

MEDIA KIT

2027



SAMPLING OKLAHOMA TRAVEL GUIDE OKLAHOMA CITY EDITION





SAMPLING OKLAHOMA TRAVEL GUIDE

Oklahoma City is experiencing a dynamic period of culture, momentum, and growth. From bustling district hubs like Bricktown and the Plaza to our award-winning dining scene, world-class sports, and rich Mid-Western heritage, OKC continues to attract millions of visitors and local explorers every year.

Sampling Oklahoma Travel Guide was born out of a genuine love for this city and a passion for celebrating the exceptional experiences it offers. The **Oklahoma City Edition** serves as an essential companion for those looking to discover the very best of our city, while providing our advertising partners with a direct bridge to a highly engaged, active audience. The ***Sampling Oklahoma Travel Guide*** is published across print and digital platforms to ensure your brand achieves maximum reach and impact:

- **High-Impact Print Guide:** Distributed strategically at key high-traffic hubs, hotels, visitor centers, and local hotspots to capture readers right when they are deciding where to eat, shop, stay, and play.
- **Seamless Digital Experience:** Fully accessible on both mobile and desktop versions, allowing tech-savvy readers to explore your business on the go with instant access to your location and services.
- **Constant Exposure in a Growing Market:** Capitalize on OKC's expanding tourism sector and thriving population through targeted, year-round exposure to both new visitors and loyal residents

Advertising in the *Sampling Oklahoma* Travel Guide connects your business with an audience actively seeking where to go next. We invite you to explore the following media kit to discover how partnering with us can elevate your brand and drive meaningful results.

PARTNER WITH US

Reach your slice of a growing a blossoming Oklahoma City market

❖ \$4.8 BILLION TOTAL ECONOMIC IMPACT

Tourism serves as one of Oklahoma City's primary economic drivers, generating continuous, massive spending across the metro area.

❖ 25 MILLION ANNUAL VISITORS

Reach a massive, high-intent audience.

❖ \$7.9 MILLION SPENT DAILY

on dining, shopping, recreation, and lodging.

❖ 700+ MAJOR CONVENTIONS & EVENTS ANNUALLY

OKC Convention Center host over **140+ major conventions and events annually**—drawing nearly **250,000 out-of-town delegates**

❖ \$2.9 BILLION IN INITIAL DIRECT SPENDING

Capitalize on out-of-town travelers actively searching for where to spend their budget during their stay.

❖ \$1.4 BILLION SPENT IN DINING & RETAIL ANNUALLY

Visitors spend over **\$775 million on food & beverage** and **\$631 million in retail** annually, putting your business directly in front of ready-to-buy consumers.

❖ HIGH-INTENT POINT-OF-DECISION REACH

Connect with consumers precisely when they are planning their itinerary—our multi-platform guide reaches travelers at the exact moment they decide where to spend.

❖ EXTENDED MULTI-DAY AD EXPOSURE

Capitalize on the average **2.5-day stay** of OKC overnight visitors with print and digital placements that deliver continuous, repeated brand impressions throughout their trip.

❖ 36,000+ LOCAL HOSPITALITY WORKERS REACHED

Tap into a sustained, year-round network of **36,000+ employed local hospitality professionals** who actively use and recommend our guide to guests.

A CITY OF FUN AND ADVENTURE

A guide to all that's happening in Oklahoma City. Reach the people that are ready to do it.



DIRECTORY & FEATURED LISTINGS

Position your business where visitors and locals can find you

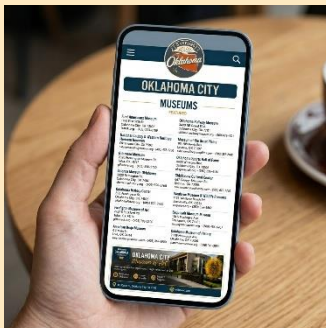


DIRECTORY LISTINGS

Standard Listing	Includes company name, address, website & phone
Featured Listing	Includes highlighted directory listing, category card
District Listing	Includes district thumbnail image with 100-word description

DIGITAL EXPOSURE

Reach your target audience through a variety of mediums, including Mobile, Desktop and Tablet.



ONLINE LISTINGS

All Print Advertisement include a **FREE** Monthly Online Directory Listing Subscription
Includes company name, address, phone & website link

A-LA-CARTE PRINT ADVERTISING

Power your reach with a variety of display ad types to maximize your exposure



PRINT ADVERTISEMENTS

AD TYPE	AD SIZES		SPECS
Full Page	5.5" x 8.5" in	[1650 x 2550 px]	300dpi jpeg ¼" Safe Zone ¼" Bleed
Half Page	5.5" x 4.25" in	[1650 x 1275 px]	300dpi jpeg ¼" Safe Zone
Quarter Page	2.75" x 4.25" in	[825 x 1275 px]	300dpi jpeg ¼" Safe Zone
Eighth Page	2.75" x 2.125" in	[825 x 638 px]	300dpi jpeg ¼" Safe Zone

GET STARTED | GET IN TOUCH

Get started today!



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