

A nighttime photograph of Oklahoma City. In the foreground, a park with a winding path, trees, and a body of water is illuminated by streetlights. The city skyline is visible in the background, featuring several skyscrapers, including the prominent One Oklahoma Center on the left. The sky is a deep blue.

JULY 1, 2024 - JUNE 30, 2025

MEDIA KIT

VISIT
OKLAHOMA CITY
— THE MODERN FRONTIER —

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INVESTING IN THE MODERN FRONTIER

At Visit OKC, we have a passion for promoting Oklahoma City as a first-class destination while generating demand and driving economic impact for hospitality entities. We focus on connecting our millions of viewers with content that resonates, and we serve as the premier platform for those in the planning stages of their Oklahoma City getaway. But our audience isn't just browsing; they're primed and eager to invest in their travel experiences! They are ready to explore all OKC has to offer and contribute to the economy by staying at our hotels, eating out, and visiting museums, attractions and more. So, join us in shaping the narrative of Oklahoma City's hospitality landscape and inspiring those poised to make memories and meaningful investments at your business.

The power of tourism in Oklahoma City creates immense value for advertisers who invest in a partnership with Visit OKC. In 2022, Oklahoma had **23.2 million annual visitors**. These visitors contributed **\$4.3 billion to OKC's tourism total economic impact**. In direct travel spending, visitors spent **\$678**

million on food and beverage, \$587 million on retail, \$482 million on recreation and entertainment, \$452 million on lodging and \$388 million on Transportation.

On average, visitors to Oklahoma City start researching their trip online 45 days in advance. Based on data gathered on VisitOKC.com, they are searching for information on events, logistics and planning, restaurants, attractions and lodging on our site. But they are not just searching online for information.

Visit OKC also fulfills Visitor Guide and Pocket Guide orders through several channels that distribute the content regionally, nationally and internationally. Hotels and retail hand out our printed collateral to thousands of patrons throughout the year.

Travelers to OKC look to Visit Oklahoma City first for resources to facilitate their trip planning. So, join us in showcasing the offerings of Oklahoma City and connect with eager adventurers seeking memorable experiences in the Modern Frontier!

DIGITAL ADVERTISING OPPORTUNITIES



VisitOKC.com has over 1 million visitors yearly. 30% of users are from Oklahoma. The other 70% is made up of users from TX, IL, MO, KS and IA. Our website caters to a diverse audience. Explore the various advertising options available on Visit OKC's website, including featured listings, mobile advertising opportunities, homepage ads and more. All are offered at diverse price points to suit your marketing needs. Whether you're looking to boost your brand visibility, drive traffic to your website or target specific demographics, Visit OKC offers advertising solutions to help you reach your goals effectively.

