



**Tulsa.com**

**2010 Media Kit**

**Tulsa.com**

Phone: (918) 366-4434

Updated: May 2010

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# What we can do for you

## Why you need to advertise on Tulsa.com



We're extremely passionate about Tulsa and want to help you and your business be successful and grow. Whether you're targeting locals or visitors, we can help.

We don't rely just on search engines for our traffic because thousands of people type **Tulsa.com** right in their browser. It's intuitive, direct, and one of the most targeting advertising options out there.

You need to be where your customers (or potential customers) are looking, and each day more and more people are using the Internet to find what they are looking for. That's where your business needs to be.

Try us out, we'd love to help you achieve your goals.

You **need to be** where your customers are looking. Today, that is **on the Internet**.

**More** customers, sales, exposure, revenue, visitors to your website, awareness, branding, intent and trust.

**Always On** 24 hours per day, 7 days per week, 52 weeks per year

**Targeted** one of the most effective ways to market to customers, they're looking geographically

**Measurable** track everything from cost to conversion, purchase, or action

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# Facts & Figures

## Tulsa.com website statistics



**5.68** pages viewed per visitor

**4:31** average time on site

**19%** type "Tulsa.com" into their browser

**20% of visitors** to the website **bypass search engines** and other sites and type "www.Tulsa.com" **directly into their browser.**

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# Advertise your business

## Tulsa.com advertising options



**Home Page** banners and advertising available

**Sponsored Sections** that dominate areas of the site

**Video** show off your business

**Audio** let others hear about your business

**Coupons** give specials to your customers

**Promotions** let us help you drive results for special promotions

**advertising** on Tulsa.com is one of the **most effective** advertising options available that **targets people** interested in **Tulsa** or from the Tulsa and metro area

### PERFECT FOR:

- Attractions
- Hotels
- Real Estate
- Restaurants
- Apartments
- Events
- Local Businesses
- And more!

# Ad Options & Specs

Sizes, formats and options available



The screenshot shows the Tulsa.com website with several ad placements and their dimensions:

- 180x150 (Rectangle) - Top right corner, above the navigation bar.
- 180x150 (Rectangle) - Middle right side, above the search bar.
- 180x150 (Rectangle) - Middle right side, above the hotel search form.
- 180x150 (Rectangle) - Middle right side, above the poll.
- 180x150 (Rectangle) - Middle right side, above the 'Connect with Us' section.
- 125x125 (Square Button) - Bottom left side, below the 'Connect with Us' section.
- 125x125 (Square Button) - Bottom left side, below the first 125x125 button.
- 468x60 (Standard Banner) - Bottom center, below the 'About Tulsa.com' section.

**Available** on nearly every section of the site, and your ad is shown all day long

**Multiple Sizes Available** 3 sizes to help you meet your advertising objectives.

**Extremely Targeted** advertise where people are actively searching for your products or services.

**Results-Driven** track everything from cost to conversion, purchase or action

**Performance** we will continuously optimize and adjust your ads so you receive the best results possible

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# Contact Us

Advertising that *really* works



**Tulsa.com**

**For more information call: (918) 366-4434**

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