

MEDIA OUTLET	AUDIENCE	REACH	PERSONA	ANGLE	TIMING OF VISIT	TIMING OF ASK	LOGISTICS	COMPS	SUPPORT	
International (0-10 points)	>100,000 (0-10 points)	Print (0-10 points)	Family (0-10 points)	Adventure (0-10 points)	(+2) (0) (-2)	(+2) (0) (-2)	(+2) (0) (-2)	(+2) (0) (-2)	(+2) (0) (-2)	
National (0-10 points)	50,000- 100,000 (0-8 points)	Broadcast (0-8 points)	Couple (0-10 points)	Food (0-10 points)						
Target Outlet (0-10 points)	10,000-50,000 (0-6 points)	Blog (0-10 points)	Girls Getaway (0-10 points)	Cultural (0-10 points)						
Industry Pub (0-8 points)	5,000-10,000 (0-4 points)	Social (0-8 points)	Guys Trip (0-10 points)	Diversity (0-10 points)						
Community paper/small outlet (0-6 points)	<5,000 (0-2 points)		LGBTQ (0-10 points)	Diversity (0-10 points)						
Blog (0-5 points)			Foodie (0-10 points)	Wellness (0-10 points)						
Influencer (0-5 points)			Drive market (0-10 points)	Weekend trip (0-10 points)						
			Meetings (0-10 points)	Iconic OKC (0-10 points)						
			Sports (0-10 points)	General (0-10 points)						
				Shopping (0-10 points)						
										<b>TOTAL POINTS</b>

**TOTAL POINTS:**

0-15: Attraction passes and contacts

16-30: Attraction passes and a \$99 media rate for a hotel (not covered by the CVB)

31-45: Hotel (covered by the CVB), attraction passes and some food comps/visa card

46+: Flight, hotel, uber, food comps/visa card, attraction passes, gifts

