



# OKLAHOMA CITY

CONVENTION & VISITORS BUREAU

## Marketing Partner Program

Fiscal 2019 – July 1, 2018 through June 30, 2019

\*last updated 6-1-2018



## VISITORS IMPACT ON OKLAHOMA CITY



### **Visitation is strong**

Oklahoma City saw an estimated 7.5 million visitors last year through leisure travel, group tours, events and conventions.

### **Tourism is Big Business**

Tourism is the 3rd largest industry in Oklahoma, with Oklahoma County by far generating more revenue from domestic travel than any other county. The 7.5 million visitors to Oklahoma City last year helped support 31,500 jobs, with an estimated \$14.6 million in hotel tax collected. Visitors in 2016 had an estimated direct spending impact of \$2.2 billion

## 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.

# MARKETING PARTNER PROGRAM



- ◆ **Reach Visitors** - When they are planning how to spend their time and money in Oklahoma City AND when they are spending money in OKC by advertising in the CVB owned media properties
- ◆ **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 that are going to our website or that have viewed, requested or picked up our publications.
- ◆ **Paid opportunities:**
  - Digital (Website)
  - Visitor Guide
  - Guest Guide
  - Pocket Guide
  - Coupon Booklet
  - Sponsorships
- **No cost opportunities:**
  - Listings
  - Coupons/Special Offers
  - Events posted
  - Participate in Partner Events



## REACH (OWNED MEDIA PROPERTIES)



### **Digital** (July 1, 2017 to June 30, 2018)

- ◆ 1,534,245 sessions
  - 60% mobile
  - 22% desktop
  - 18% tablet
- ◆ 1,086,629 unique users
- ◆ 3,588,968 page views
- ◆ 80% new sessions every

### **Visitors Guide**

- ◆ 120,000 Printed and distributed annually in two print runs- Fall/Winter and Spring/Summer

### **Guest Guide**

- ◆ 12,000 Printed and distributed annually in two print runs- Fall/Winter and Spring/Summer
- ◆ Displayed in over 4,500 hotel rooms.

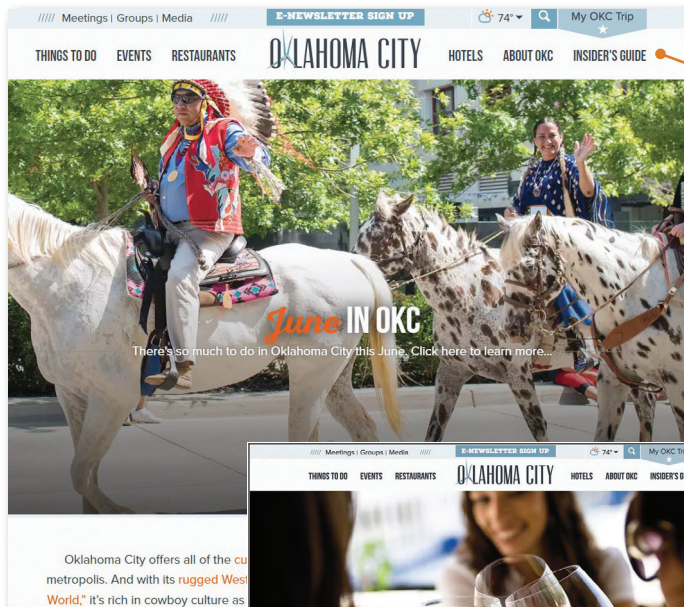
### **Pocket Guide**

- ◆ 50,000 Printed and distributed annually in two print runs- Fall/Winter and Spring/Summer

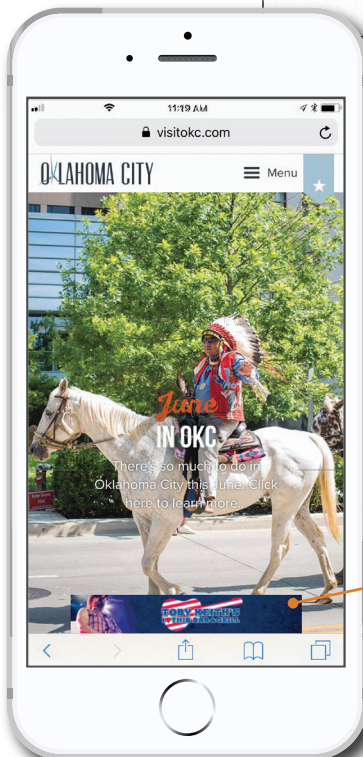
### **Coupon Booklet**

- ◆ 20,000 Printed and distributed annually in two print runs- Fall/Winter and Spring/Summer

