

JULY 1, 2025 - JUNE 30, 2026

MEDIA KIT

FISCAL YEAR 2026



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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 partners. We focus on connecting our millions of viewers with content that resonates with their interests and aids them throughout the whole trip-planning process. This upcoming year is particularly exciting in light of the increased hotel tax, which directly gives us more capacity to expand our promotion to new markets and make a bigger impact across the nation and beyond. In the year ahead, we expect to see even more engagement on VisitOKC.com and heightened demand for our various trip-planning resources.

Our prospective visitors are ready to feel like locals, exploring all OKC has to offer and contributing 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 destination experience and inspiring those poised to make memories and meaningful investments at your business.

On average, visitors to Oklahoma City start researching their trip online 45 days in advance. Our website, printed Visitors Guide and Pocket Guides (distributed regionally, nationally and internationally), advertisements and more aid them in this research. Based on data gathered on VisitOKC.com, prospective visitors primarily rely on us for information on events, logistics and planning, restaurants, attractions and lodging.

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

IMPACT OF TOURISM IN OKC

The power of tourism in Oklahoma City creates immense value for advertisers who invest in a partnership with Visit OKC. Oklahoma has **24.1 million** annual visitors. These visitors contributed **\$4.5 billion** to OKC's tourism total economic

impact. In direct travel spending, visitors spent **\$719 million on food and beverage, \$608 million on retail, \$510 million on recreation and entertainment, \$477 million on lodging and \$399 million on Transportation.**



