1,608,536** sessions (6.57% growth over previous year)
  - 60% mobile
  - 22% desktop
  - 18% tablet
- **1,172,700** unique users (9.4% growth over previous year)
- **3,533,656** page views
- **94,757** new sessions every month (70%)

## Visitors Guide

- **120,000** Printed annually and distributed throughout year

## Guest Guide

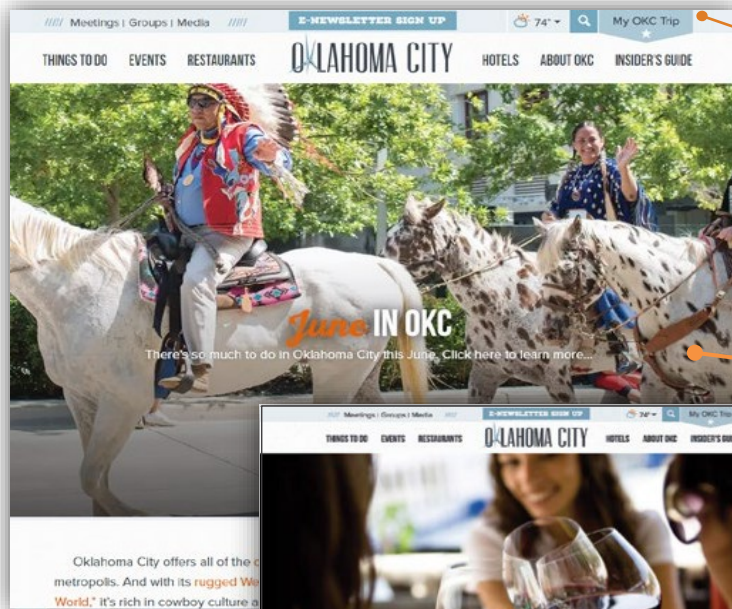
- Displayed in over **7,200** hotels rooms in downtown and airport area
- **7,500** Printed annually and distributed to select hotels annually

## Pocket Guide with coupons

- **50,000** Printed and distributed in two print runs- Fall/Winter and Spring/Summer

## Coupon Booklet

- **20,000** Printed and distributed in two print runs- Fall/Winter and Spring/Summer



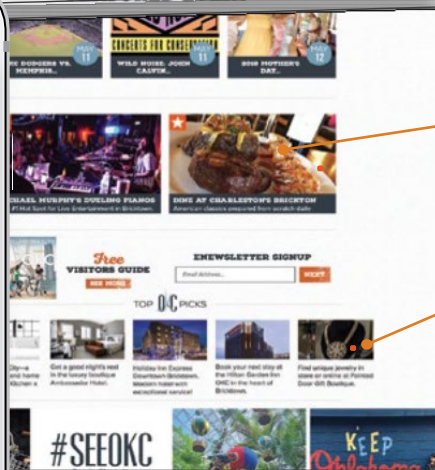
Responsive website design allows advertisements to display on all devices.

Home Page



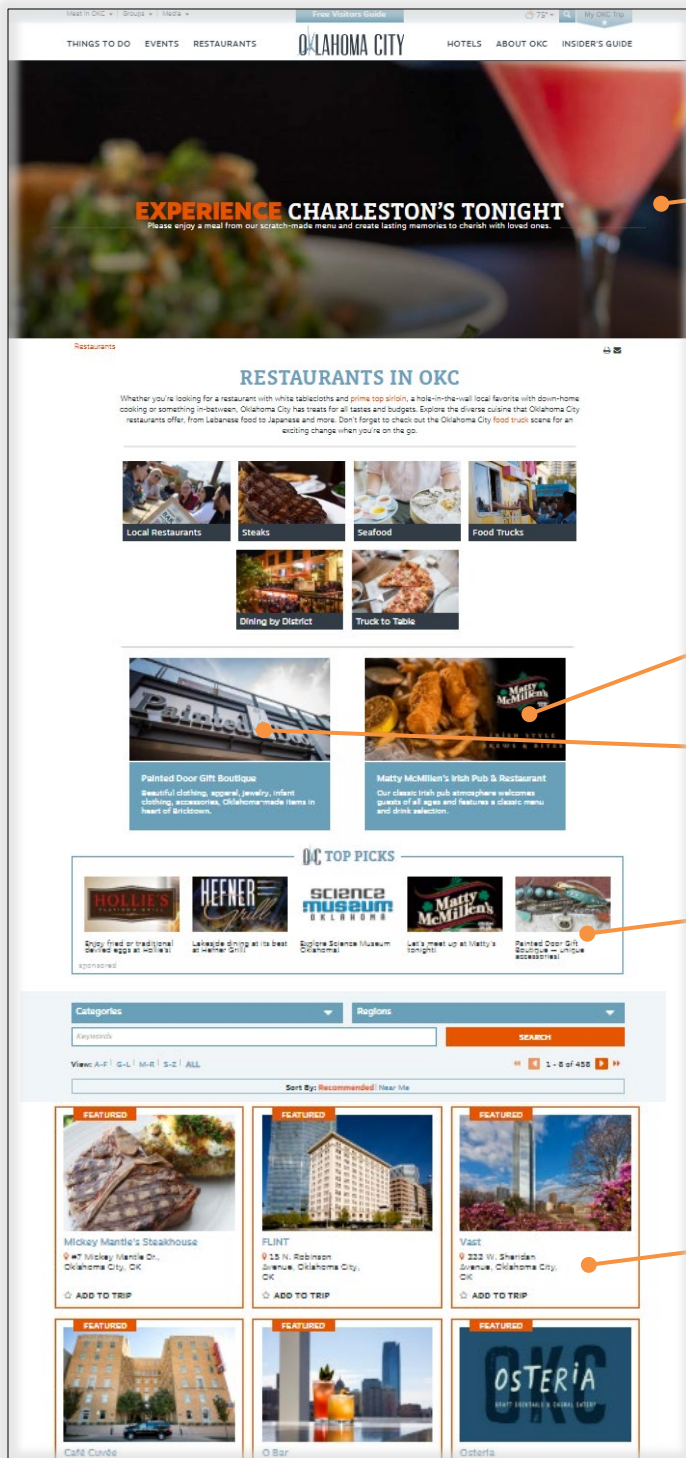
Home Page Sponsor ads - reserved for sponsors.