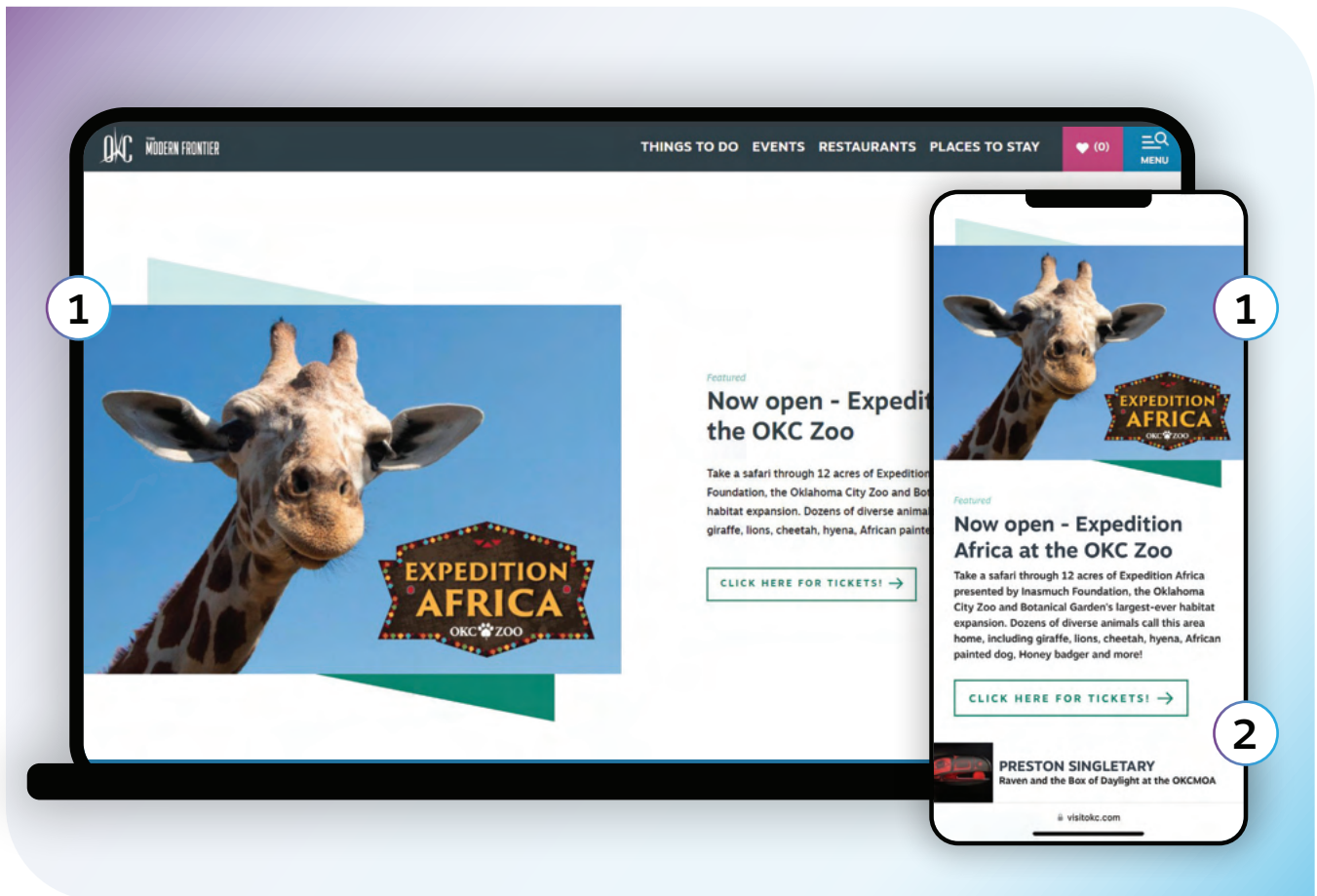
SPECIFICATIONS:

- Images (GIF or JPEG) should be single photographs without overlaid elements
- No collages, photoshopping or animations
- Body text count includes spaces, punctuation and special characters

DEADLINES:

- Digital ads are due 5 days prior to month the ad is running.

DIGITAL ADVERTISING: HOME PAGE & MOBILE FOOTER



1 HOME PAGE AD

SPECIFICATIONS:

- Photo/image: 686w x 467h
- Headline: 52 characters max
- Body: 300 Characters max
- Click through URL

RATES:

- Home Page ad: \$600/month

2 MOBILE FOOTER AD

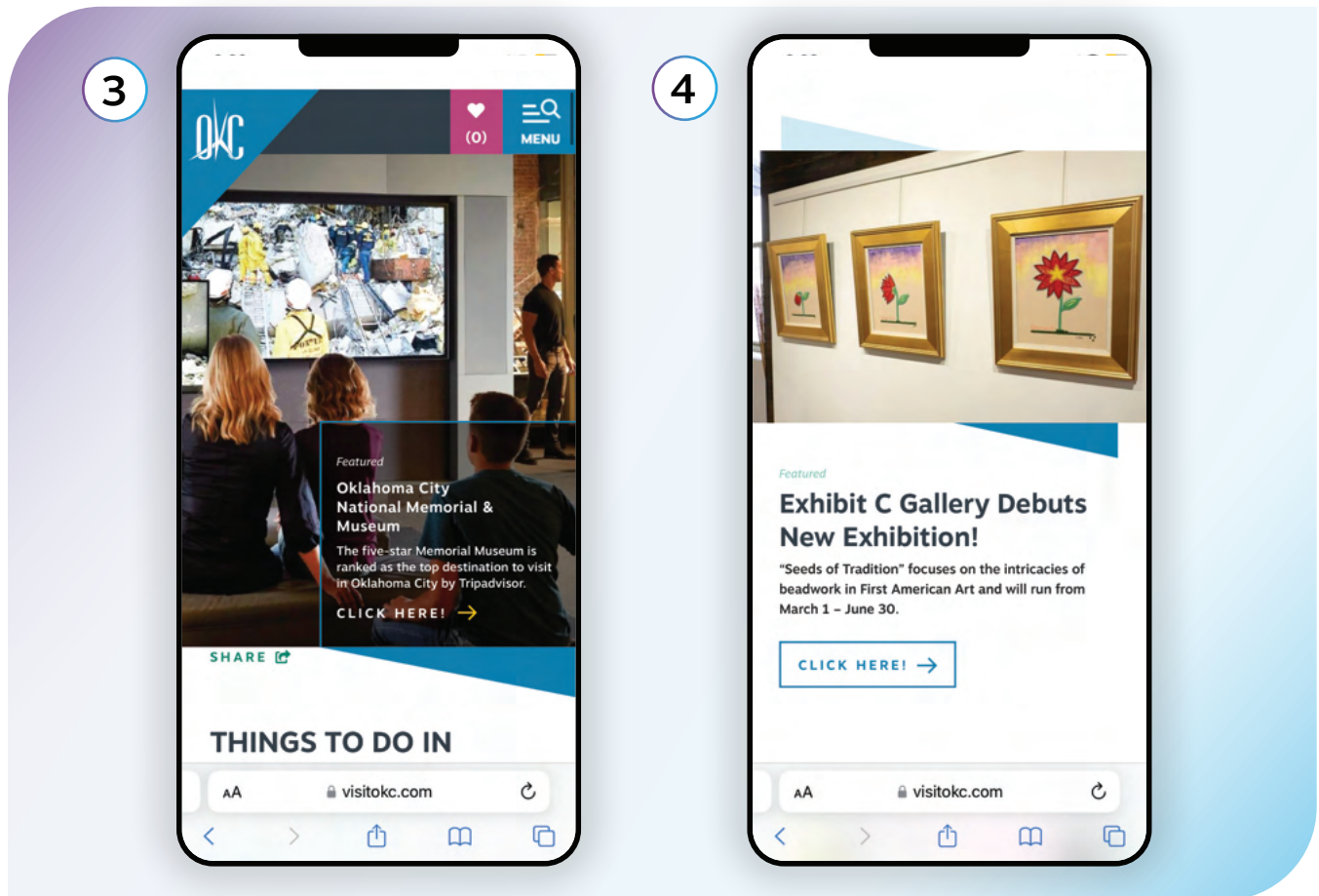
SPECIFICATIONS:

- Photo/image: 114w x 114h
- Headline: 15 characters
- Body: 50 characters
- Click through URL
- Note: The mobile footer ads cycle through fifteen different advertisers.

RATES:

- Mobile Footer ad: \$300/month

DIGITAL ADVERTISING: HEADER & PREMIUM PAGE



3 HEADER AD

SPECIFICATIONS:

- Photo/image: 1860w x 800h
- Headline: 28 characters max
- Body: 110 characters max
- Click through URL
- Note: Tier levels are determined by the volume of page views.

RATES:

- Header ad - Tier One: \$330/month
- Header ad - Tier Two: \$220/month
- Header ad - Tier Three: \$110/month

4 PREMIUM PAGE AD

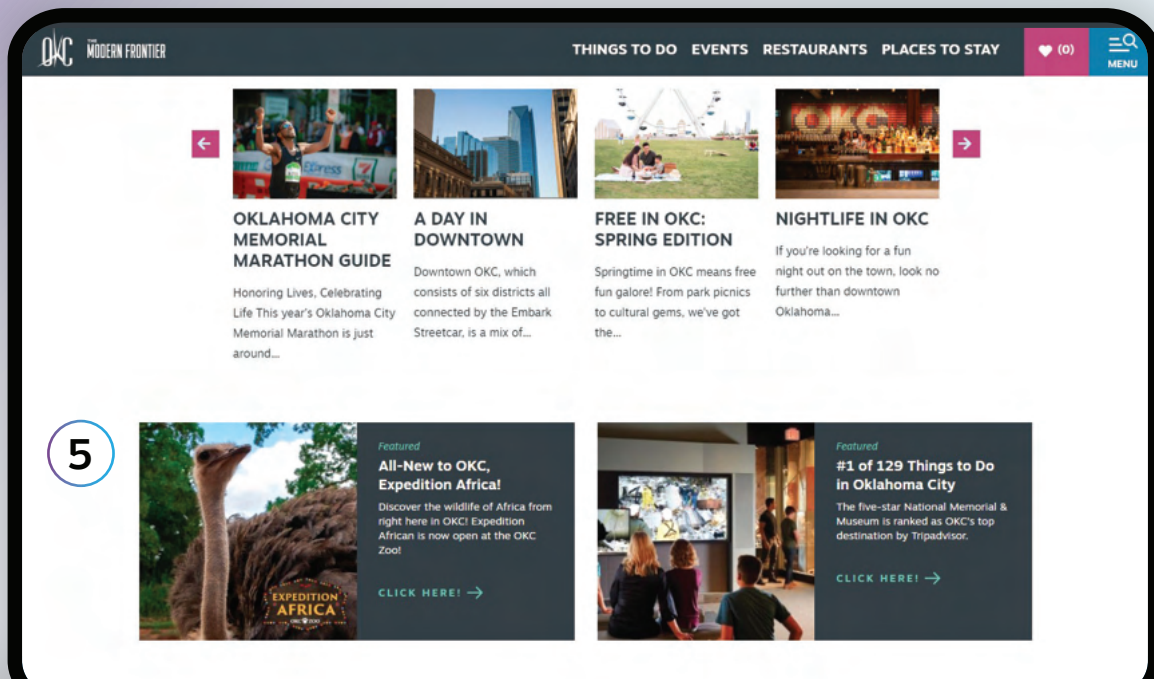
SPECIFICATIONS:

- Photo/image: 686w x 467h
- Headline: 52 characters max
- Body: 300 Characters max
- Click through URL
- Note: Tier levels are determined by the volume of page views.

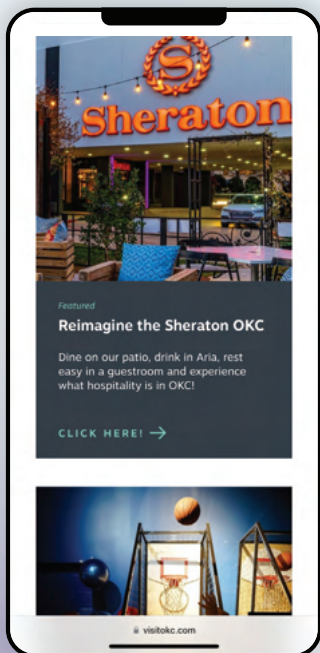
RATES:

- Premium Page ad - Tier One: \$330/month
- Premium Page ad - Tier Two: \$220/month
- Premium Page ad - Tier Three: \$110/month

DIGITAL ADVERTISING: PAGE AD AND RUN OF SITE



5



5

PAGE AD AND RUN OF SITE AD

SPECIFICATIONS:

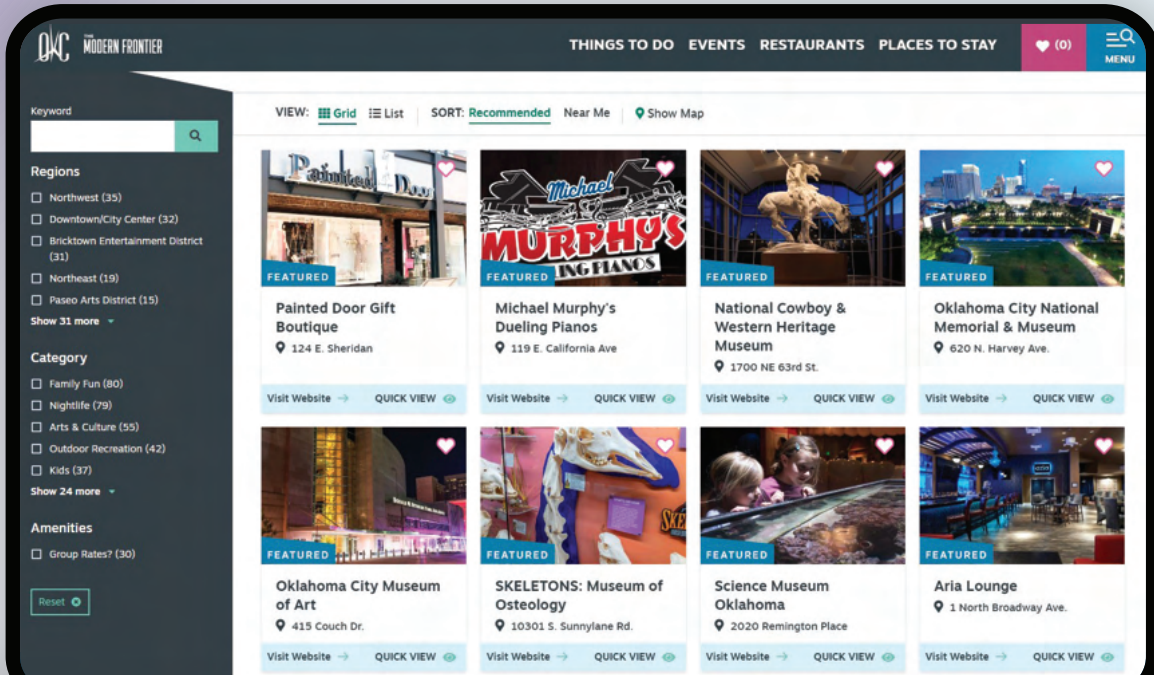
- Photo/image: 569w x 569h
- Headline: 38 characters max
- Body: 105 characters max
- Click through URL
- Note: ROS ad rotates between 15 advertisers.

