

Experience **OCEAN CITY** MARYLAND

2025 MEDIA KIT



SALES CONTACT: Olive Mawyer | olive@oceancity.org | 410-213-0144 x106

2025 Experience Ocean City Guide

OC's premier destination publication



KEY REASONS TO ADVERTISE

- **High Visibility:** The Experience Ocean City Guide is widely distributed at key locations in Ocean City and surrounding areas, ensuring that your business gets exposure to a large and diverse audience.
- **Tourist Reach:** Ocean City attracts millions of tourists each year, and the guide is a go-to resource for visitors looking for things to do, places to eat, and services to use during their stay.
- **Local Engagement:** Not only tourists but also local residents frequently refer to the guide for updates on events, activities, and local businesses.
- **Year-Round Exposure:** The Experience Ocean City Guide is often kept by visitors as a souvenir and referred to throughout the year, providing your business with long-term exposure.
- **Targeted Audience:** You can tailor your message to appeal specifically to tourists, ensuring your marketing efforts reach the right audience.
- **Online Presence:** Visitors also use the Experience Ocean City Guide online version, which means your ad will have an extended reach beyond the printed guide.
- **Networking Opportunities:** Advertising in the guide can open doors to partnerships and collaborations with other businesses, also featured in the guide, creating a strong local network.

TARGETED DISTRIBUTION

- 150,000 copies will be printed & distributed in February 2025.
- Directly mailed to individuals who requested it through OC Chamber, OC Tourism, and Worcester County Tourism.
- Distributed regionally to AAA offices & visitor centers across MD, DE, VA, PA, NY, NJ, and OH.
- Locally distributed through places to stay, restaurants, attractions, and other similar establishments.
- Promoted through our partner organizations - Ocean City Tourism, Worcester County Tourism, and OceanCity.com.
- Directly sent to select trade shows.
- Additional promotion through social media, the Experience OC App, and email marketing.
- The guide will also be available at BWI and Salisbury Airports and Cape May-Lewes Ferry Terminals.

INTEGRATED MEDIA

- Your print ad gets you exposure in both the print and digital versions.
- The guide is viewable on the Experience OC app as well.

DEADLINES: Reserve Your Space by **November 1, 2024** | Submit Your Ad by **November 15, 2024**

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Display Ad Rate Card

AD SIZE	MEMBER	PELICAN MEMBER <i>10% Discount</i>	BLUE HERON MEMBER* <i>20% Discount</i>	NON- MEMBER
PREMIUM: Two Page Spread <i>(full page bleed)</i>	\$9,000	\$8,100	\$7,200	\$9,500
PREMIUM: Inside Front/Back Cover	\$7,000	\$6,300	\$5,600	\$7,500
PREMIUM: Facing Inside Front/Back Cover	\$7,000	\$6,300	\$5,600	\$7,500
PREMIUM: Heavy Stock Insert	\$7,000	\$6,300	\$5,600	\$7,500
Full Page	\$5,000	\$4,250	\$4,000	\$5,500
Half Page <i>(vertical and horizontal)</i>	\$3,000	\$2,700	\$2,400	\$3,500
Quarter Page <i>(vertical)</i>	\$2,000	\$1,800	\$1,600	\$2,500
Business Snapshot	\$1,300	\$1,170	\$1,040	\$1,800

* Includes Blue Heron, Osprey and Eagle Tier Members

Requested premium placement within the first 10 pages: Add 15% to display ad cost.

INCENTIVES FOR MEMBERS ONLY

Premium Ads: Receive two (2) social media posts, Two (2) month sponsored app ad, web banner and push notification, Two (2) Visitor alert Partner Spotlight, FREE Featured listing.

Display Ad: Receive one (1) social media post, One (1) month sponsored app ad, web banner and push notification, Two (2) Visitor Elert Leaderboard, FREE Basic Listing

All rates are net. 50% of payment is due with ad placement. Balance is due **NO** later than November 15, 2024. Your ad or business listing will be pulled if full payment is not received by **November 30, 2024**, unless a payment plan has been arranged.

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AD SPECIFICATIONS

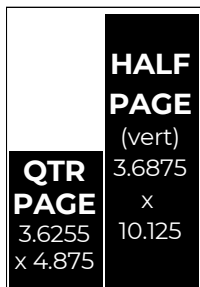
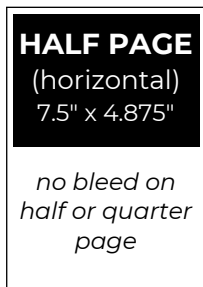
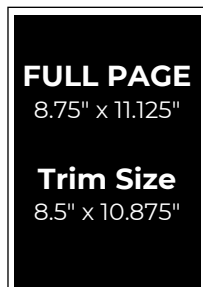
Trim Size of publication is 8.5" w x 10.875" h



AD REQUIREMENT CHECKLIST

AD SIZE	WIDTH	HEIGHT
2 Page Spread (bleed) Trim Size *	17.25" 17"	11.125" 10.875"
Full Page (bleed) Trim Size *	8.75" 8.5"	11.125" 10.875"
Half Page (h)	7.5"	4.875"
Half Page (v)	3.6875"	10.125"
Quarter Page (v)	3.6255"	4.875"

*Live area must be at least .25" inside trim size. Supply ad without trim marks.