Top Pick ads - In ROS rotation.



Mobile banner ads





Header Image Ad

Page Sponsor Ad

Run of Site Ad

Top Pick Ads

Featured Listing



# 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 120,000 printed annually and distributed throughout the year.

## Advertising Deadlines:

- Order close date: September 3, 2019
- Materials due date: September 3, 2019
- Distribution dates: October 2019 to September 2020



# GUEST GUIDE

The **Oklahoma City Guest Guide** is a targeted visitor magazine catering to discerning travelers while they are visiting Oklahoma City. The guide provides information about the districts, events/festivals, entertainment, attractions, shopping and restaurants in OKC.

It's a hard bound publication designed to stay in the hotel room during the year. With current hotel occupancy levels, we estimate that there are over 1,000,000 room nights where the visitor has the opportunity to read through the Guest Guide.

There are 7,500 printed and distributed to selected hotels annually.

## Advertising Deadlines:

- Order close date: September 3, 2019
- Materials due: September 3, 2019
- Distribution dates: October 2019 to December 2020





# POCKET GUIDE

The **Oklahoma City Pocket Guide** is a condensed rack-sized brochure (9x4) that provides visitors with a snapshot about what to see and do in Oklahoma City. It also includes seasonal coupons which are a very popular request among visitors. The guide lists Oklahoma City's attractions, the districts, entertainment venues, sports venues, horse shows and a sampling of restaurants. There's also a fold-out map to help orient visitors to where these places are in OKC.

The brochure is typically around 48 pages plus covers with a fold out map in the front and the Coupon Booklet placed in the middle. There are 50,000 copies printed and distributed annually in two print runs – Fall/Winter and Spring/Summer (25,000 each print run).

Certified Folder distributes the Pocket Guide in 676 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.

## Advertising Deadlines

- Order close dates:
  - Fall/Winter – September 15, 2019
  - Spring/Summer – March 1, 2020
- Materials due dates:
  - Fall/Winter – October 1, 2019
  - Spring/Summer – March 15, 2020
- Distribution dates:
  - Fall/Winter – November 2019 to April 2020
  - Spring/Summer – May 2020 to October 2020



# COUPON BOOKLET

The Coupon Booklet provides visitors with discounts and offers from some of the top attractions, retail shops and restaurants in Oklahoma City. It is 9" high by 4" wide printed in spring and fall. The Coupon Booklet is placed in the Pocket Guide, and an overrun is also produced that is distributed separately. An additional 20,000 Coupon Booklets are printed (10,000 each season).