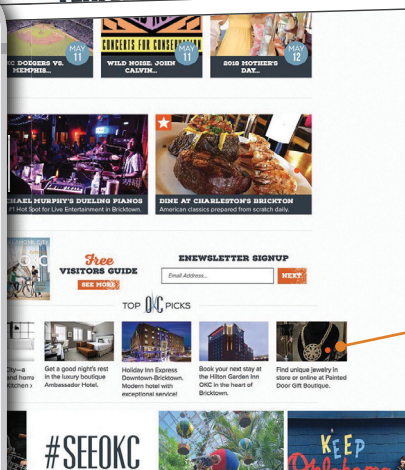
VISITOKC.COM



Responsive website design allows advertisements to display on all devices.



Mobile banner ads



Top Pick ads



Meetings | Groups | Media
E-NEWSLETTER SIGN UP
73°
My OKC Trip

THINGS TO DO
EVENTS
RESTAURANTS
OKLAHOMA CITY
HOTELS
ABOUT OKC
INSIDER'S GUIDE

**Michael Murphy's DUELING PIANO BAR**

Located along the canal in the heart of Bricktown, this rock and roll dueling piano show is a hotspot for live entertainment in OKC.

## NIGHTLIFE

Kick up your cowboy boots or your stilettos - Oklahoma City is always ready for a night on the town. With country line dancing across the street from break dancing, the variety of nightlife is highlighted by the **Bricktown Entertainment District** - the fastest growing entertainment district in the southwest.

Keep the party rockin' well into the night! Stay up to date on live music, events, activities and more, [sign up for our eNewsletter](#) today!

**EXPERIENCE THE WARM FLAVORS OF THE SOUTHWEST**

Visit Holie's Flatiron Grill, now open in North Oklahoma City at the Intersection of 150th and Penn.

**THE OFFICIAL MUSEUM OF FREE FAMILY FUN**

Experience Oklahoma's history through its people with interactive exhibits at the Oklahoma Hall of Fame.

**OKC TOP PICKS**

- Michael Murphy's Piano Bar. Super fun, rockin' time—every Thurs., Fri., and Sat.
- See one of the largest collections of Chihuly Glass at OKCMOA!
- Discover the beauty and magnificence of fungi at Science Museum Oklahoma.
- Book your next stay at the Hilton Garden Inn OKC in the heart of Bricktown.
- Find unique jewelry in store or online at Painted Door Gift Boutique.

