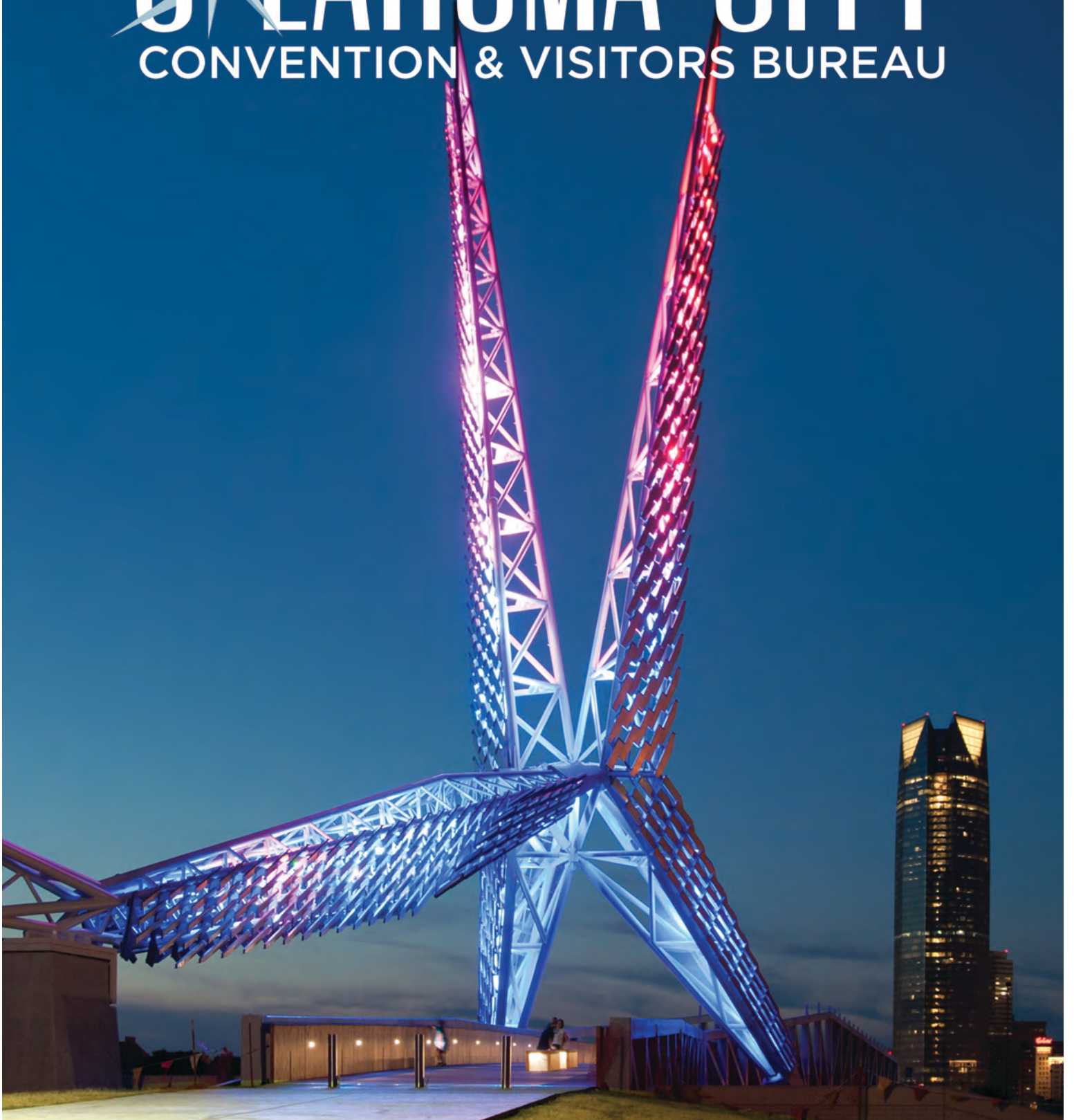


2016 Media Kit

*last updated 1/20/16

OKLAHOMA CITY

CONVENTION & VISITORS BUREAU



VisitOKC.com

Official website of the 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%

Placements	Unit	Specs	Net CPM	
Home Page	Top Pick Ad	176 x 100	\$150*	\$175
	Banner Ad	728 x 90	\$200*	\$230
Interior Page	Top Pick Ad	90 x 50	\$150*	\$175
	Banner Ad	728 x 90	\$150*	\$175
	Interior Page Ad	295 x 80		
	Priority Listings		\$100*	\$115
Mobile	Mobile Banner	320 x 50	\$150*	\$175
eNewsletter	Footer Ad	270 x 193	\$100*	\$115

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

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

* Chamber Member Pricing

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)
- 4 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, 3rd party
- Up to 6 ads rotating in the position.

