



Advertising Opportunities

Maximize Your Business Reach with Digital Advertising!

Are you looking for ways to boost your brand's visibility and engage with a wider audience? Look no further than the Greater Ocean City Chamber of Commerce's advertising solutions. Our multi-platform options can help you effectively promote your business and reach more customers who are eager to discover the ultimate Ocean City experience!

Email Marketing: Engage, Inform and Convert with Targeted Emails

Reach your audience in their inbox with our extensive database of members and visitors through our three email marketing channels:

- 1. Visitor Evert:** Maximize your reach by featuring your events, news, and specials in a multi-topic email sent to our visitor database. Captivate tourists and attract new customers. (~19,000 subscribers).
- 2. Member Evert:** Amplify your brand's visibility among fellow chamber members. Showcase your offerings, share updates, and strengthen your network.
- 3. Individual Eblast:** An email, sent by the Greater Ocean City Chamber of Commerce, focused 100% on your message! Can be sent to visitors, members or both.

Member & Visitor Elerts Average Open and Click-to-Open Rates:

	Member Evert		Visitor Evert		Individual Eblast	
	OCMD Chamber	Industry Average	OCMD Chamber	Industry Average	OCMD Chamber	Industry Average
Avg Open Rate	43%	22%	40%	20%	38%	22%
Avg Click-to-Open Rate	5.05%	2.37%	4.11%	2.25%	3.53%	2.37%

Frequency

- Member elerts - sent weekly
- Visitor elerts - sent monthly (2x a month April-September) to both visitors and members

*Content due minimum one week prior to the elert send date



VISITOR ELERT



INDIVIDUAL EBLAST

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3 types of advertising options within a member or visitor alert:

1. **Listing:** includes event date, brief headline, link to flyer or website with more detailed information
2. **Leaderboard:** wide, skinny ads that may appear at the top, middle or end of the appropriate section
3. **Partner Spotlight:** premium banner placement near top of alert with link to member website/event



MEMBER ELERT LEADERBOARD & LISTING



VISITOR ELERT LISTING



MEMBER ELERT LEADERBOARD



VISITOR ELERT PARTNER SPOTLIGHT

	Individual Eblast	Member Elert	Visitor Elert
Eblast	\$200	--	--
Listing	--	\$60	\$85
Leaderboard	--	\$90	\$115
Partner Spotlight	--	\$115	\$150

Digital Advertising Options

Experience OC App Ads:

A business directory in the palm of your hand!
Elevate the visibility of your business with...

1. Sponsored Ads
2. Push Notifications

App Ad Specifications*

960px x 400px OR 960px x 800px

960px x 400px

960px x 800px



APP AD

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Website Banner Ads:

With 36,000 page views on the Chamber website each month*, visitors are exposed to your web content and banner ad.

*average views January-August 2023

Web Banner Details:

- Your banner will be displayed alongside other member banner ads and will shuffle between them
- You can alter the content of your banner to highlight different events and specials
- Your banner will be displayed on pages that are most relevant to your business description

Banner Ad Specifications*

700px x 100px

*Ad to be provided by member. OC Chamber can create ad (with one round of revisions) for \$100.

WEBSITE BANNER ADS



Cost:

Time	Cost	Details
1 month	\$250	1 web banner ad 1 app ad 1 app push notification
3 months	\$700	1 web banner ad 1 app ad 3 app push notifications (1 per month)
6 months	\$1,250	1 web banner ad 1 app ad 6 app push notifications (1 per month)
1 year	\$2,300	1 web banner ad 1 app ad 12 app push notifications (1 per month)

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Kiosk:

Our virtual kiosks provide an affordable and captivating means for companies to promote their products and services to a wide range of visitors. With two kiosks at your disposal, you can reach out to both locals and tourists, enhance your visibility, draw in new customers, and establish stronger links within the community.



INDOOR KIOSK WITH WRAP



OUTDOOR KIOSK WITH WRAP

Premium Digital Package: App | kiosk | web

\$15,000/year

- Ongoing sponsored ad(s) in the EOC App
- Listed as Priority 1 member in the EOC App & Kiosk
- In-app and Push notifications for all specials, events, etc. (limited to 2x/month)
- 30 Second Video on Kiosk while in sleep mode
- Branded kiosk wraps
- One (1) year web banner ad
- Logo with a link to your website as a Premier Digital Sponsor

\$7,500/year

- Six (6) months of sponsored ad(s) in the EOC App
- Six (6) In-app and Push notifications for all specials, events, etc. (limited to 1x/month)
- Listed as Priority 2 member in the EOC App & Kiosk
- Six (6) months web banner ad
- Logo with a link to your website as a Digital Sponsor

\$3,000/year

- Three (3) months of sponsored ad(s) in the EOC App
- Three (3) In-app and Push notifications for all specials, events, etc. (limited to 1x/month)
- Listed as Priority 3 member in the EOC App & Kiosk
- Three (3) months web banner ad
- Company Name listed with a link to your website as a Digital Sponsor