



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, 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 generate 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 (VisitOKC.com)
 - Visitor Guide
 - Pocket Guide with Coupons
- **No cost opportunities:**
 - Listings
 - Coupons/Special Offers
 - Events posted
 - Participate in Partner Events

REACH OF OWNED MEDIA PROPERTIES



VisitOKC.com *

- 1.2 million unique visitors with 1.7 sessions annually:
 - 48% or 550,000 used site while in OKC metro
 - 82% or 935,000 used site while in OK, TX, AR, KS, MO
 - 70% mobile
 - 26% desktop
 - 4% tablet
 - 82% are ages 25 to 64:
 - 18 to 24 = 10%
 - 25 to 34 = 30%
 - 35 to 44 = 21%
 - 45 to 54 = 17%
 - 55 to 64 = 14%
 - 65+ = 8%

Visitors Guide

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

Pocket Guide with Coupons

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

*Google Analytics 7-1-2019 to 6-30-2020



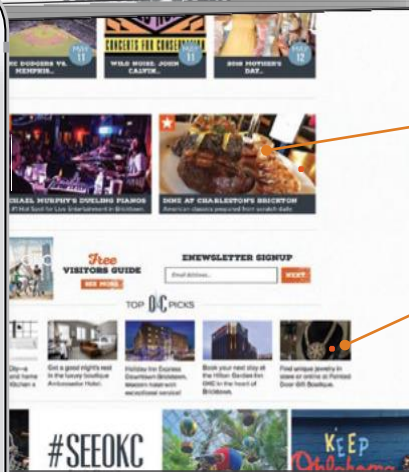
Responsive website design allows advertisements to display on all devices.

Home Page



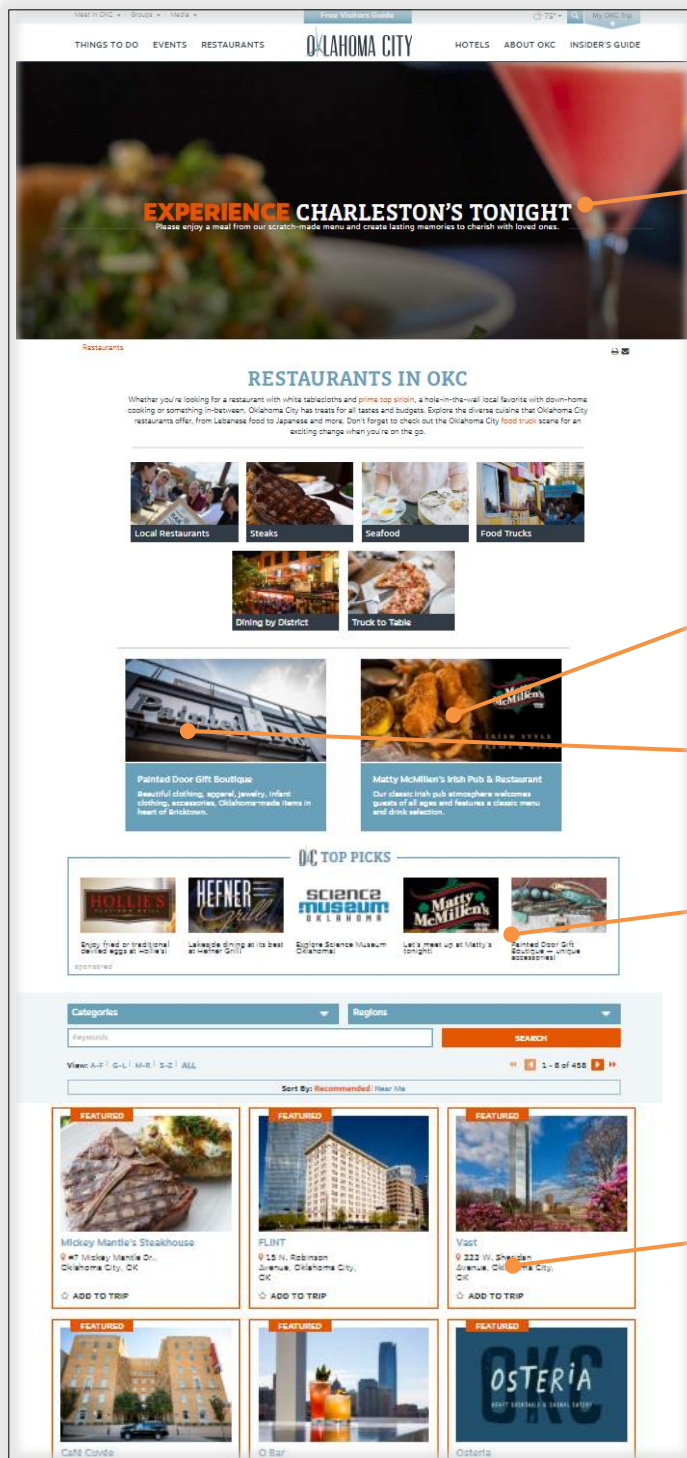
Home Page ads - reserved for partner packages.

Top Pick ads - In Run of Site (ROS) rotation.



Mobile ads - In ROS rotation.





Header Ad (image or video)

Page Ad

Interior ROS 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: October 2, 2020
- Materials due date: October 2, 2020
- Distribution dates: January-December 2021



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. The coupon and map content are very popular among visitors and will primarily be the focus of this publication for 2021.

The publication includes a fold out map in the front and perforated coupons placed in the middle. We will be 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 nearly 700 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 – October 2, 2020
 - Session Two – March 1, 2021
- Materials due dates:
 - Session One – October 2, 2020
 - Session Two – March 1, 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

Pocket Guide:

Both Sessions:

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

Single Session:

Full Page	\$750
Half Page	\$600
Coupon	\$500
Coupon with Pocket Guide ad purchase	\$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 ad	\$200/month
Mobile 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

Visitors Guide

Materials due: 10/2/2020

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 10/2/2020
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.

VisitOKC.com

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

Header ad: Images = 1,500w x 644h and 640w x 970h, Headline = 40 characters, Body = 135 characters, URL

Page ad and Run of Site ad: Image = 500w x 256h, Headline = 45 characters, Body = 110 characters, URL

Top Pick ad: Image = 176w x 100h, Body = 60 characters, URL

Mobile Banner ad: 300w x 50h, URL

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



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