

2020



Media Kit

okayplayer.



An influential voice in culture over 20 years strong.

brand.

Launched in 1999 by Questlove of The Roots, Okayplayer is the original progressive urban music site and maintains its position as the premier digital destination for music connoisseurs worldwide. Okayplayer delivers a full spectrum of groundbreaking music that serves as a gateway to multi-faceted cultures and communities. Well established as the gold standard in music media, Okayplayer utilizes its influential voice to define and create the cutting edge in sound, arts, sports and more.

WATCH OUR SIZZLE REEL



partnerships x rates. 011

experiential. 010

merchandise. 009

editorial x franchises. 007

audience. 004

Contents.

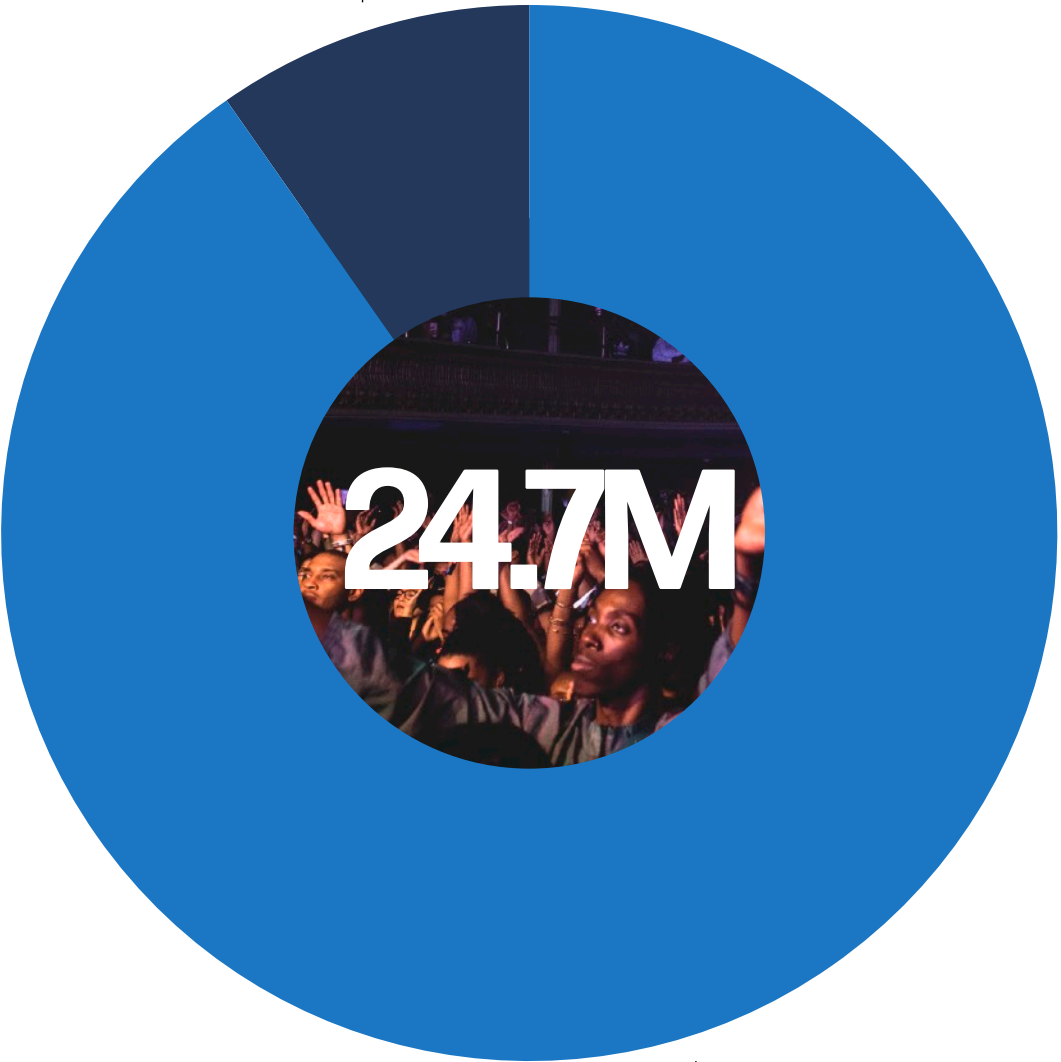
Our Access.

