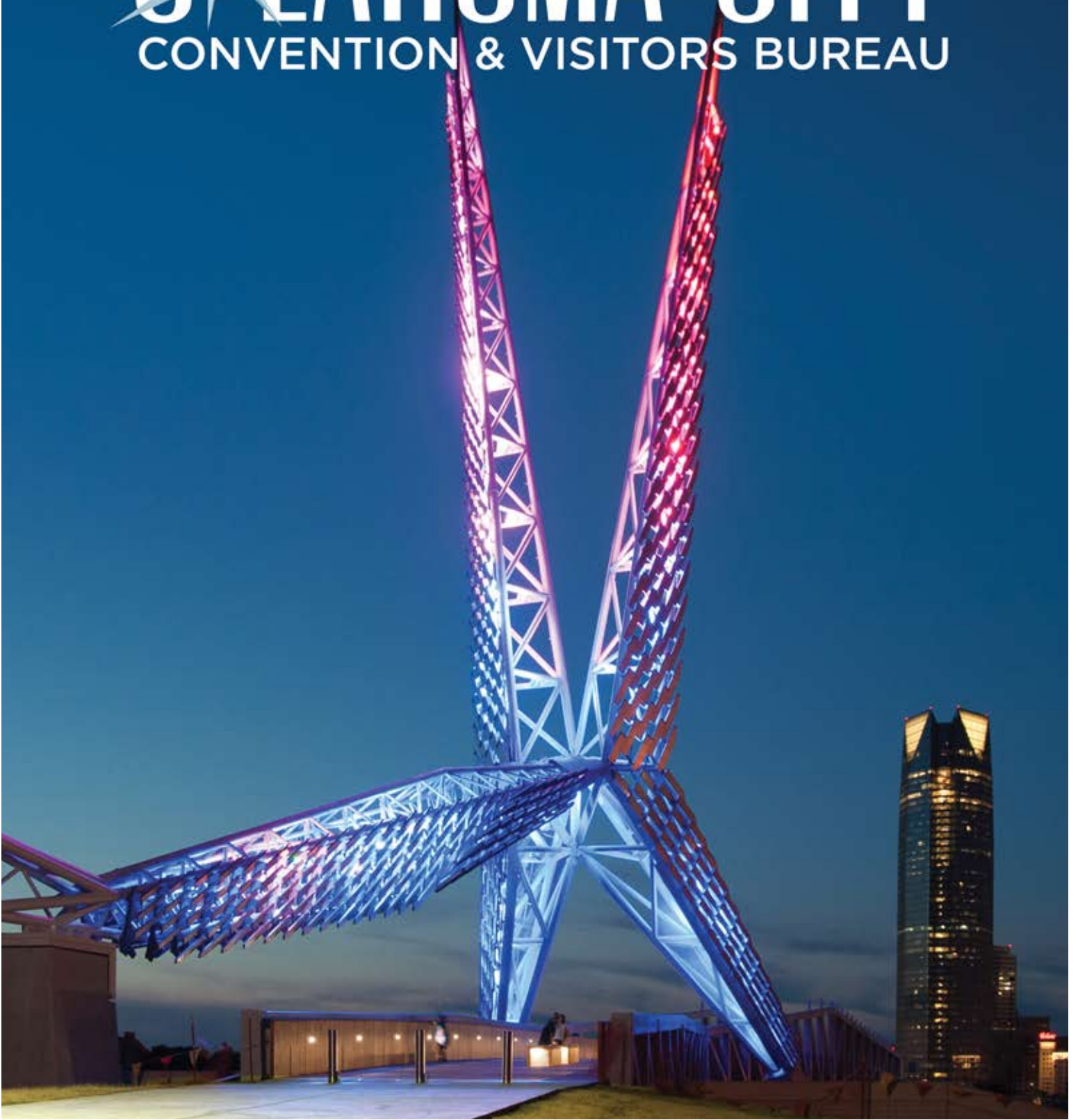


2015/16 Media Kit

# OKLAHOMA CITY

CONVENTION & VISITORS BUREAU





The premier destination site for visitors and meeting professionals planning how to spend their time and money while in Oklahoma City. With ease of functionality designed with the user in mind, this site provides information on restaurants, hotels, things to see and do in Oklahoma City, and so much more!

**Website**

Total Annual Visits	776,317
Total Unique Visitors	614,829
Annual Page Views	2,359,337
Pages Per Visit	3.04/Session
New Visitors	77.4%
Returning Visitors	22.6%

**Mobile**

Total Annual Visits	403,168
Total Unique Visitors	295,390
Annual Page Views	1,234,305
Pages Per Visit	3.06/Session
New Visitors	70.6%

**Home Page**

- New design launched June 2015
- Responsive design.
- Yelp and TripAdvisor added.
- Better usability...
- More content...



