

# Marketing Partner Program

## Fiscal 2021

July 1, 2020 to June 30, 2021

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# VISITORS IMPACT ON OKLAHOMA CITY



## Investing in the Modern Frontier

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. A new branding campaign was launched in Feb. 2020 to articulate and amplify Oklahoma City's brand story to both locals and visitors. The development of Scissortail Park, the new OK Contemporary and upcoming First Americans Museum, additions at the OKC National Memorial & Museum and NCWHM, 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.

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. We had great momentum on the meetings and conventions side of our business and expect it to pick back up as safety protocols are in place and travel restrictions ease. 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. The OKC CVB is committed to providing flexible, cost-effective ways for partners to participate in promoting OKC as a destination.

## 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 22,230 jobs, generating an estimated \$355 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) outlets 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) outlets that position 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.
- Development of appropriate collateral materials that meet the needs of leisure, meetings and conventions, sports and group tour sales 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 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:**
  - Digital (Website)
  - Visitor Guide
  - Guest Guide
  - Pocket Guide with Coupons
- **No cost opportunities:**
  - Listings
  - Coupons/Special Offers
  - Events posted
  - Participate in Partner Events



# REACH OF OWNED MEDIA PROPERTIES



## Web Site

- 1,650,530 sessions annually
  - 60% mobile
  - 22% desktop
  - 18% tablet

## Visitors Guide

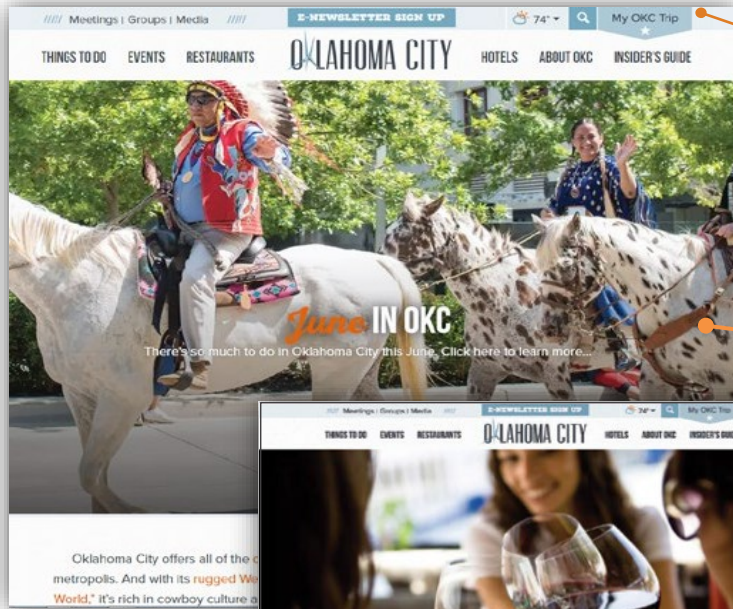
- Approximately 100,000 printed annually and distributed throughout year
- Robust digital visitor guide on VisitOKC.com

## Guest Guide

- Displayed in over 7,000 hotels rooms in downtown and airport area
- 7,500 Printed annually and distributed to select hotels annually

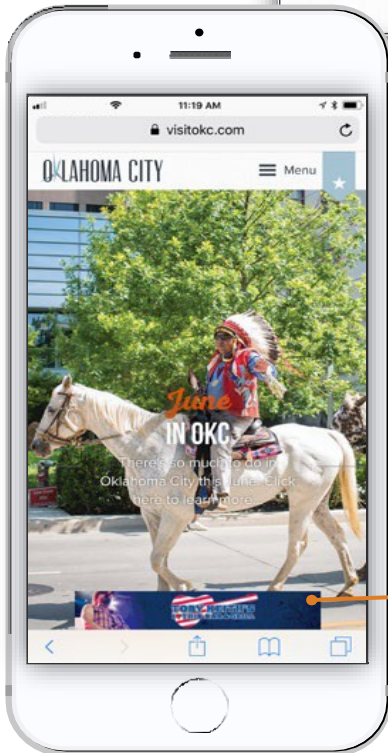
## Pocket Guide with Coupons

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



Responsive website design allows advertisements to display on all devices.