Okayplayer's global community is equipped with a scholarly knowledge in music and culture. Our combined audience represents a loyal following of passionate, socially aware individuals who engage with impactful cultural moments, innovative sounds and healthy debates, all while keeping a pulse on current events.

audience.



2,400,000



22,300,000

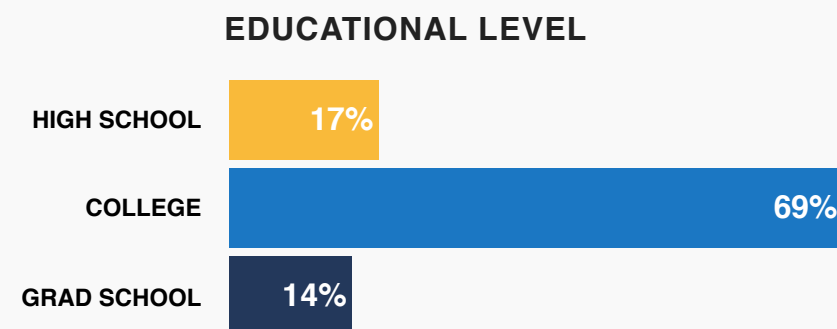
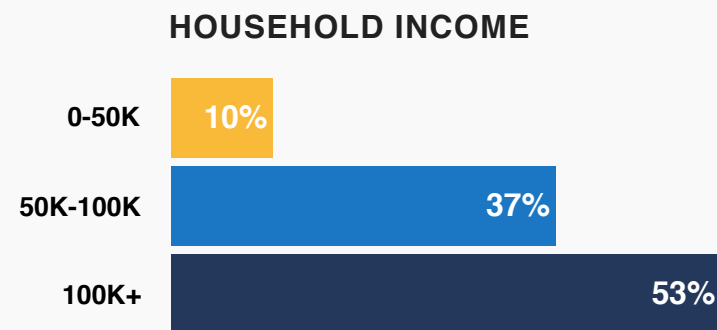
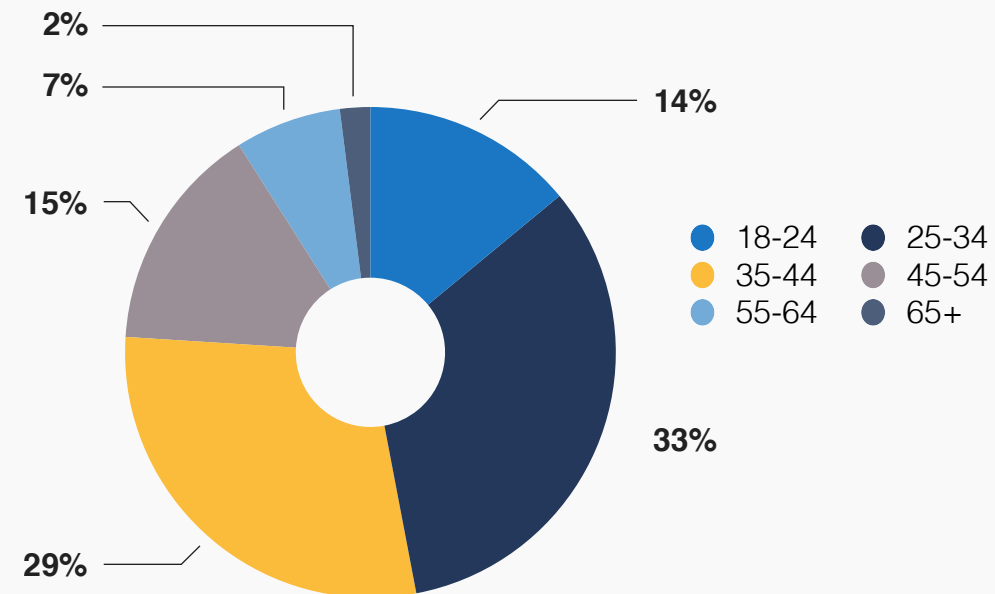
- Social Audience
- Monthly Unique Visitors

f 20M+
IMPRESSIONS
MONTHLY

@ 1.3M+
IMPRESSIONS
MONTHLY

o 1.7M+
IMPRESSIONS
MONTHLY

Audience Profile.