RATES:

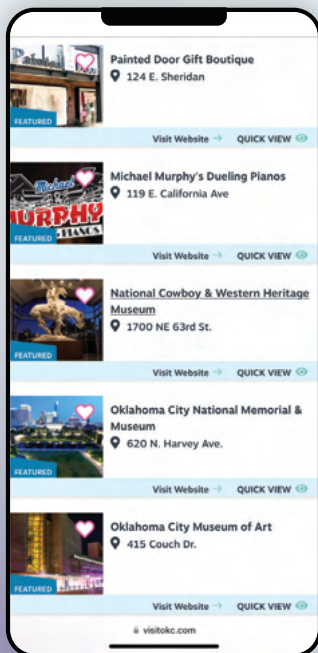
- Page ad – Targeted: \$220/month
- Interior ROS ad: \$175/month

DIGITAL ADVERTISING: FEATURED LISTINGS

6



6



6

FEATURED LISTINGS

SPECIFICATIONS:

- Up to 10 images at 686w x 467h
- Up 500 words

RATES:

- \$125/month

DIGITAL ADVERTISING: MOBILE VISITORS CENTER



MOBILE VISITORS CENTER VIDEO

SPECIFICATIONS:

- The Mobile Visitors Center is activated for a minimum of 100 days annually
- Must be Annual Partner level or above to be eligible
- :30 video looped and displayed at events and festivals across the metro
- HD resolution files (1920 x 1080)
- MOV or MP4 filetype

RATES:

- \$2,000 for 6-month period

PRINT ADVERTISING OPPORTUNITIES



Our Visitors Guide and Pocket Guides serve as comprehensive resources tailored to inspire and assist travelers in planning their trips. Offering a wealth of information, these guides cover a wide array of topics including local attractions, dining options, accommodations, activities, and insider tips to enhance the visitor experience. Distributed through a variety of channels, including regional, national, and international outlets, with a total distribution of 155,000 travel publications, these guides reach a vast audience of potential visitors.

Whether someone is seeking adventure in their own backyard or embarking on a journey to explore new destinations, these guides provide valuable insights and recommendations to help travelers make the most of their experiences.

PRINT ADVERTISING: VISITORS GUIDE



VISITORS GUIDE

The official 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 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.

DEADLINES

- Ad Agreement close date: August 30, 2024
- Materials due date: August 30, 2024
- Print date: November 2024
- Distribution dates: December 2024 to December 2025

PRINT ADVERTISING: VISITORS GUIDE

FULL PAGE AD

SPECIFICATIONS:

- 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 on left and right sides with 0.25" on top and bottom of inside finished size. No logos, text, or social media icons appear in this area.

RATES:

- Full Page: \$5,000
- Premium Full Page: \$5,700

QUARTER PAGE AD

SPECIFICATIONS:

- 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.

RATES:

- Quarter Page: \$2,000

HALF PAGE AD

SPECIFICATIONS:

- 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.

RATES:

- Half Page: \$3,200

VIDEO AD IN DIGITAL VISITORS GUIDE

SPECIFICATIONS:

- For 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

RATES:

- Video in Digital Visitors Guide: \$1,000

PRINT ADVERTISING: POCKET GUIDE



POCKET GUIDE

Our bi-annual 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.

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

Each year, we print 70,000 copies of the Pocket Guide in two 35,000 print runs for the summer/fall and winter/spring.

DEADLINES FOR WINTER/SPRING PRINTING

- Ad Agreement Close date: September 13, 2024
- Material Close Date: September 13, 2024
- Print Date: November 2024
- Distribution Period: November 2024 thru April 2025

DEADLINES FOR SUMMER/FALL PRINTING

- Ad Agreement Close date: March 3, 2025
- Material Close Date: March 3, 2025
- Print Date: April 2025
- Distribution Period: May 2025 thru October 2026

PRINT ADVERTISING: POCKET GUIDE

FULL PAGE AD

SPECIFICATIONS:

- 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.

COUPON (TWO SIDED)

SPECIFICATIONS:

- 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.

HALF PAGE AD

SPECIFICATIONS:

- 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.

RATES

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

NET RATES

DIGITAL RATES

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

Home Page ad: \$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: \$300/month

Page ad – Targeted: \$220/month

Interior ROS ad: \$175/month

Featured Listing: \$125/month

Mobile Visitor Center Video: \$2,000/6 months

PRINT RATES

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

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: These rates reflect Chamber Member Rates. Non-Chamber members pay an additional 10%.

CONTACT

NEIL HELMS

- Manager,
Marketing Partner Program
- nhelms@VisitOKC.com
- 405-921-0573