



OKLAHOMA CITY

CONVENTION & VISITORS BUREAU

2017 Media Kit

Fiscal 2017 - July 1, 2016 through June 30, 2017

*last updated 1/5/17

Neil Helms, CTA
Manager, Marketing Partner Program
nhelms@VisitOKC.com
405.921.0573

VISITORS IMPACT ON OKLAHOMA CITY



Visitation is strong

Oklahoma City sees over 7.5 million visitors annually that come to our city on business, with a group or meeting or for a getaway or vacation. And it grows every year! Oklahoma City is an affordable place to visit and to hold meetings.

Visitor impact

The most recent study of state revenues for domestic travel show direct spending in Oklahoma in 2014 of \$8.9 billion dollars. The revenue produced from domestic travel in Oklahoma County alone was \$2.24 billion, more than any other county in Oklahoma!

Tourism is a Big Business

Oklahoma County has a tourism payroll in excess of \$501 million with more than 21,500 direct jobs in the industry. That's 22.6% of the employment and 25% of the payroll in the state. And the \$162 million in tax revenues produced represented 24% of the total state taxes generated by tourism and 29% of the local taxes generated by tourism in the entire state.

CVB IMPACT ON MARKET



The OKC CVB Plays an Important Role

The CVB has a direct revenue impact on the economy of Oklahoma City through its sales and marketing efforts as well as an indirect impact through marketing efforts.

Total room nights generated through the CVB's direct sales efforts last year was over 372,000 with a total direct spending impact of \$407 million.

Direct impact includes:

- 464,663 sales leads room nights produced
- 372,088 definite room nights
- 272 groups
- 583 motor coach group tours
- 42 site visits by meeting planners
- 5.3 million dollars hotel tax collected

Return on Investment (ROI)

For every \$1 spent by the CVB, there is an economic impact of \$91.85.

CVB MARKETING TO VISITORS



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:

- B2B-focused (Meetings, Sports and Groups) paid advertising in print and digital that increases awareness of Oklahoma City's expanding opportunities in the B2B market and generated leads for the CVB's sales staff.
- Consumer-focused (Leisure) paid advertising in print and digital and paid social that positions 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 target markets.
- Owned media including print publications, social media, videos, blog 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.

CVB MARKETING PARTNER PROGRAM



Extend Your Marketing Dollars

- Partners can participate in selected CVB marketing/promotional activities.

Cost Effective

- Partners can take advantage of low cost co-op and no cost promotional opportunities from CVB.

Qualified Audience

- Partners can reach visitors/groups/companies that have expressed interest in visiting OKC by requesting publications or going to our web site AND partners can reach them while they are in OKC looking for things to do, places to eat and shop.

Paid Opportunities:

- Digital (Web site, eNewsletters)
- Visitor Guide
- Guest Guide
- Premium Rack Brochure
- Specialty Items (Maps and Bags)

No Cost Opportunities:

- Website Listings
- Partner Event Listings
- Coupons/Special Offers online
- Invite to Quarterly CVB Meetings

REACH (OWNED MEDIA PROPERTIES)



Digital (January 1, 2016 through December 31, 2016)

- 1,457,888 Sessions
 - 938,610 Mobile (64.38%)
 - 401,076 Desktop (27.51%)
 - 118,202 Tablet (8.11%)
- 1,037,058 Unique Users
- 3,860,576 Page Views
- 70.3% New Sessions
- 20,000+ monthly e-mails

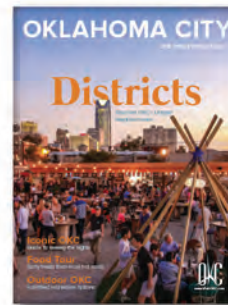


Visitors Guide

- 175,000 copies printed annually in two print runs

Guest Guide

- In 2,400 hotel rooms downtown OKC
- 700,000+ booked room nights annually
- Printed two times a year



Premium Rack Brochure

- 50,000 copies printed annually in two print runs



Specialty Items (printed throughout fiscal year)

- 10,000 bags and maps printed annually



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!

Unit	Placement	Specs	Net Monthly Rate
Top Pick Ad	Run of Site	176 x 100	\$165*
Banner Ad	Interior Pages	500 x 308	\$150*
Mobile Banner Ad	On Mobile Devices	300 x 50	\$200*
Featured Listing	Hotel, To Do or Restaurant Sections		\$100*
eNewsletter	Footer Ad	270 x 193	\$100*

Space reservations due: **5 days prior to start of month**

Artwork & Payment due: **5 days prior to start of month**

* Chamber Member Pricing - add 15% for non-chamber members.

HOME PAGE



- New design launched June 2015
- Responsive design
- Yelp, OpenTable, 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 4 ads rotating in each ad position.

INTERIOR PAGE

Featured Listings

- Sold by position
(To Do, Restaurants and Hotel sections)
- First come-first serve with right of first refusal
- Up to 20 per category

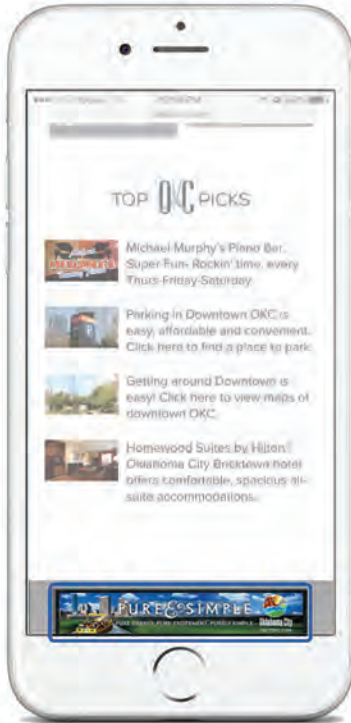
Top Pick Ads

- Image — 176 w x 100 h
- Text up to 125 characters (with spaces)
- 5 ads across with up to 4 ads rotating in each ad position.

