



OKLAHOMA CITY

KEY

THE TRAVELER'S MAGAZINE

2012 Rate Card

Travelers Spent Almost \$2 Billion in OKC

A national trade journal estimates that tourists spent almost \$200 billion dollars while traveling in the United States¹. The Travel Industry Association estimates travelers spent over \$2.1 billion dollars in Oklahoma City alone². With so much money being spent, what has your company done to capture its share of these visitors' dollars?

Over Six Million Travelers Stay in OKC Hotels

Local officials estimate that over 6 million hotel guests stayed in OKC's 16,000 hotel rooms this past year. These visitors travel to OKC to participate in horse shows,³ attend sporting events,⁴ and visit local attractions. While here, they eat at local restaurants and shop at local retailers.

After checking into their hotel, most tourists and business travelers will immediately look for a local visitor guide that let's them know where to go, what to eat, and where to shop during their visit. That's where KEY Magazine comes in. Free to travelers, KEY Magazine is featured in the hotels where your customers are staying.

Prominent and Consistent Placement in Hotels

KEY Magazine has been the most effective, cost-efficient tool to reach hotel guests since 1947. When you advertise with us, your advertisement will be in displayed in:

20,000 copies distributed at the front desk and in-room at over 100 hotels in Oklahoma City, Edmond, and Midwest City. KEY Magazine is also the exclusive, in-room visitor guide at 20 fine hotels, including such brands as Courtyard Marriott, Embassy Suites, Hampton Inn, Hilton Garden Inn, Holiday Inn Express, OKC Marriott, Renaissance Hotel, and Sleep Inn.

5,000 copies placed in high-traffic locations such as the Bricktown Water Taxi, Metro Transit Trolley, OKC National Memorial, Ford Center, Will Rogers World Airport, and all 12 Visitor Welcome Centers statewide, including Blackwell, Colbert, Erick, Miami, Midwest City (I-40 & Air Depot), Oklahoma City (I-35 & 122nd), Sallisaw, State Capitol Building, and Thackerville.

In addition, your company's advertisement will appear on our website, www.keyokc.com, one of Oklahoma's largest interactive, travel website, with over 4,000 unique visitors per week.

AD RATES (per month)	Ad Sizes	1X	3X	6X	12X	Premium Placement: \$3,000 for cover artwork and two page story, \$2,000 for Back Cover. \$1,500 for pages 2, 3, 31, and inside back cover, and Premium placement requires a minimum six month contract and is based on availability.
	Full Page	\$1,863	\$1380	\$1243	\$1105	
	1/2 Page	\$966	\$759	\$690	\$621	
	1/4 Page	\$644	\$518	\$442	\$366	
	Listing	\$317	\$225	\$202	\$173	

AD SIZES

FULL PAGE: 5.375" x 8.375"
1/2 PAGE: 2.125" x 7.375" vertical or 4.5" x 3.625" horizontal
1/4 PAGE: 2.125" x 3.625" vertical or 4.5" x 1.75" horizontal
SINGLE LISTING: up to 100 characters with full color logo

25 S. Oklahoma Ave., Suite 112, Oklahoma City, OK 73104 ~ (405) 602-3300

¹Shopping Centers Today, May 15, 2006.

²"The Economic Impact of Travel on Oklahoma Counties in 2008/2009," Travel Industry Association, September 2009.

³OKC Chamber of Commerce reports over 380,000 people visit OKC every year to participate in equine events. In June alone, 50,000 people will visit OKC: Oklahoma Quarter Horse Association Show (15,000), Non-Pro Cutting Championship (10,000), and National Appaloosa Show (25,000). Between October and December, another 220,000 people will attend equine events, including the Grand National Morgan Show (20,000), U.S. Team Roping (25,000), AQHA World Show (120,000), NRHA Reining Futurity (35,000), and World Barrel Futurity (20,000).

⁴OKC All Sports Association estimates that sporting events bring \$30,000,000 into the local economy and create 25,000 room nights every year