**Top Pick Ads**

- Image - 176 w x 100 h
- Text - Up to 125 Characters (with spaces)
- 5 ads across with up to 3 ads rotating in each ad position.

**Banner Ads**

- Image - 728 w x 90 h
- Supplied ad
- GIF, JPEG, HTML, 3<sup>rd</sup> party
- Up to 6 ads rotating in the position.



## Interior Page

### Featured Listings

- Sold by Section (Things to do, Restaurants, Hotels, Meetings-Suppliers and Services)
- First come-first serve with right of first refuse
- Purchased annually

### Top Pick Ads

### Interior Page Ads

- Image - 295 w x 80 h
- Supplied ad
- GIF, JPEG, HTML, 3<sup>rd</sup> party
- Up to 10 ads rotating in the position

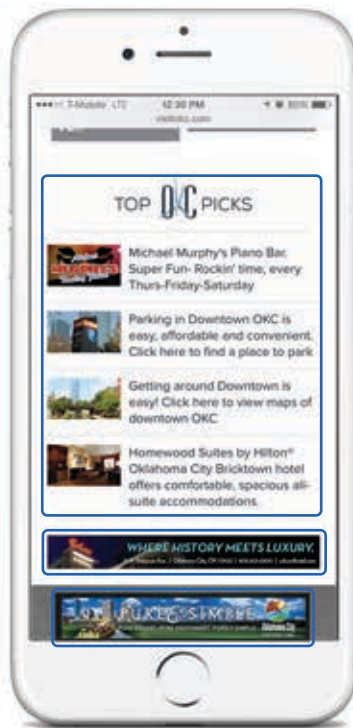


## Mobile

### Top Pick Ads

### Banner Ads

### Mobile Banner



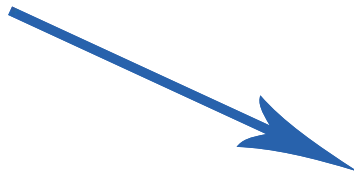
- Image - 320 w x 50 h
- Supplied ad
- Up to 6 ads rotating in the position.
- GIF, JPEG, HTML, 3<sup>rd</sup> party

## eNewsletter

- E-mailed **monthly** to 8,000+ names that requested to be on list
- Covers upcoming events and things to do for the month
- E-mailed at end of previous month

## eNewsletter Ad

- Image - 270 w x 193 h
- Up to 240 characters (with spaces)
- 2 ads per issue

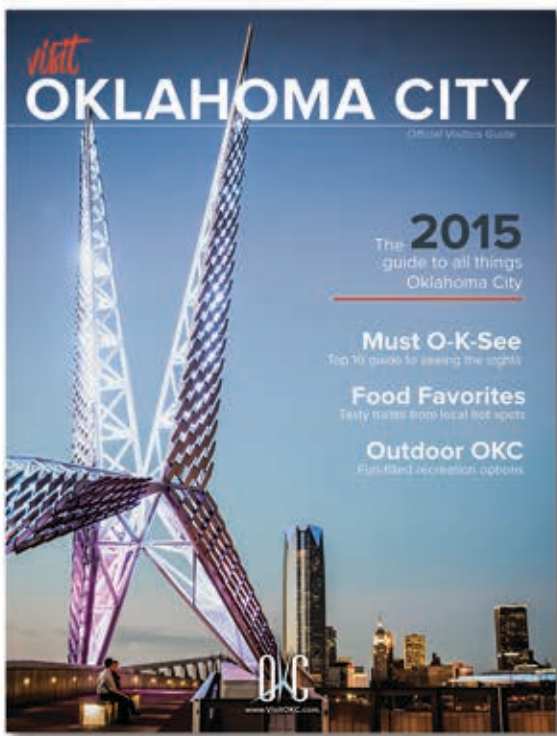


Unit	Placements	Size	Net Monthly Cost	
Top Picks Ad	Run of Site (ROS)	176 x 100	\$150*	\$175
Banner Ad	Home Page	728 x 90	\$200*	\$230
	Interior Pages	295 x 180	\$150*	\$175
Mobile Banner Ad	Mobile Site	300 x 50	\$150*	\$175
eNewsletter	Footer Ad	270 x 193	\$100*	\$115
Featured Listing	Hotel, Restaurant and Things to Do		\$100*	\$115
Featured Listing - Meetings	Meetings - Suppliers and Services		\$50*	\$60

\* Chamber Member Pricing

# 2016 Visitors Guide

Distribution Date - December 2015



The Visitors Guide provides visitors an easy way to plan their time in OKC. Distributed through a broad distribution network and available online at VisitOKC.com this resource is designed around six primary areas of interest.

