



2021 E-Alert Options



Individual Business E-blast

Each Thursday, the Chamber will send one e-blast highlighting one individual business.

- Cost = **\$150 each**
- Deadline: Member must send formatted content to Jill Brady (jill@oceancity.org) by Friday @ noon to appear in following Thursday's individual business e-blast.

Visitor E-Alert

The Chamber sends a monthly* e-alert to approximately 20,000 potential visitors who have expressed an interest in receiving information about OC and shared their email addresses. This is your opportunity to promote your business/highlight specials. There are three options to advertise in the visitor e-alert:

1. Listing—includes your logo, date of event (if applicable), brief headline, and link to flyer* or website with more detailed information.

**Each member will be responsible for creating and providing a flyer in pdf format.*

- Cost = **\$75/week**

2. Leaderboard Banner—appears within EAT, STAY and PLAY sections and links to your preferred web link.

- Size: 700px x 100px
- Cost = **\$100/week**

3. Partner Spotlight—premium logo placement at top of visitor alert with link to your website.

- Logo specs: jpg or png file at least 180px x 75px
- Cost = **\$125/week**

**Timing: Sent Tuesday once/month October through March; sent twice/month April through September*

Deadline: Email Jill Brady (jill@oceancity.org) with request and content by Wednesday @ noon one week prior to that month's visitor e-alert.