817,335

POTENTIAL FUTURE
ROOM NIGHT PIPELINE
BY CONVENTION AND
SPORTS EVENTS



**24.1
million**

ANNUAL VISITORS



95%

CUSTOMER SATISFACTION
RATING FOR VISIT OKC
CONVENTION SERVICES



**\$2.7
billion**

IN VISITOR SPENDING



34,897

OKC JOBS SUPPORTED
THROUGH TOURISM



**\$4.5
billion**

TOTAL ECONOMIC IMPACT



31

TRAVEL WRITERS
AND CONTENT
CREATORS HOSTED



1.9 million

VISITOKC.COM UNIQUE USERS



437

MOTORCOACH GROUP
TOURS HOSTED IN OKC



269

GROUPS, CONVENTIONS,
SPORTS AND EQUINE EVENTS
THAT WERE PROVIDED WITH
REGISTRATION/SERVICING

122

MEETING PLANNER,
SPORTS AND GROUP
TOUR OPERATOR
SITE VISITS HOSTED



DIGITAL ADVERTISING OPPORTUNITIES



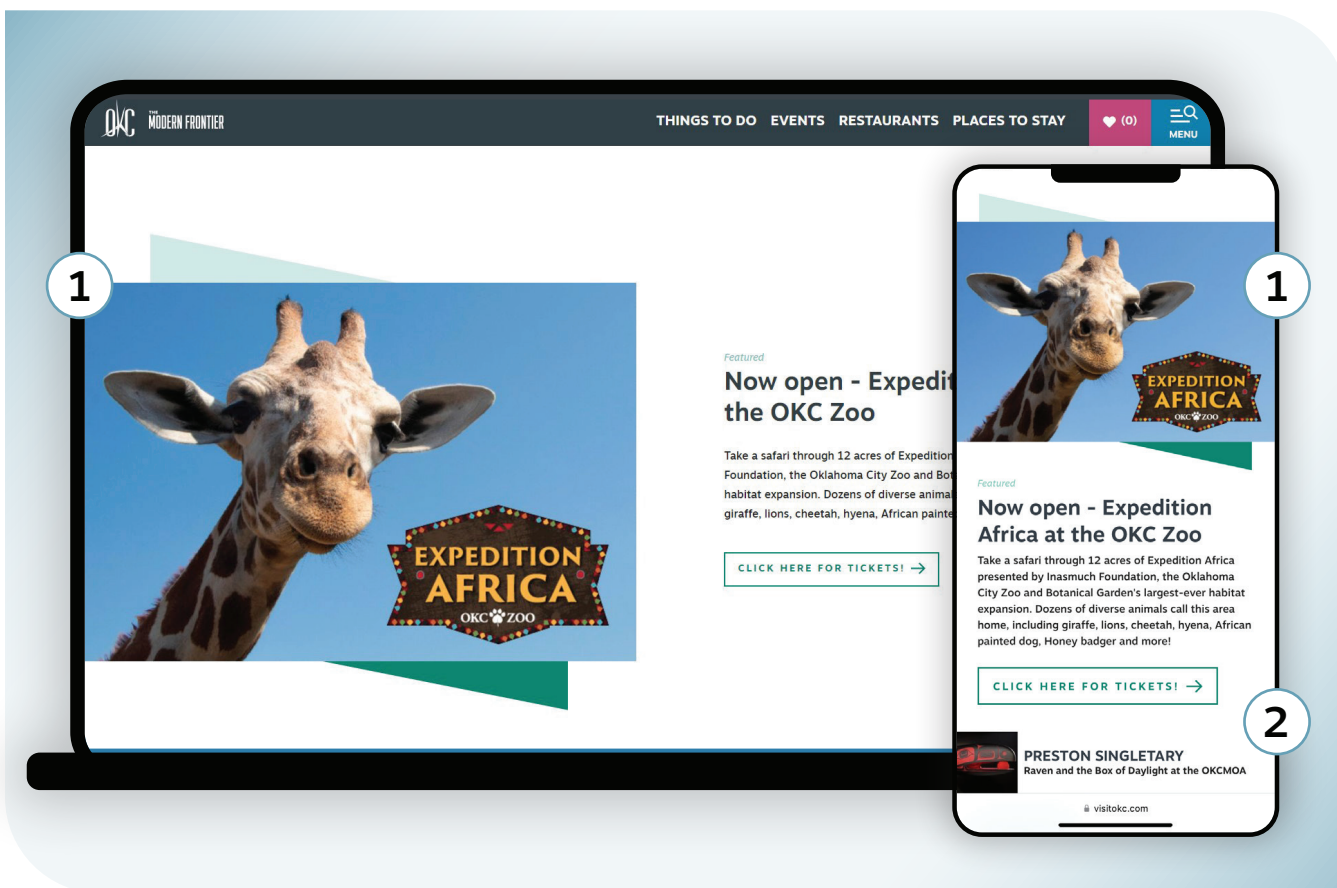
VisitOKC.com attracts nearly 2 million visitors annually. Thirty percent of users are from Oklahoma, while the remaining 70% primarily come from Texas, Illinois, Missouri, Kansas, California and Arkansas. Our website serves a diverse audience. Explore the various advertising options available on Visit OKC's website, including featured listings, mobile ads, homepage ads, and more. In 2024, our ad units generated over 13 million impressions and a 1.24% average click-through rate.

All options are offered at different price points to meet your marketing needs. Whether you're looking to increase brand visibility, drive traffic to your website, or target specific demographics, Visit OKC provides advertising solutions to help you achieve your goals.

DEADLINES:

- Digital ads must be submitted 5 days before the start of the month in which the ad will run.

DIGITAL ADVERTISING: HOME PAGE & MOBILE FOOTER



1 HOME PAGE AD

This ad is prominently featured on the home page, appearing a quarter of the way down. It is fixed and does not rotate with other ads.

SPECIFICATIONS:

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

RATE:

- \$600/month

2 MOBILE FOOTER AD

This ad appears at the bottom of the screen when the site is viewed on a mobile phone. It rotates with up to 15 other ads.