- ☐ **FILE FORMAT:**
Your file should be PDF/X-1a format. Crop marks must be included.
- ☐ **RESOLUTION:**
Your file should be high resolution at 300dpi.
- ☐ **FONTS:**
All fonts should be outlined or embedded.
- ☐ **COLOR:**
Use only 4-color process (CMYK). No RGB files will be accepted.
- ☐ **SIZE:**
Make sure that the size of your ad exactly matches the corresponding specifications to the left.
- ☐ **BLEEDS:**
Build all full page bleed ads to the bleed specs listed to the left, and keep all images and elements that you do not want cut off within the live area specs.

TAKE NOTE: Registration of hairline rules or type smaller than 10pt. cannot be guaranteed. Publisher accepts no responsibility for errors on materials supplied by advertiser.

BUSINESS SNAPSHOT EXAMPLE

- High Resolution photo
- QR Code linked to your website
- High Resolution Logo as .png 300 dpi
- Business name, address, phone, website
- 40 word description.



NEED HELP DESIGNING YOUR AD? WE CAN HELP!

- **Design New Ad:** \$300
Includes 2 revisions
- **Minor Changes to Current Ad:** \$50
- **Major Changes to Current Ad:** \$130/hr

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BUSINESS LISTING RATES

LISTING OPTIONS	RATES
FEATURED Listing <i>Listing of 60 words w/ logo and digital ad link to your website</i>	\$350
Basic Listing <i>Listing of 40 words</i>	\$250
Upgrade to Featured Listing <i>Applies to Free Basic Listing with display ad</i>	\$100



AD DESIGN & VERBIAGE TIPS

- Include a clear call-to-action
- Include an image — preferably a photo
- Keep your message simple
- If possible, include a coupon, discount or special offer
- Share what makes your business unique
- Include the basics: website, phone number, address
- Add a trackable URL or phone number to track ROI

BUSINESS LISTING EXAMPLES

FEATURED BUSINESS LISTING

**Sail
Alyosha**

410-376-5454
sailalyosha.com
12817 Harbor Rd.
Ocean City, MD

SAIL ALYOSHA

Glide up and down Ocean City's beautiful Atlantic coastline or back in the coastal bay area behind Assateague Island on Alyosha. Alyosha is a 50-foot catamaran that has sailed around the world! This is a one-of-a-kind adventure in Ocean City.

BASIC BUSINESS LISTING

443-944-7173
protrackoc.com
12424 Ocean Gateway.
Ocean City, MD

PROTRACK

Ocean City's only racing go karts! Reach speeds up to 30 mph on flat racecourse with tight turns and a high speed straightaway.

BUSINESS LISTING SUBMITTAL FORM



Business



Restaurant



Hotel



Click on appropriate category to access the listing submittal form.

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ADVERTISING CONTRACT

ADVERTISER INFORMATION

Please sign, date and email this contract or direct billing questions to: olive@oceancity.org

Business Name			
Contact Name			
Billing Address			
City	State	Zip	
Phone			
Email			

CHECK SELECTION(S) TO RESERVE SPACE

- | | |
|---|--|
| ☐ Two Page Spread | ☐ Quarter Page |
| ☐ Front/Back Cover | ☐ Business Snapshot |
| ☐ Facing Inside Front/Back Cover | |
| ☐ Heavy Stock Insert | LISTING |
| ☐ Full Page | ☐ Featured Listing |
| ☐ Half Page (Vertical or Horizontal) | ☐ Basic Listing |
| | ☐ Upgrade to Featured Listing |

Publisher has final approval of ALL advertising.

Total Ad Cost: _____

50% of contract total is due by check or credit card authorization upon contract signing.

The balance due will be billed November 30, 2024.
(Terms for balance due invoice are Net-30)

Note: Your credit card will be charged according to your selection below.

- ☐ 100% now
- ☐ 50% now, *charge* balance (50%) by Nov. 30
- ☐ 50% now, *invoice* balance (50%) by Nov. 30
- ☐ Payment Plan (Ask Olive for details)

INVOICING INFORMATION

☐ Check to have your invoice emailed to you

Email: _____

CREDIT CARD INFORMATION

Credit card: Visa MC AmEx Discover

Card #: _____

Expiration date: _____

Three-digit security code: _____

Name on Card: _____

Billing address: _____

Authorized Signature: _____

Date: _____

Note: This contract serves as an agreement between your business and the Greater Ocean City Chamber of Commerce. Publisher reserves the right to refuse any ad. Ads that resemble editorial will be marked "Advertisement." Descriptive listings will be edited by OCC for content, consistency and length. Contract and ad materials must be received in their proper format by date specified by OCC. Invoices remaining unpaid past 60 days may prevent advertiser from participating in other OCC opportunities. OCC reserves the right to perform digital research testing in order to continually improve the online visitor experience and advertiser performance results.