



LETTER FROM THE PUBLISHER

Content marketing is the latest buzz. Simply stated, content marketing is creating and distributing valuable, relevant information to attract your target audience and to drive a profitable result.

The Oklahoma 100 offers a platform for your content marketing campaign. Jones PR will work with you to develop a strategy to publish informational stories or videos in *The Oklahoma 100* e-newsletter, website and social media.

The Oklahoma 100 publishes bi-weekly and provides a quick and concise, yet thorough view of the people, events, activities and news shaping Oklahoma. Topics range from arts, entertainment, history and restaurants to business news, management, energy, healthcare and real estate.

Who knew so much news could be told in 100-word increments? Now it can!

Brenda Jones Bannick



The Oklahoma 100 is a project of Jones PR. A full-service, national strategic communications agency with offices in Oklahoma City and Tulsa, Jones PR offers a complete suite of services in public affairs, corporate communications, consumer marketing, integrated media, research & insights, leadership development and creative services.

JONES PR

BE HEARD ANYWHERE

WHAT YOU'RE SAYING

"*The Oklahoma 100* e-newsletter is incredibly valuable. It provides pertinent, interesting information in a format that is convenient for those of us who are 'on-the-go' but need to be 'in-the-know.' I look forward to reading it each issue."

- G.T. Bynum, Tulsa Mayor



AT A GLANCE

The *Oklahoma 100* is an award-winning, integrated digital publication and content marketing platform featuring 100-word articles and 100-second videos that provide a quick yet thorough view into the people, news, events and ideas that shape Oklahoma. Our articles and videos are featured in *The Oklahoma 100* website, distributed through our bi-weekly e-newsletter and shared on social media.

PRODUCTS

Digital E-Newsletter

The *Oklahoma 100* e-newsletter produces award-winning content bi-weekly to a highly engaged audience of 55,000 business and civic leaders across the state. Each e-newsletter features stories and videos that are written, edited and produced by Jones PR.

Email marketing continues to be one of the most effective forms of content marketing. Since first launching Jan. 21, 2016, *The Oklahoma 100* attracted a loyal audience and readership base waiting to hear your story.



Video Production

The *Oklahoma 100* produces creative and original video content designed for publication in *The Oklahoma 100* e-newsletter, website and social media. With our dedicated video production team, *The Oklahoma 100* works with organizations and brands to capture their most compelling stories for its audience to hear.

Custom Social Media Engagement and Promotion

The *Oklahoma 100*'s in-house editorial team works with businesses and organizations to craft custom social posts that are designed for sharing and engagement via social media. Custom social posts are created in an authentic voice to inspire, educate or entertain readers and consumers, while further extending the reach of each article/video featured in *The Oklahoma 100*.

DIGITAL E-NEWSLETTER

The Oklahoma 100 has one of the highest reaches of any digital media channel in the region with 55,000 subscribers distributed per issue and growing. The e-newsletter utilizes direct content marketing strategy to target business and civic leaders (directors, VPs and C-suite executives) within Oklahoma guaranteeing the quality of audience/readership.

Each e-newsletter issue is distributed to its subscribers every-other-week allowing businesses and organizations to tell a captivating story with a consistent brand and theme. The e-newsletter is also noise free containing no embedded advertisements, which allows all content to be neatly displayed in a polished format with no distraction or crowding.

When you analyze the impact of different content distribution channels side by side, it becomes clear that email offers the largest overall reach. Because email is personalized, targeted and delivered directly to a customer's inbox, it's a wonderful (and cost-effective) way for your company to introduce yourself and build rapport with a large audience and potential customers.

The Oklahoma 100 has an impressive open rate of 13 percent per issue, which is significantly higher than the national industry average of less than two percent.

International Reach

The Oklahoma 100 has international and national "100" partner markets, which publish any article/video upon request providing a combined reach of over 300,000 readers across 15 markets.

- The Atlanta 100
- The North Carolina 100
- The Arkansas 100
- The Tallahassee 100
- The Tampa Bay 100
- The Colorado 100
- The Alaska 100
- The Southwest Florida 100

- The Dubai 100
- The Washington DC 100
- The New Orleans 100
- The Boston 100
- The Memphis 100
- The Houston 100
- The Pittsburgh 100
- The Arizona 100
- The Ohio 100

Coming Soon!