SPECIFICATIONS:

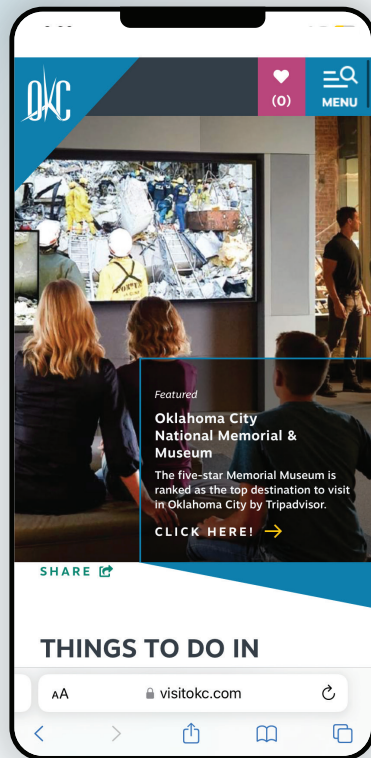
- Photo/image: 114w x 114h
- Headline: 15 characters
- Body: 50 characters
- Click through URL
- No collages, photoshopping or animations
- Note: The mobile footer ads cycle through fifteen different advertisers.

RATE:

- Mobile Footer ad: \$300/month

DIGITAL ADVERTISING: HEADER & PREMIUM PAGE

3



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3

HEADER AD

This ad appears at the top of most internal pages on VisitOKC.com. It is fixed within a specific section (e.g., To Do, Events, Restaurants) and sub-section (e.g., Things To Do/Attractions). It does not rotate with other ads.

SPECIFICATIONS:

- Photo/image: 1860w x 800h
- Headline: 28 characters max
- Body: 110 characters max
- Click through URL
- No collages, photoshopping or animations
- Note: Tier levels are determined by the volume of page views.

RATES:

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

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PREMIUM PAGE AD

This ad is prominently displayed a quarter of the way down on most internal pages of VisitOKC.com. It is fixed within a specific section (e.g., To Do, Events, Restaurants) and sub-section (e.g., Things To Do/Attractions). It does not rotate with other ads.

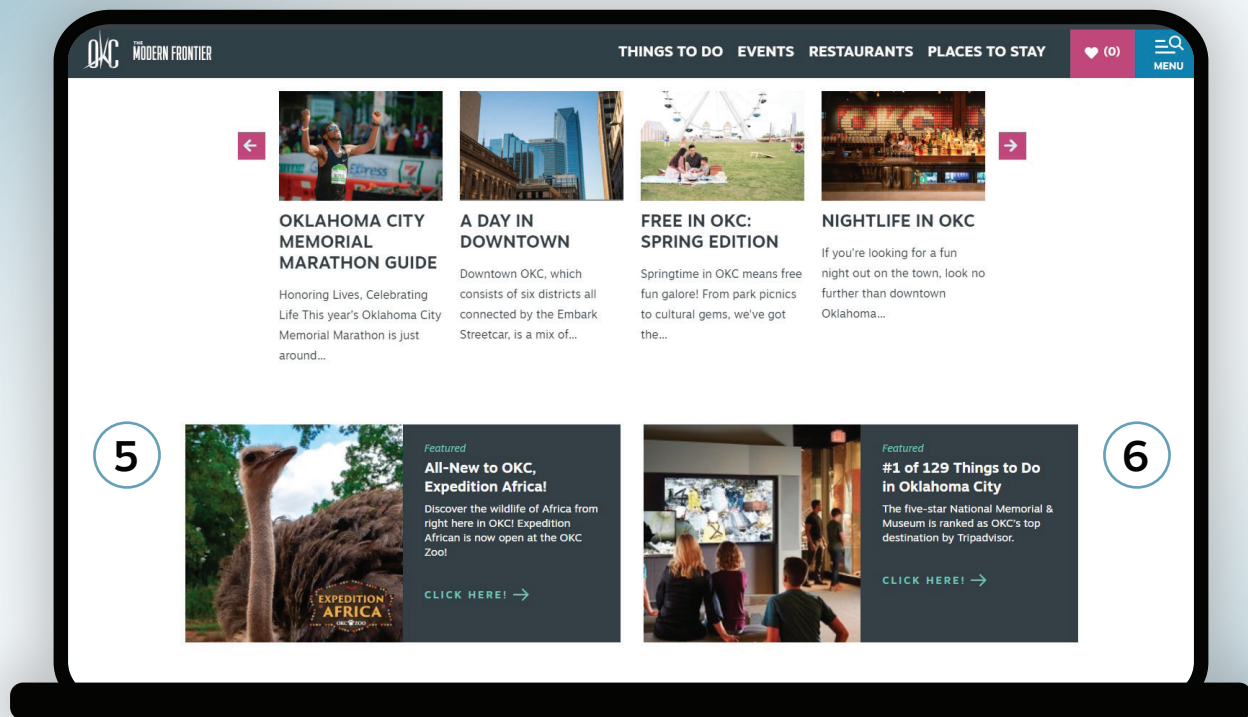
SPECIFICATIONS:

- 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:

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

DIGITAL ADVERTISING: PAGE & RUN OF SITE



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RUN OF SITE

This ad appears toward the bottom left-hand side of most internal pages. It rotates with up to 15 other ads.

SPECIFICATIONS:

- Photo/image: 569w x 569h
- Headline: 38 characters max
- Body: 105 characters max
- Click through URL
- No collages, photoshopping or animations
- Note: ROS ad rotates between 15 advertisers. rates:
- Page ad – Targeted: \$220/month
- Interior ROS ad: \$175/month

RATE:

- \$175/month

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PAGE AD

This ad appears toward the bottom right-hand side of the page within the main sections (To Do, Events, Restaurants, and Places to Stay), next to the Run of Site ad. It rotates with up to 10 other ads in each section

SPECIFICATIONS:

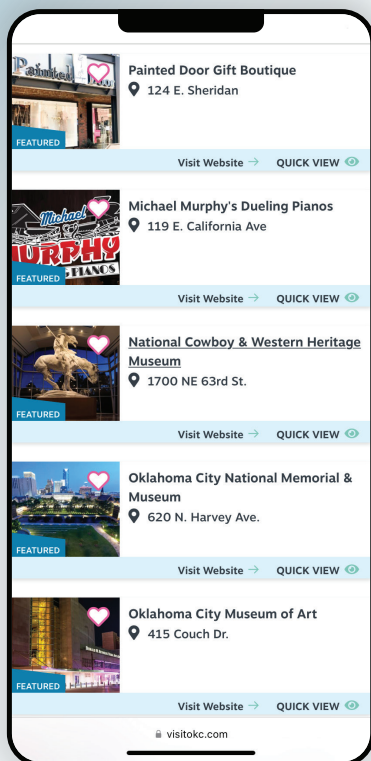
- Photo/image: 569w x 569h
- Headline: 38 characters max
- Body: 105 characters max
- Click through URL
- No collages, photoshopping or animations
- Note: ROS ad rotates between ten advertisers.

RATE:

- Page ad – Targeted: \$220/month

DIGITAL ADVERTISING: FEATURED LISTINGS & MOBILE VISITORS CENTER

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FEATURED LISTINGS

Standard listings typically appear alphabetically. A Featured Listing moves a standard listing to the first page of each major section (Things to Do, Events, Restaurants, and Places to Stay). Up to 25 Featured Listings are available per section.

SPECIFICATIONS:

- Photo/image: 10 images at 686w x 467h
- Body: 500 words max
- Note: Up to 25 Featured Listings for each of the sections (To Do, Restaurants, Place to Stay).

RATE:

- \$125/month

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MOBILE VISITORS CENTER VIDEO

This video ad plays on the built-in exterior TV screen of the Mobile Visitors Center, a branded vehicle stationed at high-traffic events and festivals across OKC.

