

# MEDIA KIT

# *THE* OKLAHOMA 100

100-word stories &  
100-second videos  
on topics of intrigue

# 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 Bauidie*

Jones PR President  
and CEO

## What readers are 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.

## Award-winning publication



**Brenda Jones Barwick**  
Strategic Counsel



**Mick Cornett**  
Executive Counsel



**Taylor Ketchum**  
Director of  
*The Oklahoma 100*



**Carolyn Taylor**  
Editor of  
*The Oklahoma 100*



**Ashley Glass**  
Account Executive

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

**PRSA**  
Public  
Relations  
Society  
of America

RAGAN'S  
**PR Daily**

# International reach

*The Oklahoma 100* has international and national “100” partner markets, which publish any article or video upon request providing a combined reach of more than 1.28 million readers across 28 markets.

28 markets  
1.28 million readers

## Current markets

THE ATLANTA 100  
THE NORTH CAROLINA 100  
THE ARKANSAS 100  
THE OJT 100  
THE TAMPA BAY 100  
THE DUBAI 100  
THE COLORADO 100  
THE WASHINGTON D.C. 100  
THE NEW ORLEANS 100  
THE BOSTON 100  
THE MEMPHIS 100  
THE HOUSTON 100  
THE ALASKA 100  
THE PITTSBURGH 100  
THE WISCONSIN 100  
THE ARIZONA 100  
THE SWFL 100  
THE TRAVEL 100  
THE OHIO 100  
THE KENTUCKY 100  
THE ASSOCIATION 100  
THE EAST BAY 100  
THE ENGINEERING 100  
THE FRANCHISE 100  
THE FINANCIAL ADVISOR 100  
THE AGENCY 100  
THE MIAMI 100

## Publishing calendar

### EDITORIAL DEADLINE

DEC	30
JAN	14
JAN	28
FEB	11
FEB	25
MAR	11
MAR	25

### PUBLISH DATE

JAN	7
JAN	21
FEB	4
FEB	18
MAR	4
MAR	18

# Products

## Digital E-Newsletter

*The Oklahoma 100* e-newsletter produces award-winning content bi-weekly to a highly engaged audience of more than 70,000 business and civic leaders across the state.



70k+  
subscribers

noise  
free

email



*The Oklahoma 100* has one of the highest reaches of any digital media channel in the region with 70,000 subscribers reached 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 bi-weekly 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.



# Products continued

## 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.

Today, video content is believed to account for more than 75 percent of all consumer internet traffic, according to Cisco.

*The Oklahoma 100* videos average at least 3,000 views, and reach more than 30,000 unique users via social media channels and 70,000 via e-newsletter.



*Behind the scenes with Brenda Barwick and former OKC Mayor Mick Cornett.*

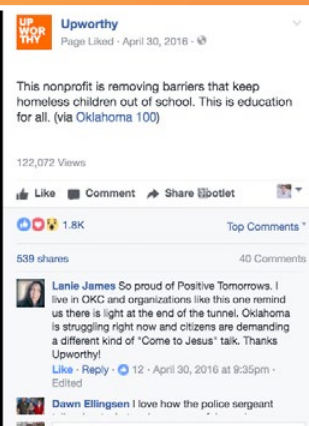


*Behind the scenes with Oklahoma's own best-selling author and popular television personality, The Pioneer Woman.*

## Custom Social Media Engagement & Promotion



*Behind the Tiara with Miss Oklahoma*



*The Oklahoma 100* works with brands and companies to craft custom social posts that are designed for sharing and engagement, as well as strategic targeting and other custom promotions based on the goals and objective of the article/video.

# Package investment

## Biggest bang for your buck

Twelve 100-word stories with photos:

**\$5,600** (*savings of \$400*)

Six 100-word stories with photos:

**\$2,700** (*savings of \$300*)

Three 100-word stories with photos & one video:

**\$1,350** (*savings of \$150*)

Two 100-word stories with photos:

**\$900** (*savings of \$100*)

**The Oklahoma 100 has multiple special issues going out every year.**  
To learn about those issues, packages and special pricing, contact our editorial staff at [Editor@TheOklahoma100.com](mailto:Editor@TheOklahoma100.com)

## Single article promotion

100-word story with photo: **\$500**

100-second video (*client supplies footage*): **\$1000**

100-second video (*footage to be filmed*): **\$1,850\***

\* Starting price.

## Perks

Stories and/or videos are written, edited and produced by *The Oklahoma 100* and approved by you

Each story/video will be delivered to 70,000 business and civic leaders

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

Per client request, articles can be placed internationally

\*restrictions and fees may apply

Stories are promoted and boosted on social media channels

Client owns all rights to content and videos produced by *The Oklahoma 100*



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[www.TheOklahoma100.com](http://www.TheOklahoma100.com)