GENDER



60/40
Men/Women

TOP CITIES

- New York
- Chicago
- Los Angeles
- Atlanta
- Philadelphia
- Washington D.C.

TOP OCCUPATIONS

- Administrative Services
- Management
- Arts/Entertainment/Sports/Media
- Sales
- Production
- Home Services

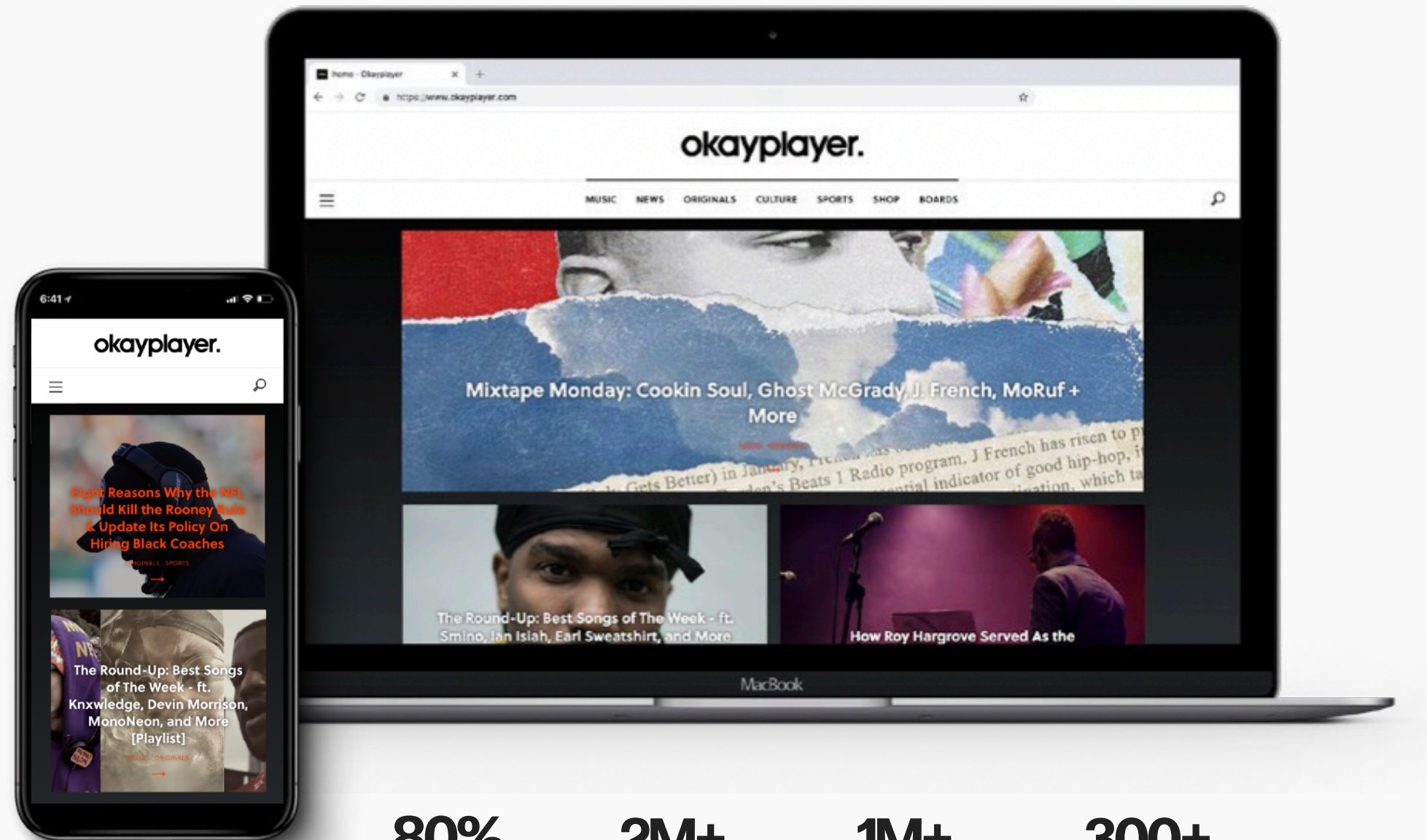


Digital x Reach.