Interior Page Ads

- Image — 500 w x 308 h
- Supplied ad
- GIF, JPEG, HTML, 3rd party
- Up to 10 ads rotating in the position





MOBILE

Mobile Banner

- Image - 300 w x 50 h
- Supplied ad
- GIF, JPEG, HTML, 3rd party
- Up to 10 ads rotating in this position

ENEWSLETTER

- E-mailed *monthly* to 20,000+ 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



VISITORS GUIDE
Fiscal 2017 (July 1, 2016 - June 30, 2017)



Fall 2016 / Winter 2017 Official Visitors Guide

What's

The Oklahoma City Visitors Guide provides visitors an easy way to plan their time in OKC. It's distributed through a broad distribution network and available online at VisitOKC.com.

The semi-annual publication provides information on OKC:

- Information about the city and getting around.
- Hotel, Things to Do, Restaurants, Events, Outdoor Activities, Sports and more.

Placements	Specs	Both Sessions	Single
Full Page (Premium Position)	8.25" x 10.75" (bleed) Trim Size 8" x 10.5" with safe area 7.5" x 10"	\$5,500	NA
Full Page	8.25" x 10.75" (bleed) Trim Size 8" x 10.5" with safe area 7.5" x 10"	\$4,800*	\$3,000*
Half Page (Horizontal)	7.5" x 5.0" (no bleed)	\$3,000*	\$1,875*
Quarter Page	3.42" x 4.75" (no bleed)	\$1,800*	\$1,125*

All ads are full color. All rates are net. Payment due by materials due date.

PDFs with embedded fonts preferred.

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

**Limited Availability on Premium Positions.
Call for Availability.**

Issues:

Fall/Winter - Distributed October through March: Orders Due by 8/15/2016. Materials Due by 9/1/2016.

Spring/Summer - Distributed April through September - Orders Due by 1/15/2017. Materials due by 2/1/2017.

* Chamber Member Pricing - add 15% for non-chamber members.

GUEST GUIDE

Fiscal 2017 (July 1, 2016 - June 30, 2017)



The Oklahoma City Guest Guide is a targeted visitor magazine catering to discerning travelers visiting Oklahoma City. The Guest Guide is placed in the 14 downtown hotels (more than 2,400 rooms) and provides information on retail, dining, attractions, entertainment and cultural events. With hotel occupancy for the downtown hotels at high levels we estimate that there are more than 700,000 room nights annually where visitors have the opportunity to read through the Guest Guide.

Placements	Specs	Both Sessions	Single
Full Page (Premium Position)	8.25" x 10.75" (bleed) Trim Size 8" x 10.5" with safe area 7.5" x 10"	\$5,500	NA
Full Page	8.25" x 10.75" (bleed) Trim Size 8" x 10.5" with safe area 7.5" x 10"	\$4,800*	\$3,000*
Half Page (Horizontal)	7.5" x 5.0" (no bleed)	\$3,000*	\$1,875*
Quarter Page	3.42" x 4.75" (no bleed)	\$1,800*	\$1,125*
Business Card	3.42" x 2.375" horizontal logo and 160 characters max (no bleed)	\$900	\$600

All ads are full color. All rates are net. Payment due by materials due date.

PDFs with embedded fonts preferred.

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

**Limited Availability on Premium Positions.
Call for Availability.**

Issues:

Fall/Winter - Distributed October through March: Orders Due by 8/15/2016. Materials Due by 9/1/2016.

Spring/Summer - Distributed April through September - Orders Due by 1/15/2017. Materials due by 2/1/2017.

* Chamber Member Pricing - add 15% for non-chamber members.

PREMIUM RACK BROCHURE

Fiscal 2017 (July 1, 2016 - June 30, 2017)



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. This premium brochure is available on racks conveniently placed throughout Oklahoma City and surrounding areas (distributed by Certified Folder Display Service, Inc.) and placed in selected bags of meetings and conventions in OKC.

Placements	Specs	Rates
Full Page (Premium Position)	3.875" x 8.75"	\$1,380*
Full Page	3.875" x 8.75"	\$1,200*
Half Page (Horizontal)	3.875" x 4.375"	\$900*
Coupon	3.5" wide x 2.8" high, two sided	\$600*
Coupon (with Ad Purchase)	3.5" wide x 2.8" high, two sided	\$300*

All ads are full color. All rates are net. Payment due by materials due date. Rates for annual purchase for both print runs. Materials can be changed for Fall/Winter Distribution.

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 - add 15% for non-chamber members.**

Issues:

Spring/Summer - Distributed May through October - Orders Due by 4/15/2017. Materials Due by 5/1/2017.

Fall/Winter - Distributed November through April: Materials Due by 9/15/2017

PAD MAPS

Fiscal 2017 (July 1, 2016 - June 30, 2017)



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

Logo

\$1,000*

Maximum 4 advertisers. All logos are full color. All rates are net.

PDFs with embedded fonts preferred.

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

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

BAGS

Fiscal 2017 (July 1, 2016 - June 30, 2017)



Placements	Rates
Logo	\$1,000*

Maximum 4 advertisers. All logos are full color. All rates are net.

PDFs with embedded fonts preferred.

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

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

CONTACT



Contact Information:

Neil Helms, CTA

Manager, Marketing Partner Program

nhelms@VisitOKC.com

405.921.0573

