



The Greater Ocean City, Maryland  
Chamber of Commerce

# 2022 E-lert 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](mailto:jill@oceancity.org)) by Friday @ noon to appear in following Thursday's individual business e-blast.

## Visitor E-lert

The Chamber sends a monthly\* e-lert to approximately 23,000 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-lert:

**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 elert 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](mailto:jill@oceancity.org)) with request and content by Wednesday @ noon one week prior to that month's visitor e-lert.