Okayplayer continues to be the premier online destination for left-of-center culture, serving as an unrivaled source for news and music discovery, and a platform where audiences share ideas and discuss trending topics.

TOPICS ON SITE

- Culture
- Music
- News
- Social Justice
- TV x Movies
- Politics
- Sports



80%
USERS ON
MOBILE DEVICE

2M+
PAGEVIEWS
MONTHLY

1M+
USERS
MONTHLY

300+
STORIES POSTED
PER MONTH



2020 Editorial Calendar.

editorial themes.

JANUARY // FEBRUARY PASSION

How does passion influence how we move through life? What we create? How we create? This theme will showcase stories centered around love, commitment, and sacrifice to a person, to a trade or to an idea. Behind every great cultural moment, there is a story of a passion someone simply would not give up on.

MARCH // APRIL LEADERS

What makes a great leader? Vision, dedication, the ability to inspire. March and April are dedicated to highlighting the trailblazers, movers, and shakers, in all fields and walks of life — from rappers to CEOs to activists and entrepreneurs who are moving their causes forward and leading by example.

MAY // JUNE LEGACY

Culture moves at a relentless pace. It can be exhausting. So it's important to take the time to slow down so a moment, trend or idea can be probably contextualized. Okayplayer was born to celebrate artists in a digital space when no one was doing the same. This theme is about revisiting the greats and their untold stories. Who have they inspired? How have they touched the modern landscape? What stories are left untold?

JULY // AUGUST INTERSECTIONS X SUBCULTURES

Hip-hop is no longer the newbie that blossomed from other art forms. Rather, it's the seed from which new culture grows. As artists in our space transition into larger roles, this month we explore the intersections of hip-hop throughout culture, regions, how it informs art, tech, advertisement, and the other genres it intersects with to create new sounds, moves, and vibes.

SEPTEMBER // OCTOBER FAITH

The core of all black music is born from the church. Music may have deviated from its holy roots, but the connectivity between the artist and their creator isn't as far off as it seems. This month is dedicated to exploring the veins of faith that run through music — and by extension pop culture.

NOVEMBER // DECEMBER RETROSPECTIVE

And that is a wrap. What were the best moments of the year? What pieces of commentary/themes wrap up 2018. Who was the standout star? Who had a redemption year? What's being left in 2018, and who should you be looking out for in 2021. We answer all of that.

Franchises.



editorial.

FIRST LOOK FRIDAY

Monthly series highlighting emerging talent.

THE ROUND-UP

Weekly playlist featuring bubbling new music.

SECRET HISTORY

A deep dive into defining moments in music & culture.

MIXTAPE MONDAY

Weekly source of underground music.

IN HIP-HOP AND BEYOND

Curated playlists celebrating the legacy of musicians.

video.

OKAY ACOUSTIC

Musicians perform stripped down renditions of new & familiar songs.

THE QUESTIONS

Interview series speaking with music and culture's big names.

STORYVILLE

Animated series where celebrities tell stories of their wild adventures.

experiential.

OKAYLIVE

A series of intimate concerts and live events.

OKAYPLAYER X SUMMERSTAGE

Outdoor festival in NYC.

OKAYPLAYER X REDBULL

Curated concert in Philly.



Complete Fulfillment x Inventory.

Home to the official merchandise of dead prez, Questlove and more, the Okayplayer Shop is an essential source for music lovers. From artist to label and everything in between, our services fit the needs of the client to provide inventory, complete fulfillment, and product design.

merchandise.

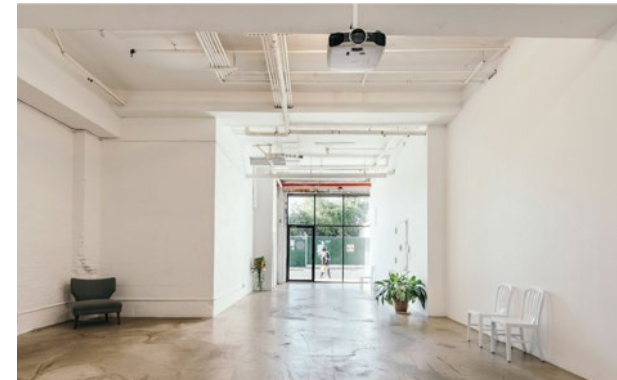


230+ ITEMS AVAILABLE IN THE SHOP

Events x Activations.