Home Page



Home Page Primary ads - reserved for partner packages.

Top Pick ads - In ROS rotation.

Mobile banner ads

Mobile ads - In ROS rotation.

The screenshot shows the website's navigation bar with links for 'THINGS TO DO', 'EVENTS', 'RESTAURANTS', 'OKLAHOMA CITY', 'HOTELS', 'ABOUT OKC', and 'INSIDER'S GUIDE'. A large banner at the top features the text 'EXPERIENCE CHARLESTON'S TONIGHT' with a sub-headline 'Please enjoy a meal from our scratch-made menu and create lasting memories to cherish with loved ones.' Below this is a section titled 'RESTAURANTS IN OKC' with a descriptive paragraph. A grid of restaurant categories includes 'Local Restaurants', 'Steaks', 'Seafood', 'Food Trucks', 'Dining by District', and 'Truck to Table'. Two 'Run of Site Ad' blocks are visible: one for 'Painted Door Gift Boutique' and another for 'Matty McMillen's Irish Pub & Restaurant'. A 'TOP PICKS' section features 'HOLLIE'S', 'HEFNER', 'scienza museum', 'Matty McMillen's', and 'Painted Door Gift Boutique'. A search bar and filters are located below. The bottom section displays 'Featured Listings' for 'Mickey Mantle's Steakhouse', 'FLINT', 'Vast', 'Café Cavée', 'O Bar', and 'osteria'.

Header Ad

Page 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 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, 2020
- Materials due date: September 3, 2020
- Distribution dates: January-December 2021



# 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. The CVB is exploring alternative print finishes in an effort to print higher quantities within available budget.

## Advertising Deadlines:

- Order close date: September 3, 2020
- Materials due: September 3, 2020
- Distribution dates: January-December 2021





## POCKET GUIDE

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

The publication will be trimmed down in size moving forward, but still include with a fold out map in the front and perforated coupons placed in the middle. We anticipate 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 675+ 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 15, 2020
  - Session Two – March 1, 2021
- Materials due dates:
  - Session One – October 1, 2020
  - Session Two – March 15, 2021
- Distribution dates:
  - Session One – November 2020 to April 2021
  - Session Two – May 2021 to October 2021



## 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	\$5,500
Full Page	\$4,800
Half Page	\$3,000
Quarter Page	\$1,800

**Guest Guide:**

Premium Full Page	\$5,500
Full Page	\$4,800
Half Page	\$3,000
Quarter Page	\$1,800

**Both Visitors Guide and Guest Guide:**

Premium Full Page	\$9,200
Full Page	\$8,000
Half Page	\$5,200
Quarter Page	\$3,100

**Pocket Guide:**

Both Sessions:

Premium Full Page	\$1,450
Full Page	\$1,300
Half Page	\$1,000
Coupon	\$750
Coupon with PG ad purchase	\$500

Single Session:

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

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

Main Page Exclusive Advertiser (Header Ad and Page Ad)	\$385/month
Interior Page Exclusive Advertiser (Header Ad and Page Ad)	\$275/month
Sub-Interior Page Exclusive Advertiser (Header Ad and Page Ad)	\$110/month
Featured Listing	\$100/month
Interior ROS ad	\$200/month
Top Pick ROS ad	\$200/month
Mobile ROS ad	\$250/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 of 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

## Guest Guide and Visitors Guide

**Materials due: 9/3/2020**

### 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

**Materials due: Winter/Spring on 10/1/2020  
Summer/Fall on 3/1/2021**

### 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

### Primary Page ad:

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

### Mobile Banner ad:

Image = 300w x 50h, URL

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





## **CONTACT:**

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