

A Better Life Welcome Program 2018-2019

DESCRIPTION The Greater Oklahoma City Chamber is the go-to source for individuals relocating to the Oklahoma City area and for businesses who are recruiting employees. Get in front of new residents in a variety of ways through the award-winning A Better Life Welcome Program. Large companies like Tinker Air Force Base, Boeing and Continental Resources utilize this Welcome Program to inform and motivate employees to move to Oklahoma City. View the 2018 Welcome Guide at www.okcchamber.com/welcome and at www.aBetterLifeOKC.com/welcome.

A Better Life Welcome Program has three advertising opportunities: printed and digital ads in the Welcome Guide, banner ads in the Better Life weekly email/blog and advertising on www.aBetterLifeOKC.com.

PUBLICATION DATE Publication Date: May 2019

AD DEADLINE Ad Deadline: April 2, 2019
Ads must be paid 30 days prior to publication date.

A Better Life Welcome Guide is an 8.5 x 11 magazine. This high-quality, four-color magazine showcases Oklahoma City in vibrant photos and descriptions as a great place to live, work and play. It features relocation information such as housing, utilities, weather, education, medical services, entertainment and moving resources. A digital version of the Welcome Guide will be featured on www.okcchamber.com and www.aBetterLifeOKC.com. Complete with videos and links to websites showcasing Oklahoma City in an interactive and creative way, the digital version also allows ads to be web and/or video enabled.

DISTRIBUTION AND ADVERTISING OPPORTUNITIES Distribution:

- Between 2,500-5,000 are distributed each year
- Mailed to individuals relocating to Oklahoma City area that request information
- Distributed to companies relocating executives to Oklahoma City area
- Distributed to Chamber Board of Directors and Board of Advisors
- Each advertiser receives a monthly email with addresses of individuals and businesses that have requested the Welcome Guide

Back cover ad and Digital Presenter: \$6,000 (1 available)
8.5(w) x 11(h) for print and 8.5(w) x 9.33(h) for online magazine

Inside front cover full page: \$4,000 (1 available)
8.5(w) x 11(h) for print and 8.5(w) x 9.33(h) for online magazine

Full Page: \$3,000 (10 available)
8.5(w) x 11(h) for print and 8.5(w) x 9.33(h) for online magazine

Half page: \$1,750 (10 available)
7.5(w) x 4.91(h) for print and 7.5(w) x 4.1(h) for online magazine

Third page: \$1,500 (10 available)
7.5(w) x 3.2(h) for print and 7.5(w) x 2.77(h) for online magazine

Quarter page: \$1,250 (10 available)
7.5(w) x 2.37(h) for print and 7.5(w) x 2(h) for online magazine

Full page ads must have an 1/8 inch bleed on all sides and a 1/4 inch "safe area." All text and logos need to lie no closer than 1/4 of an inch from the edge of the document and 3/8 of an inch from the edge of the bleed. Any items in this "safe area" will not be in danger of being cut in the production process.

MORE INFO Contact your Chamber volunteer and/or Chamber staff Kaylee Terracina, kterracina@okcchamber.com or 297-8955.

FULL
PAGE
AD
8.5(w) x
11(h)
Ad fills
entire
page.
Please
include
an 1/8"
bleed on
all sides.

HALF PAGE AD
7.5(w) x 4.91(h)

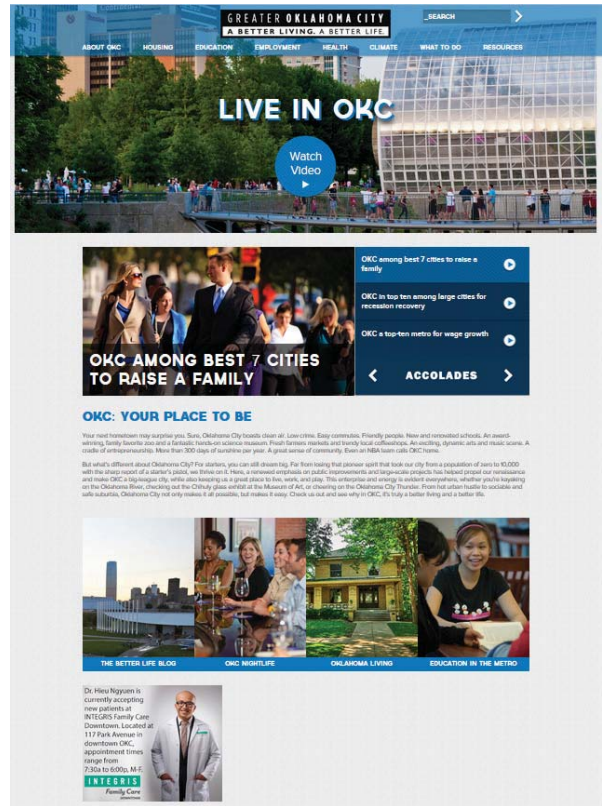
THIRD PAGE AD
7.5(w) x 3.2(h)

QUARTER PAGE AD
7.5(w) x 2.37(h)

WWW.ABETTERLIFEOKC.COM

This website is the hub for the Greater Oklahoma City Chamber's welcome program for soon-to-be and new residents. Viewers are one click away from the information they need to make decisions, learn about OKC, find housing, choose a school and have fun. Sponsors are featured as a go-to source to welcome new residents to Oklahoma City. Watch OKC videos, browse current accolades and statistics and read about OKC nightlife, housing and education. Resources include OKC photos, presentations, welcome guide, community links, datasheet and cost of living calculator.

This site is used heavily by companies recruiting new talent to our region and is one of the only places to get your brand in front of this valuable audience. In 2017, the website had 59,719 visits and 49,893 unique visitors. Visitors spend an average of 1:47 on each page they visit. Potential relocators from all 50 states and many countries visited the site.



Premium Homepage Ad: (2 available)

July–Dec. 2018 \$1,500 (six-month contract)
 Jan.–Dec. 2019: \$3,000 (12-month contract)

These ads are designed to showcase your company and connect you with new residents. Sponsor's ad or a tip/testimonial will be placed on the home page. The tip/testimonial should be related to living in OKC rather than solely an explicit sales message.

Features:

- Company ad measuring 300 x 250 pixels (could be an ad, photo of a company leader or a company leader with company product*)
- Ad will be linked to the company's website
 OR
- 30-word tip/testimonial (subject to approval)
 or use a tip or testimonial provided by the Chamber
- Photo of a company leader or company product
- Company logo

Interior Ad (7 available; ads rotate on refresh)

July–Dec. 2018: \$750 (six-month contract)
 Jan.–Dec. 2019: \$1,500 (12-month contract)

Sponsor's ad or tip/testimonial will be placed prominently on interior pages of www.aBetterLifeOKC.com. Interior Ads will be featured on all interior pages of www.aBetterLifeOKC.com.

Features:

- Company ad measuring 230 x 400 pixels (could be an ad, photo of a company leader or a company leader with company product)
- Ad will be linked to the company's website
 OR
- 30-word tip/testimonial (subject to approval) or use a tip or testimonial provided by the Chamber
- Photo of a company leader or company product
- Company logo

MORE INFO

Contact your Chamber volunteer and/or Chamber staff Kaylee Terracina, kterracina@okcchamber.com or 297-8955.