Nightlife
Regions

KEYWORDS
SEARCH

View: A-F | G-L | M-R | S-Z | ALL
1-12 OF 61

**FEATURED**

**MICKEY MANTLE'S STEAKHOUSE**

#7 MICKEY MANTLE DR. OKLAHOMA CITY, OK 73102  
(405) 272-0777

MAP IT  
ADD TO TRIP  
VISIT WEBSITE

**FEATURED**

**MICHAEL MURPHY'S DUELING PIANOS**

25 S OKLAHOMA AVE OKLAHOMA CITY, OK 73104  
(405) 231-5397

MAP IT  
ADD TO TRIP  
VISIT WEBSITE

**BELLE ISLE RESTAURANT AND BREWERY COMPANY**

1900 NW EXPRESSWAY OKLAHOMA CITY, OK 73118  
(405) 840-1011

MAP IT  
ADD TO TRIP

**BLUE DOOR**

2805 N MCKINLEY AVE OKLAHOMA CITY, OK 73106  
(405) 524-0738

MAP IT  
ADD TO TRIP

Header ad

Page Sponsor ad

Run of Site ad

Top Pick ads

Featured Listing

Regular Listing

# VISITORS GUIDE

- ◆ The **Visitors Guide** is a planning tool and is requested prior to visiting OKC. The Oklahoma City Visitors Guide provides visitors a easy way to plan their time in OKC. It's distributed by request, through a broad distribution network and available online at Visitokc.com.
- ◆ The publication provides information on OKC:
  - Information about the city and getting around.
  - Hotels, Things to do, Restaurants, Events, Outdoor activities, sports and more.
- ◆ There are 120,000 printed and distributed annually in two print runs- Fall/Winter and Spring/Summer. (60,000 each print run).
- ◆ Issue dates
  - Order close dates:
    - Fall/Winter - September 1, 2018
    - Spring/Summer - February 1, 2019
  - Materials due dates:
    - Fall/Winter - September 15, 2018
    - Spring/Summer - February 15, 2019
  - Distribution dates:
    - Fall/Winter – November 2018 to April 2019
    - Spring/Summer – May 2019 to October 2019





## GUEST GUIDE

- ◆ The **Guest Guide** is a targeted visitor magazine catering to discerning travelers while they are visiting Oklahoma City.
- ◆ The guide provides information the districts, events/festivals, entertainment, attractions, shopping and restaurants in OKC.
- ◆ It's a hard bound publication designed to stay in the hotel room and is replaced every 6 months. With current hotel occupancy level we estimate that there are over 1,000,000 room nights that the visitor has opportunity to read through the Guest Guide.
- ◆ There are 12,000 printed and distributed annually in two print runs- Fall/Winter and Spring/Summer (6,000 each print run).
- ◆ Issue dates
  - Order close dates:
    - Fall/Winter - September 1, 2018
    - Spring/Summer - February 1, 2019
  - Materials due dates:
    - Fall/Winter - September 15, 2018
    - Spring/Summer - February 15, 2019
  - Distribution dates:
    - Fall/Winter – November 2018 to April 2019
    - Spring/Summer – May 2019 to October 2019



## POCKET GUIDE

- ◆ The Pocket Guide provides visitors with information about what to see and do in Oklahoma City. It has maps of the downtown and metro areas.
- ◆ The guide lists Oklahoma City's attractions, the districts, arts and entertainment venues, sports venues, horse shows and restaurants. There are also fold out Maps, and Suggested Itineraries.
- ◆ It's a junior sized publication that is 9" high by 4" wide printed in spring and fall.
- ◆ The brochure has 48 pages plus covers with a fold out map in the front and the Coupon Booklet placed in the middle.
- ◆ 50,000 are printed and distributed annually in two print runs- Fall/Winter and Spring/Summer (25,000 each print run).
- ◆ 676 locations (hotels, visitor centers, etc.) in Oklahoma City, Tulsa, Wichita, KS and Amarillo, TX by Certified Folder.
- ◆ Pocket Guide and Coupon Booklet - Offered to conventions/meetings and groups to include in the bags of attendees.
- ◆ Issue dates
  - Order close dates:
    - Fall/Winter - October 1, 2018
    - Spring/Summer –March 1, 2019
  - Materials due dates:
    - Fall/Winter - October 15, 2018
    - Spring/Summer – March 15, 2019
  - Distribution dates:
    - Fall/Winter – November 2018 to April 2019
    - Spring/Summer – May 2019 to October 2019





# COUPON BOOKLET

- ◆ The Coupon Booklet provides visitors with discounts and offers from some of the top attractions, shopping and restaurants in Oklahoma City.
- ◆ It's a junior sized publication that is 9" high by 4" wide printed in spring and fall.
- ◆ The Coupon Booklet is placed in the Pocket Guide of which 50,000 are printed and distributed annually in two print runs- Fall/Winter and Spring/Summer (25,000 each print run).
- ◆ 10,000 additional copies of just the Coupon Booklet are print to be distributed when people request coupons.
- ◆ Issue dates
  - Order close dates:
    - Fall/Winter - October 1, 2018
    - Spring/Summer –March 1, 2019
  - Materials due dates:
    - Fall/Winter - October 15, 2018
    - Spring/Summer – March 15, 2019
  - Distribution dates:
    - Fall/Winter – November 2018 to April 2019
    - Spring/Summer – May 2019 to October 2019



## RATES

### ◆ **Digital** (invoiced quarterly)

- Header ad \$300/month
- Page Sponsor ad \$250/month
- Featured Listing \$100/month
- Interior ROS ad \$200/month
- Top Pick ROS ad \$200/month
- Mobile ROS ad \$200/month