Okayplayer transforms the digital community into live spaces with diverse programming of events, partnerships and activations. Events include a number of large scale concerts and parties as well as pop-ups and more intimate exhibitions at Okay Space, Okayplayer's gallery and activation space in Williamsburg, Brooklyn

experiential.



OKAYSPACE

Okay Space is not a place. It is a space — a safe, empowering, energizing, community building, cultural space that lives beyond our physical venue in Williamsburg, Brooklyn. Okay Space is where we showcase partnerships, programming and aesthetics of both Okayplayer and OkayAfrica.

Okay Space has activated experiences and art shows for Vevo, PJ Morton, Brooklyn Gin, Complex, Chloe x Halle, FIT and more.

EVENT LIVESTREAM

Okayplayer takes events and activations to the next level with a team of music curation experts, event producers, content & digital marketing experts, and software/app development to build the best branded video content strategy for live event streaming that delivers results across owned, earned and paid media channels.



Partners.



SAMSUNG



verizon✓

SONOS



Uber

D'USSÉ™



partnerships x rates.

Strategy x Brand Integrations.

Okayplayer's Creative Services team crafts bespoke campaigns designed to provide results for clients through strategy, content production and experiential programming. We partner with brands to provide the insights and market intelligence needed to deliver an organic and successful marketing and promotional strategy. Leveraging our market expertise, brand recognition and extensive network of influencers, we work to connect brands with highly engaged audiences and emerging to top-level talent.

DELIVERABLES

- Sponsored Content
- Paid Advertorials
- Branded Playlists
- Branded Video
- Email Marketing
- Live Streaming
- Microsite

EXPERIENTIAL

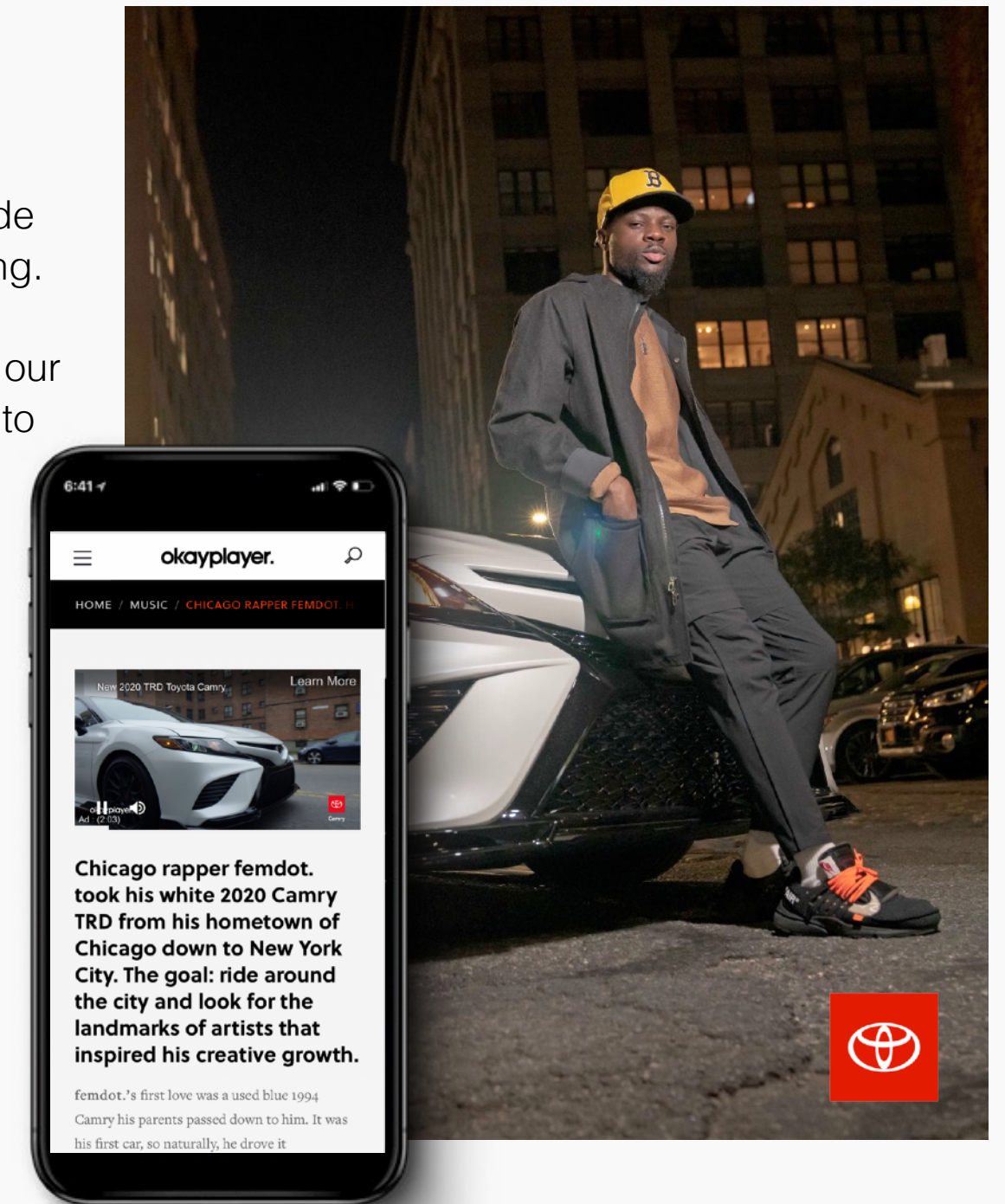
- Listening Party
- Concert
- Showcase
- Tastemaker's Event