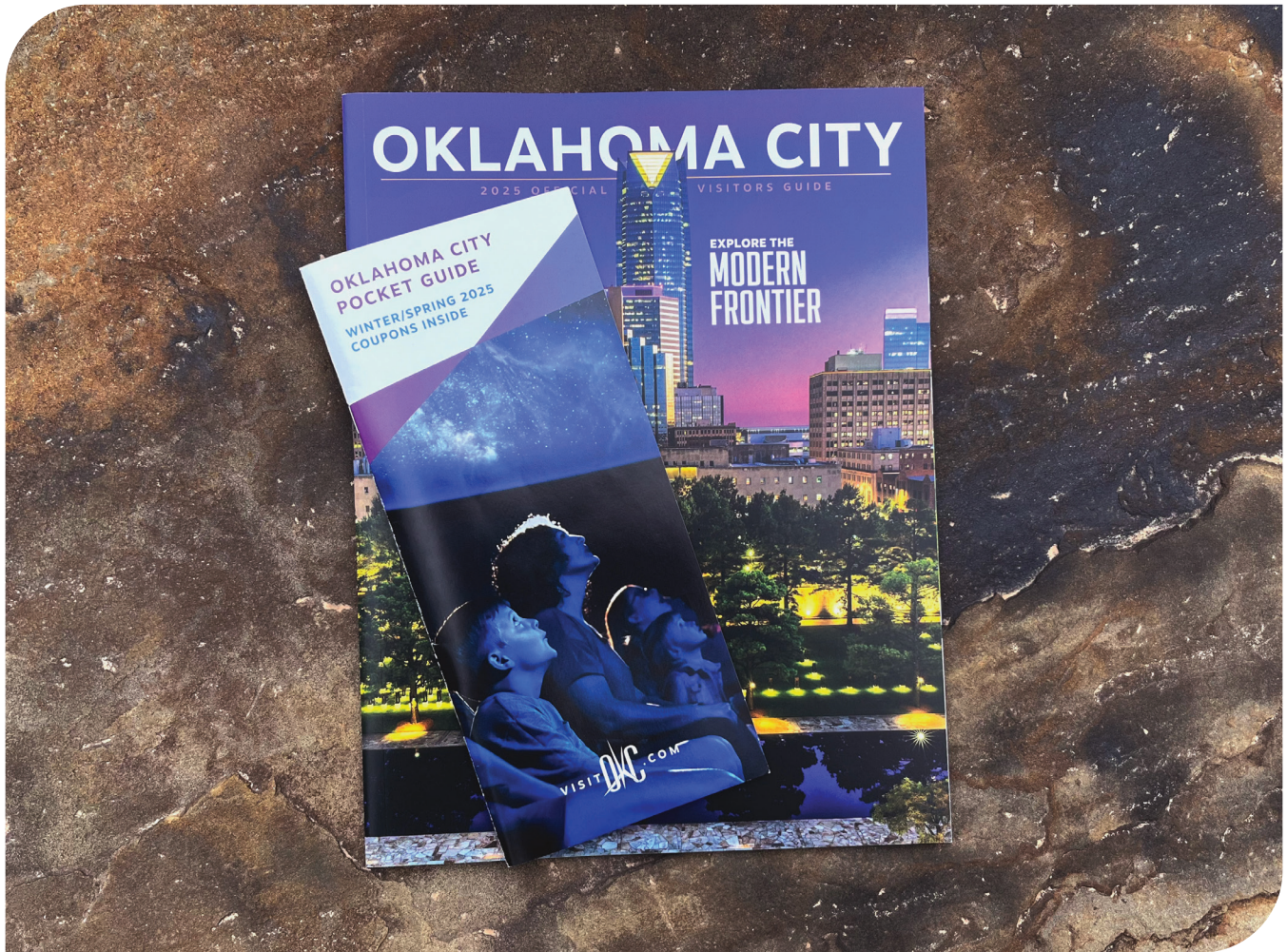
SPECIFICATIONS:

- Must be Annual Partner level or above to be eligible
- The Mobile Visitors Center is activated for a minimum of 100 days annually
- :30 video looped and displayed at events and festivals across the metro
- Full HD (1920x1080)
- MP4 filetype

RATE:

- \$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 all visitors. This 8" x 10.5" magazine is distributed by request via web, phone, email, or mail. It is also handed out at consumer shows nationwide and through 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, along with a robust digital version available on VisitOKC.com. It is offered to conventions, meetings and groups to include in attendee bags, as well as at visitor information desks and available to order on VisitOKC.com

DEADLINES

- Ad Agreement close date: August 29, 2025
- Materials due date: August 29, 2025
- Print date: November 2025
- Distribution dates: December 2025 to December 2026

PRINT ADVERTISING: VISITORS GUIDE

FULL PAGE

SPECIFICATIONS:

- 8" wide x 10.5" high
- Add 0.125" bleed on all sides (Total size with bleed: 8.25" wide x 10.75" high)
- Keep all logos, text and social media icons at least 0.5" inside the finished size to ensure they are not trimmed.