### ◆ **Visitor Guide** (invoiced annually or per session)

- Full year:
  - Premium position full page \$5,500/both sessions
  - full page \$4,800 both sessions
  - half page \$3,000 both sessions
  - quarter page \$1,800 both sessions
- Single Session:
  - full page \$3,000/per session
  - half page \$1,875/per session
  - quarter page \$1,125/per session

### ◆ **Guest Guide** (invoiced annually or per session)

- Full year:
  - Premium position full page \$5,500 both sessions
  - full page \$4,800 both sessions
  - half page \$3,000 both sessions
  - quarter page \$1,800 both sessions
- Single Session:
  - full page \$3,000/per session
  - half page \$1,875/per session
  - quarter page \$1,125/per session

### ◆ **Pocket Guide** (invoiced annually or per session)

- Full year:
  - full page \$1,300 both sessions
  - half page \$1,000/both sessions
  - Coupon \$750/both sessions
  - Coupon with ad purchase \$500/both sessions
- Single Session:
  - full page \$750/per session
  - half page \$600/per session
  - Coupon \$400/per session
  - Coupon with ad purchase \$275/per session

Rates shown are for OKC Chamber of Commerce members. Call for non-member rates.



# MATERIAL SPECIFICATIONS

## Visitors Guide and Guest Guide

- ◆ Full Page ad:
  - 10.50" h x 8" w - finished size
  - Additional 0.125" FULL BLEED
  - With the bleed the size is 10.75" h x 8.25" w
  - 0.25" safe zone around the inside edge with no logos, text or important information
- ◆ Half Page ad:
  - 4.7" h x 7" w - finished size
  - Built to size, NO BLEED
  - 0.125" safe zone around the inside edge with no logos, text or important information
- ◆ Quarter page ad:
  - 4.7" h x 3.4" w - finished size
  - Built to size, NO BLEED
  - 0.125" safe zone around the inside edge with no logos, text or important information
- ◆ Pocket Guide:
  - Full Page ad:
    - 8.5" h x 3.75" w finished size
    - Additional 0.125" FULL BLEED
    - With the bleed the size is 8.75" h x 4" w
    - 0.25" safe zone around the inside edge with no logos, text or important information
- ◆ Half Page ad:
  - 4.25" h x 3.75" w finished size
  - Additional 0.125" FULL BLEED
  - With the bleed the size is 4.5" h x 4" w
  - 0.25" safe zone around the inside edge with no logos, text or important information
- ◆ Coupon:
  - 2.13" h x 3.49" w finished size
  - Built to size, NO BLEED
  - 0.125 in. safe zone around the inside edge with no logos, text or important information

## Notes:

Create ads at 300 dpi, CMYK color space, all fonts must be converted to outlines or rasterized. All artwork needs to be created to EXACT size at 300 DPI. Acceptable file types: .AI, .EPS, .PDF, .PSD, and .JPG. All print ads payments are due on same day materials are due.

# MATERIAL SPECIFICATIONS

## Web ads:

- ◆ Header ad:
  - Image - 1,300 w x 660 h - GIF or JPEG
  - Headline Text - 40 Characters (including spaces)
  - Body Text - 135 Characters (including spaces)
  - URL link
- ◆ Page Sponsor ad:
  - Image - 300 w x 300h - GIF or JPEG
  - Headline Text - 45 Characters (including spaces)
  - Body Text - 110 Characters (including spaces)
  - URL link
- ◆ Run of Site ad
  - Image - 300 w x 300h - GIF or JPEG
  - Headline Text - 45 Characters (including spaces)
  - Body Text - 110 Characters (including spaces)
  - URL link
- ◆ Top Pick ad:
  - Image - 176 w x 100 h - GIF or JPEG
  - Text - 60 Characters (including spaces)
  - URL link
- ◆ Mobile banner ad:
  - Supplied ad – 300 w x 50h
  - GIF, JPEG, HTML, 3rd party
  - URL

## Notes:

Artwork due 5 days prior to beginning of month. Web ads are invoiced quarterly, 3 months at a time. Invoices due upon receipt.



## CONTACT



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