

*Experience*  
**OCEAN CITY**  
MARYLAND

**2024 MEDIA KIT**

Chamber of Commerce  
[OceanCity.org](http://OceanCity.org)

# 2024 Experience Ocean City Guide



## The 2024 Experience Ocean City Guide OC's premier destination publication

Make sure they know all about you!

### DEADLINES

**November 1, 2023:**

Space reservation  
deadline

**November 13, 2023:**

Materials deadline

### KEY REASONS to promote your business in the Experience Ocean City Guide

- ✓ **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 2024.
- Directly mailed to individuals who requested it through OC Chamber, OC Tourism, and Worcester County Tourism.
- Distributed regionally to AAA offices and information & 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

Promoting your business in the *2024 Experience Ocean City Guide* is your best opportunity to attract tourist dollars to your business.

Your print ad gets you **exposure in both the print and digital versions**

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## DEADLINES

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Materials deadline

## TO ADVERTISE, CONTACT:

Olive Mawyer

[olive@oceancity.org](mailto:olive@oceancity.org)

410-213-0144 ext. 106

## AD RATE CARD

<b>PREMIUM:</b> <b>Two Page Spread</b> <i>(full page bleed)</i>	\$9,000
<b>PREMIUM:</b> <b>Inside Front/Back Cover</b>	\$6,800
<b>PREMIUM:</b> <b>Facing Inside Front/Back Cover</b>	\$6,800
<b>Full Page Bleed</b>	\$5,000
<b>Half Page</b> <i>(vertical and horizontal)</i>	\$3,000
<b>Quarter Page</b> <i>(vertical)</i>	\$2,000
<b>Business Snapshot</b>	\$1,300
<b>Listing with Logo</b>	\$325
<b>Basic Business Listing</b>	\$250

**\*Requested Placement: Add 15% to display ad cost.**



Business Snapshot

All rates are net. 50% of payment is due with ad placement. Balance is due **NO** later than November 13, 2023. Your ad or business listing will be pulled if full payment is not received by November 27, 2023, unless a payment plan has been arranged.

# 2024 Experience Ocean City



## AD SPECIFICATIONS

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

AD SIZE	WIDTH	HEIGHT
<b>2 Page Spread (bleed)</b> Trim Size	<b>17.25"</b> 17"	<b>11.125"</b> 10.875"
<b>Full Page (bleed)</b> Trim Size	<b>8.75"</b> 8.5"	<b>11.125"</b> 10.875"
Half Page (h) <i>(no bleed)</i>	7.5"	4.875"
Half Page (v) <i>(no bleed)</i>	3.6875"	10.125"
Quarter Page (v)	3.6255"	4.875"

**FULL PAGE**  
8.75" x 11.125"

**Trim Size**  
8.5" x 10.875"

**HALF PAGE**  
(horizontal)  
7.5" x 4.875"

*no bleed on  
half or quarter  
page*

**HALF PAGE**  
(vert)  
3.6875  
x  
10.125

**QTR PAGE**  
3.6255  
x 4.875

### AD DESIGN AND 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



### AD REQUIREMENT CHECKLIST

- 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.

**PRINT CIRCULATION:** 150,000 copies

**DISTRIBUTED:** February 2024

**SPACE DEADLINE:** November 13, 2023

**MATERIALS DEADLINE:** November 27, 2023

# 2024 Experience Ocean City Guide



## BUSINESS LISTINGS

LISTING OPTIONS	COST
<b>FEATURED Business Listing</b> <i>Listing of 40 words w/ logo and digital ad link to your website</i>	\$325
<b>Basic Business Listing</b> <i>Listing of 40 words</i> <b>Included at NO COST with display ad</b>	\$250

### BUSINESS LISTING SUBMITTAL FORM

Please complete exactly as you would like your information to appear in the *2024 Experience Ocean City Guide*

Business Name

Address

City/State/Zip

Phone

Website URL

Business Phone

General Description (40 words or less)

Logos must be Illustrator or high-res, 300 dpi JPEG, TIFF or PDF files

#### Ron Jon Surf Shop

6701 Coastal Hwy.  
Ocean City, MD  
410-390-4888  
ronjonsurfshop.com

For over 60 years, Ron Jon Surf Shop has been offering the best apparel and accessories for the surf, skate and beach lifestyle. Get everything you need for a great day at the beach. Visit us at 67th Street TownCenter and pick up a "World Famous" Ron Jon T-shirt!(See ad page 68.)



#### Basic Business Listing

#### Paws & Claws, Etc.

11934 Ocean Gateway,  
(Rt. 50 East)  
West Ocean City, MD  
410-213-7490  
pawsandclawsetc.com

Carefully selected top-quality items for pets. We carry the best food, treats, supplies and special items at the best prices. We have more items than you could ever imagine. Come meet our friendly and knowledgeable staff.



Business Listing with logo

The 2024 Experience Ocean City Guide  
OC's premier destination publication

Make sure they know all about you!

EMAIL COMPLETED FORM TO:  
Olive Mawyer  
[olive@oceancity.org](mailto:olive@oceancity.org)

# 2024 Experience Ocean City

## 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			

### 2024 EXPERIENCE OCEAN CITY GUIDE ADVERTISEMENT INFORMATION

#### Check selection(s) to reserve space:

- |  |         |   |         |
|--|---------|---|---------|
| <input type="checkbox"/> FULL Page         | \$5,000 | <input type="checkbox"/> BASIC Listing                  | \$250   |
| <input type="checkbox"/> HALF Page         | \$3,000 | <b>PREMIUM Options:</b>                                 |         |
| <input type="checkbox"/> QUARTER Page      | \$2,000 | <input type="checkbox"/> TWO PAGE SPREAD INSIDE         | \$9,000 |
| <input type="checkbox"/> BUSINESS Snapshot | \$1,300 | <input type="checkbox"/> Front/Back Cover               | \$6,800 |
|  |         | <input type="checkbox"/> FACING Inside Front/Back Cover | \$6,800 |

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 27, 2023.

(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. 27
- 50% now, invoice balance (50%) by Nov. 27
- 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.