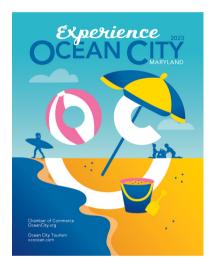


2024 Experience Ocean City Guide





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

2024 Experience Ocean City Guide



DEADLINES

November 1, 2023:

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TO ADVERTISE, CONTACT:

Olive Mawyer
olive@oceancity.org
410-213-0144 ext. 106

AD RATE CARD

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

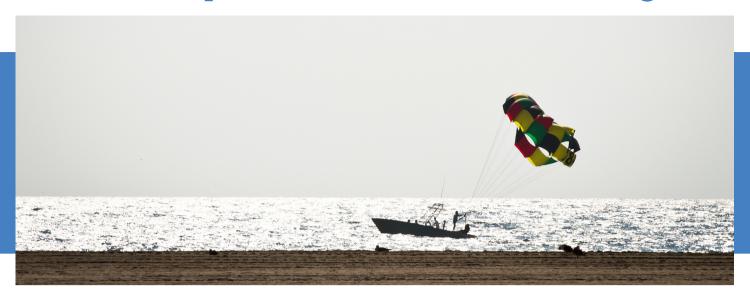
*Requested Placement: Add 15% to display ad cost.



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



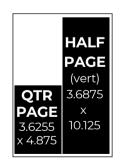
AD SPECIFICATIONS

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

AD SIZE	WIDTH	HEIGHT	
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) <i>(no bleed)</i>	7.5"	4.875"	
Half Page (v) (no bleed)	3.6875"	10.125"	
Quarter Page (v)	3.6255"	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







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

with logo

Come meet our friendly and

knowledgeable staff.

Make sure they know all about you!

FORM TO:
Olive Mawyer
olive@oceancity.org

BUSINESS LISTINGS

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

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

General Description (40 words or less)

2024 Experience Ocean CityADVERTISING CONTRACT

	INFORMATION					
Please sign, da	te and email this	contract or c	direct	billing questions to: olive@ocear	ncity.org	
Business Name						
Contact Name						
Billing Address						
City			State	Zip		
Phone						
Email						
202 <i>/</i> . E	YDEDIENCE O	CEAN CITY (E ADVERTISEMENT INFORMA	TION	
	ection(s) to rese		JOIL	E ADVERTISEMENT INFORMA	TION	
	ection(s) to rese	ive space.			.	
FULL P	age	\$5,000		BASIC Listing	\$250	
☐ HALF F	Page	\$3,000	PRI	EMIUM Options:		
	_			TWO PAGE SPREAD INSIDE	\$9,000	
Quart	TER Page	\$2,000		Front/Back Cover	\$6,800	
☐ BUSINI	ESS Snapshot	\$1,300		FACING Inside Front/Back Cover	\$6,800	
				CDEDIT CARD INCORMATION	• • • • • • • • • • • • • • • • • • • •	
Publisher has final approval of ALL advertising.			CREDIT CARD INFORMATION			
Total Ad Cost:			Credit card: Visa MC AmEx Discover			
50% of contract total is due by check or credit card			Card #: Expiration date:			
authorization upon contract signing. The balance due will be billed November 27, 2023.			Three-digit security code:			
(Terms for balance due invoice are Net-30)			Name on Card:			
Note: Your credit card will be charged according to your selection below.		ır	Billing address:			
100% now						
	arae balance (50%)	by Nov 27	一			
50% now, <i>charge</i> balance (50%) by Nov. 27 50% now, <i>invoice</i> balance (50%) by Nov. 27				Authorized Signature:		
	nn (Ask Olive for det	Date:				
Fayinent Pla	in par onve tot det	.a.13)		Note: This contract serves as an agreement b business and the Greater Ocean City Chambe	er of Commerce.	
INVOICING IN	IFORMATION			Publisher reserves the right to refuse any ad. editorial will be marked "Advertisement." Des	criptive listings wil	
Check to ho	ave your invoice e	emailed to vol	ا ر	be edited by OCC for content, consistency an and ad materials must be received in their pr	oper format by date	
	,	, , ,		specified by OCC. Invoices remaining unpaid prevent advertiser from participating in other		

OCC reserves the right to perform digital research testing in order to continually improve the online visitor experience and

advertiser performance results.