RATES:

- \$5,000
- \$5,700 (for premium placement)

HALF PAGE

SPECIFICATIONS:

- 7" wide x 4.7" high
- No bleed (built to size)
- Keep all logos, text and social media icons at least 0.125" inside the finished size to ensure they are not trimmed

RATE:

- \$3,200

QUARTER PAGE

SPECIFICATIONS:

- 4.7" high x 3.4" wide
- No bleed (built to size)
- Keep all logos, text and social media icons at least 0.125" inside the finished size to ensure they are not trimmed

RATE:

- \$2,000

VIDEO IN DIGITAL VISITORS GUIDE

Available for full-page ads only. See above for full-page ad specifications

PHOTO REQUIREMENTS:

- 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 REQUIREMENTS:

- Full HD (1920x1080)
- MP4 filetype

RATE:

- \$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 where to stay in Oklahoma City. It contains two-sided perforated coupons, which are very popular among visitors.

Certified Folder distributes the Pocket Guide, placing it in racks at nearly 700 locations—including hotels, visitor centers, and airports—in Oklahoma City, Tulsa, Wichita, KS, Amarillo, TX, and surrounding areas. It is also offered to conventions, meetings, and groups for inclusion in welcome bags, as well as at our visitor information desks. Additionally, it is available to order on VisitOKC.com.

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

DEADLINES FOR WINTER/SPRING PRINTING

- Ad Agreement Close date: September 12, 2025
- Material Close Date: September 12, 2025
- Print Date: November 2025
- Distribution Period: November 2025 thru April 2026

DEADLINES FOR SUMMER/FALL PRINTING

- Ad Agreement Close date: March 6, 2026
- Material Close Date: March 6, 2026
- Print Date: April 2026
- Distribution Period: May 2026 thru October 2027

PRINT ADVERTISING: POCKET GUIDE

FULL PAGE AD

SPECIFICATIONS:

- 3.75" wide x 8.5" high
- Add 0.125" bleed on all sides (Total size with bleed: 4" wide x 8.75" high)
- Keep all logos, text, and social media icons at least 0.25" inside the finished size to ensure they are not trimmed.

RATES:

- \$900 (single session)
- \$1,500 (both sessions)
- \$1,700 (both sessions with premium placement)

HALF PAGE AD

SPECIFICATIONS:

- 3.75" wide x 4.25" high
- Add 0.125" bleed on all sides (Total size with bleed: 4" wide x 4.5" high)
- Keep all logos, text, and social media icons at least 0.25" inside the finished size to ensure they are not trimmed.

RATES:

- \$750 (single session)
- \$1,200 (both sessions)

COUPON (TWO SIDED)

SPECIFICATIONS:

- 3.49" wide x 2.13" high (per side – front and back)
- No bleed (built to size)
- Keep all logos, text, and social media icons at least 0.125" inside the finished size to ensure they are not trimmed.

RATES:

- \$600 (single session)
- \$800 (both sessions)
- \$500 (both sessions with Pocket Guide ad purchase)

NET RATES

DIGITAL RATES

- Home Page: \$600/month
- Header - Tier One: \$330/month
- Header - Tier Two: \$220/month
- Header - Tier Three: \$110/month
- Premium Page - Tier One: \$330/month
- Premium Page - Tier Two: \$220/month

- Premium Page - Tier Three: \$110/month
- Mobile Footer: \$300/month
- Page - Targeted: \$220/month
- Interior ROS: \$175/month
- Featured Listing: \$125/month
- Mobile Visitor Center Video: \$2,000/6 months

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

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 deactivates 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 nonmembers.

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 the earned published rate less amount paid to date.
- 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)



CONTACT

NEIL HELMS

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Marketing Partner Program
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