Interior Page

Priority Listings

- Sold by position
- First come-first serve with right of first refuse
- Purchased annually

Top Pick Ads

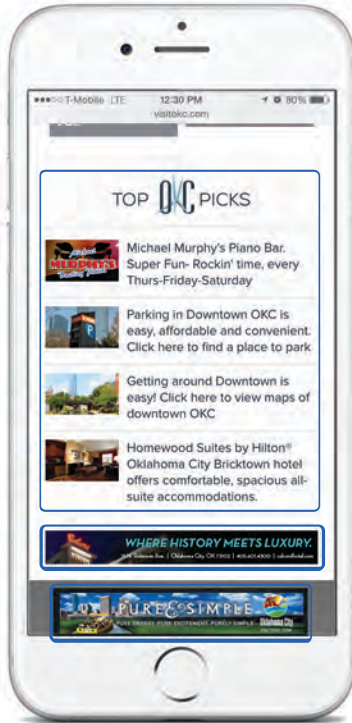
- Image - 90 w x 50 h
- Text up to 125 characters (with spaces)
- 4 ads across with up to 3 ads rotating in each ad position.

Interior Page Ads

- Image - 295 w x 80 h
- Supplied ad
- GIF, JPEG, HTML, 3rd party
- Up to 6 ads rotating in the position



Mobile



Top Pick Ads

- Image - 176 w x 100 h
- Text - Up to 125 Characters (with spaces)
- 4 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, 3rd party
- Up to 6 ads rotating in the position.

Mobile Banner

- Image - 320 w x 50 h
- Supplied ad
- GIF, JPEG, HTML, 3rd 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

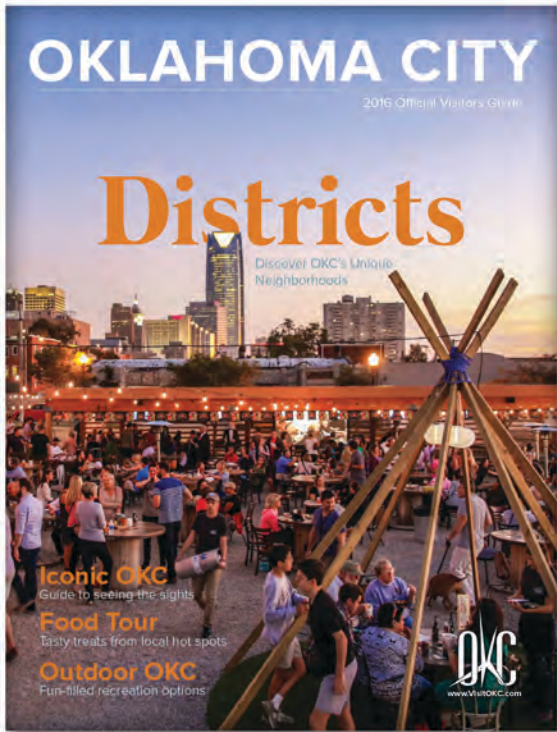
eNewsletter Ad

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



2017 Visitors Guide

Distribution date December 2016



The Oklahoma City “go to” guide

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: **9/25/2016**
Final Artwork & Payment Due: **10/9/2016**

Placements	Specs	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.

Premium 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	Specs	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	Specs	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.

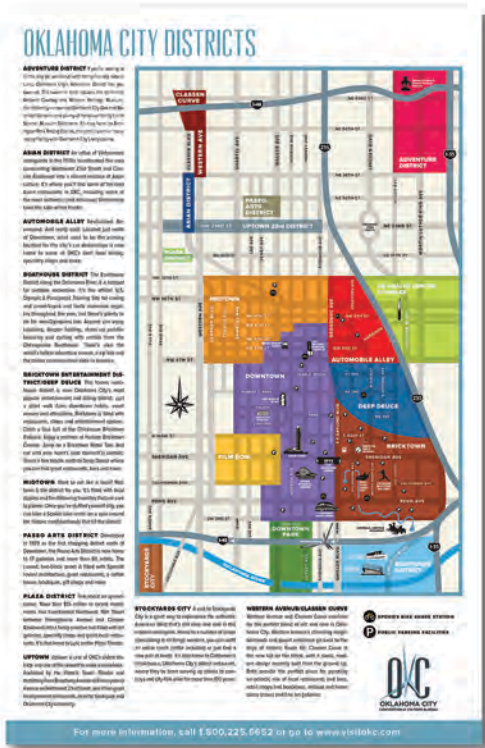
PDFs with embedded fonts preferred.

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.

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