- The LA 100
- The Dallas 100

- The Las Vegas 100
- The Wisconsin 100
- The St. Louis 100

Publishing Calendar

Editorial Deadline

- Jan. 3
- Jan. 17
- Jan. 31
- Feb. 14
- Feb. 28
- Mar. 14
- Mar. 28
- Apr. 11
- Apr. 25
- May 9
- May 23
- June 6
- June 20

Publish Date

- Jan. 10
- Jan. 24
- Feb. 7
- Feb. 21
- Mar. 7
- Mar. 21
- Apr. 4
- Apr. 18
- May 2
- May 16
- May 30
- June 13
- June 27



VIDEO

Today, video content is believed to account for more than 69 percent of all consumer internet traffic, according to Cisco. *The Oklahoma 100* works with organizations and brands to capture their most compelling stories for our audience to hear. With the explosion of social media, live streaming and viral videos shared from mobile devices, *The Oklahoma 100* in-house team has the professional expertise to produce video and multimedia content, and also guarantee that it will be seen.

The Oklahoma 100 team guides brands and companies through Jones PR's exclusive **Five-Step Video Process** to create exceptional online content to serve your marketing needs:

1. Goals and objectives
2. Professional, high-quality equipment
3. Filming and recording
4. Post-production editing
5. Promotion and video content distribution

The Oklahoma 100 videos average at least **3,000 views**, and reach more than **30,000 unique users** via social media channels and **55,000 e-newsletter subscribers**.



Behind the Scenes with Oklahoma's own best-selling author and popular television personality, The Pioneer Woman



A Touchdown in Gratitude for an Oklahoma Teacher

CUSTOM SOCIAL PROMOTION

The in-house experts at Jones PR and *The Oklahoma 100* work with brands and companies to craft custom social posts that are designed for sharing and engagement, as well as strategic geo-targeting and other custom promotions based on the goals and objective of the article/video.

Social content ranges in various formats and provides social media users the opportunity to discover, engage with and connect with your content via *The Oklahoma 100*.

The Oklahoma 100 reaches more than 54,800 unique social media users per month. Women between the ages of 45-54 are the leading force among our fans on Facebook, whereas men between the ages of 30-50 are the leading force among our audience on Twitter.



A Touchdown in Gratitude for an Oklahoma Teacher, in collaboration with XR Tickets

Homeless to One of Oklahoma's Finest, "Positive Tomorrows School for Homeless Children"



Behind the Tiara with Miss Oklahoma



The Oklahoma 100 provides optimal story and video integration across *The Oklahoma 100* website, e-newsletter and social media channels to ensure your message is heard anywhere. Additionally, each article has links to direct readers to your website or other areas of interest.

In 2018, *The Oklahoma 100* was named a winner in PR Daily's 2018 Content Marketing Awards in the electronic publication category as well as an Award of Merit at the 2018 PRSA Uppercase Awards.

PACKAGE INVESTMENT

The Oklahoma 100 is now offering content marketing packages to companies and organizations. Jones PR will work with you to develop a strategy to publish informational stories or videos related to your needs via *The Oklahoma 100* e-newsletter, website and social media. Jones PR staff will work to position you and/or your company as a "thought leader" or "subject matter specialist," writing on topics that meet your strategic needs.

As a client, you would receive the following:

- Stories and/or videos are written, edited and produced by Jones PR staff
- All stories and videos are approved by you
- Each story/video will be delivered to 55,000 business leaders and subscribers
- Each story is customized with hyperlinks to your website or other areas of interest
- Client gets to choose the issue when their story is published
- Stories/videos will be archived in The 100 Companies international database
- Stories are made available to publish in e-newsletters in other markets around the country through the exclusive 100 Companies network
- Stories are promoted on *The Oklahoma 100* and Jones PR social media channels and will be paid boosted
- Video produced by *The Oklahoma 100* can be used by company for marketing purposes

The Oklahoma 100 has multiple special issues going out in 2019, to learn about those issues, packages and special pricing, contact Kristen at editor@theoklahoma100.com



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