SOCIAL CAMPAIGN

- Social Media Posts
- Strategic Product Seeding
- Social Media Takeovers
- Giveaways

STRATEGIC PLANNING

- Market Research
- Data Analysis
- Influencer Focus Groups
- Product Seeding
- Product Strategy
- Branding
- Digital xOOH Advertising



2020 Rate Card.

Okayplayer offers a variety of advertising options ranging from subtle and refined to direct and commanding. Please contact our sales team for special pricing on roadblocks, sponsorships, social media, email blasts, and custom opportunities.

PLACEMENT	SIZES (IN PIXELS)	RATE
BILLBOARD	970X250	\$20 CPM
HALFPAGE	300X600	\$15 CPM
MPU-MREC	300X250	\$12 CPM
LEADERBOARD	728X90	\$12 CPM
WIDE SKYSCRAPER	160X600	\$12 CPM
MOBILE 320X50	320X50	\$15 CPM
MOBILE MREC	300X250	\$20 CPM
SKIN	CUSTOM	EMAIL FOR PRICING
OVERLAY	CUSTOM	EMAIL FOR PRICING
SPONSORED POST	CUSTOM	\$5,000 PER POST
E-BLAST	CUSTOM	\$2,000 PER BLAST
FACEBOOK POST	CUSTOM	\$2,000
INSTAGRAM POST	CUSTOM	\$1,500
TWITTER PACKAGE (5 TWEETS)	CUSTOM	\$1,000

DISCLAIMER: THESE RATES ARE SUBJECT TO CHANGE WITHOUT NOTICE UNTIL A SIGNED INSERTION ORDER IS IN PLACE. MODIFICATIONS, SPECIAL REQUESTS AND GEO TARGETING MAY ALTER THESE RATES.

FILE REQUIREMENTS

Standard IAB unit creatives may come in ANY of the following file formats: DFA tag, third party tag, JPEG, GIF, HTML5 (via third party tag). Okayplayer accepts ads from any third-party or rich media vendor and complies with standard IAB specs. Please limit all looping to 3 loops or 30 seconds, and ensure that all audio is user-initiated only.

PAYMENT DEADLINE

Unless otherwise stated on the insertion order, all payments are to be made monthly on net 30 terms. All final payments are to be made within 30 days after the conclusion of a campaign. After payment becomes 31 days past due a 1.5% late fee is charged to the unpaid account, and accrues each month (30 days) for unpaid accounts.

ARTWORK DEADLINE

All creative must be received two business days prior to desired campaign launch.

INQUIRIES

To inquire about advertising opportunities, please contact: Jennifer Hutton jen@okayplayer.com



okayplayer.