Things To Do  
Events  
Restaurants

Hotels  
Trip Planning  
About OKC

### Product Details

Print Distribution: 175,000 copies  
Available as an interactive online magazine  
Size: 10.5" h x 8" w  
Space Reservations Due: **9/25/2015**  
Final Artwork & Payment Due: **10/9/2015**

Placements	Size	Rates
Full Page	8.25" x 10.75" (includes 1/8" bleed on all sides)	\$4,800* \$5,520
Half Page (Horizontal)	8.25" x 5.375" (Includes 1/8" bleed on all sides)	\$3,000* \$3,450
Quarter Page	3.42" x 4.75" (No bleed)	\$1,800* \$2,070

All ads are full color. All rates are net. All commitments must be paid in full prior to 10/9/2015 for inclusion in the 2016 Oklahoma City Visitors Guide.

PDFs with embedded fonts preferred.

All ads should be built with CMYK; 4-color black type should be built to 100% black.

**Featured positions +15%. Limited Availability.**

**\* Chamber Member Pricing**

# 2016 Premium Rack Brochure

Distribution dates Spring 2016 & Fall 2016



Available on racks conveniently placed throughout Oklahoma City and surrounding areas and distributed by Certified Folder Display Service, inc. The Premium Rack Brochure provides visitors with information about what to see and do in Oklahoma City, where to dine and shop, maps and more. From Museum visits to a cruise down the Oklahoma River, the next adventure lies just around the corner.

### Product Details

Print Distribution: 50,000 copies in two print runs  
25,000 per print run.

Ad materials can be changed for each print run.

Size: 9" h x 4" w

Space Reservations Due: **4/15/2016**

Final Artwork & Payment Due: **4/30/2016**

Placements	Size	Rates	
Full Page	3.875" x 8.75"	\$1,200*	\$1,380
Half Page	3.875" x 4.375"	\$900*	\$1,040

All ads are full color. All rates are net.

All commitments must be paid in full prior to final space deadline.

PDFs with embedded fonts preferred.

All ads should be built with CMYK; 4-color black type should be built to 100% black.

**\* Chamber Member Pricing**

# 2016/17 Meeting Planners Guide

Distribution Date - July 2016



The Meeting Planners Guide provides extensive information on the many amenities Oklahoma City has to offer, including state-of-the-art meeting facilities, conventions center, 16,000 hotel rooms, entertainment, restaurants, suppliers and services. Written and designed for professional meeting planners, this guide is available in print and in digital form on VisitOKC.com.

### Product Details

Print Distribution: 1,000 copies initially then on demand as needed

Available as interactive online magazine

Size: 10.5" h x 8" w

Space Reservations Due: **5/1/2016**

Final Artwork & Payment Due: **5/15/2016**

Placements	Size	Rates	
Full Page	5.75" x 9" (Bleed - 7" x 10.25" / Trim 6.75" x 10")	\$1,600*	\$1,840
Half Page	5.75" x 4.45" or 2.8" x 9"	\$900*	\$1,040
Quarter Page	2.8" x 4.45"	\$500*	\$580

**Limited number of ad positions available. All ads are full color. All rates are net.**

Final space reservations, artwork and payment are due by 5/15/2016.

PDFs with embedded fonts preferred.

All ads should be built with CMYK; 4-color black type should be built to 100% black.

**\* Chamber Member Pricing**

# 2016 Pad Maps

Distribution - Printed throughout the year



Placements	Rates
------------	-------

Logo

\$1,000\*

**Maximum 4 advertisers. All logos are full color. All rates are net. Sold annually (7/1/2015 - 6/31/2016). Logos appear on all Pad Maps printed during fiscal year. Can start having logo on Pad Maps anytime during the year, but only appears on bags printed during current fiscal year.**

PDFs with embedded fonts preferred.

All logos should be built with CMYK; 4-color black type should be built to 100% black.

**\* Chamber Member Only, not available to non-chamber members.**



# 2016 Bags

Distribution - Printed throughout the year



Placements	Rates
Logo	\$1,000*

**Maximum 4 advertisers. All logos are full color. All rates are net. Sold annually (7/1/2015 - 6/31/2016) Logos appear on all Bags printed during fiscal year. Can start having logo on Bags anytime during the year, but only appears on bags printed during current fiscal year.**

PDFs with embedded fonts preferred.

All logos should be built with CMYK; 4-color black type should be built to 100% black.

**\* Chamber Member Only, not available to non-chamber members.**