## Advertising deadlines:

- Order close dates:
  - Fall/Winter – September 15, 2019
  - Spring/Summer – March 1, 2020
- Materials due dates:
  - Fall/Winter – October 1, 2019
  - Spring/Summer – March 15, 2020
- Distribution dates:
  - Fall/Winter – November 2019 to April 2020
  - Spring/Summer – May 2020 to October 2020





# RATES

**Chamber Member Rates** - Non-Chamber members paid an additional 10%.

**Print:** Premium Positions are an additional 15%. Ads are invoiced annually and due on materials due date.

**Visitors Guide:**

Full Page	\$4,800
Half Page	\$3,000
Quarter Page	\$1,800

**Guest Guide:**

Full Page	\$4,800
Half Page	\$3,000
Quarter Page	\$1,800

**Both Visitors Guide and Guest Guide:**

Full Page	\$8,400
Half Page	\$5,800
Quarter Page	\$3,150

**Pocket Guide and Coupon Booklet:**

***Both Sessions:***

Full Page	\$1,300
Half Page	\$1,000
Coupon with ad	\$500
Coupon	\$750

***Single Session:***

Full Page	\$750
Half Page	\$600
Coupon with ad	\$275
Coupon	\$400

**Digital:** Monthly rate, invoiced quarterly and due on first day of quarter.

Header ad	\$300
Home Page ad	\$300 (only available to Founder's Sponsors)
eNewsletter	\$250
Page Sponsor ad	\$250
Mobile Banner	\$225
ROS ad	\$200
Top OKC Pick Ad	\$200
Featured Listing	\$100

**Sponsorships:** Invoiced monthly and due first day of the month.

Founder's	\$3,000/month - \$36,000 annually
Premier	\$2,000/month - \$24,000 annually
Annual	\$1,000/month - \$12,000 annually
Basic	\$500/month - \$6,000 annually

# SPONSORSHIP PACKAGES

- Invoiced monthly and due first day of the month.
- If cancelled during term the advertiser will be invoiced for all ads ran at published rate.
- Available to Chamber of Commerce members only.
- All Sponsorship Packages are for 12 months beginning 7/1/2019.

## **Founders (2 available):**

**\$36,000 or \$3,000/month** (\$45,000 value)

- Visitors Guide - Premium Position full page
- Guest Guide - Premium Position full page
- Pocket Guide - Premium Position full page, both sessions
- Coupon Booklet – Premium full page ad and coupon, both sessions
- Home Page Sponsorship Ad (one of two fixed positions)
- Page Sponsorship Ad (in appropriate area of site - exclusive)
- Header Image Ad (in appropriate area of site - exclusive)
- Featured Listing on Visitokc.com (in appropriate category)
- ROS Interior Ad – one ad monthly
- Mobile Ad - one ad monthly
- Top Pick Ad position – 3 ads monthly
- Pad Map – logo placed on map
- Bags - logo placed on bag
- eNewsletter Sponsorship – Ad in monthly e-newsletter (one of two ad positions)
- Supply of Visitor Guides, Guest Guides and Pocket Guides

## **Premier Sponsor (2 available):**

**\$ 24,000 at \$1,000/month** (\$27,300 value)

- Visitor Guide - full page ad
- Guest Guide- full page ad
- Pocket Guide - full page ad in both sessions
- Coupon – Two sided coupon in both sessions
- Page Sponsorship Ad (in appropriate area of site - exclusive)
- Header Image Ad (in appropriate area of site - exclusive)
- Featured Listing on Visitokc.com (in appropriate category)
- ROS Ad
- Top Pick Ad position
- Mobile Ad

## **Annual Sponsor (6 available):**

**\$ 12,000 at \$1,000/month** (\$14,100 value)

- Visitor Guide – half page ad
- Guest Guide - half page ad
- Pocket Guide - full page ad in both sessions
- Coupon – Two sided coupon in both sessions
- Featured Listing on Visitokc.com (in appropriate category)
- ROS Ad
- Mobile Ad

## **Basic Sponsor (12 available):**

**\$ 6,000 at \$500/month** (\$7,500 value)

- Visitor Guide - 1/4 page ad
- Guest Guide - 1/4 page ad
- Pocket Guide – half page ad in both sessions
- Coupon – Two sided coupon in both sessions
- ROS Ad or Top Pick ad



# 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

## Guest Guide and Visitors Guide

**Materials due: 9/1/2019**

### Full Page ad:

- 10.50" high x 8" wide - finished size
- 0.12" full bleed (total size including full bleed 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 and Coupon Booklet

**Materials due: Fall/Winter on 10/1/2018**

**Spring/Summer on 3/1/2019**

### Full Page ad:

- 8.5" 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.
- Bleed 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.

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

### Listing images:

Image = 375w x 250h

### Header Image ad:

Image = 1,300w x 660h, Headline = 40 characters, Body = 135 characters, URL

### Top Pick ad:

Image = 176w x 100h, Body = 60 characters, URL

### Run of Site ad:

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

### Page Sponsor ad:

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

### Mobile Banner ad:

Image = 300w x 50h, URL



## CONTACT:

**Neil Helms, CTA**

Manager, Marketing Partner Program

[nhelms@VisitOKC.com](mailto:nhelms@VisitOKC.com)

405-921-0573