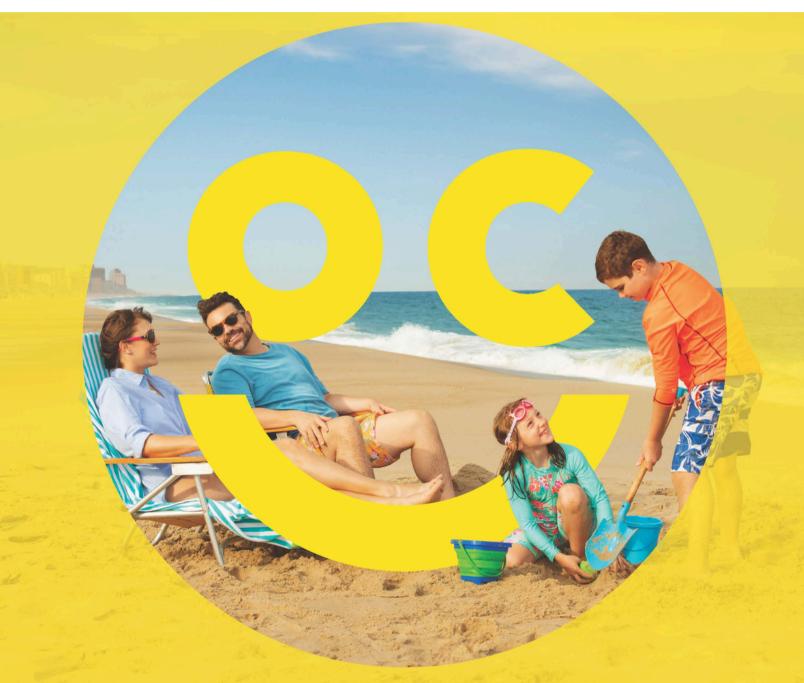
# Experience OCEAN CITY MARYLAND

# **2025 MEDIA KIT**



## OC's premier destination publication



#### **KEY REASONS TO ADVERTISE**

- 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 2025.
- · Directly mailed to individuals who requested it through OC Chamber, OC Tourism, and Worcester County Tourism.
- Distributed regionally to AAA offices & 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**

- Your print ad gets you exposure in both the print and digital versions.
- The guide is viewable on the Experience OC app as well.

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## **Display Ad Rate Card**

AD SIZE	MEMBER	PELICAN MEMBER 10% Discount	BLUE HERON MEMBER* 20% Discount	NON- MEMBER
PREMIUM: Two Page Spread (full page bleed)	\$9,000	\$8,100	\$7,200	\$9,500
PREMIUM: Inside Front/Back Cover	\$7,000	\$6,300	\$5,600	\$7,500
PREMIUM: Facing Inside Front/Back Cover	\$7,000	\$6,300	\$5,600	\$7,500
PREMIUM: Heavy Stock Insert	\$7,000	\$6,300	\$5,600	\$7,500
Full Page	\$5,000	\$4,500	\$4,000	\$5,500
Half Page (vertical and horizontal)	\$3,000	\$2,700	\$2,400	\$3,500
Quarter Page (vertical)	\$2,000	\$1,800	\$1,600	\$2,500
Business Snapshot	\$1,300	\$1,170	\$1,040	\$1,800

<sup>\*</sup> Includes Blue Heron, Osprey and Eagle Tier Members

Requested premium placement within the first 10 pages: Add 15% to display ad cost.

#### INCENTIVES FOR MEMBERS ONLY

**Premium Ads:** Receive two (2) social media posts, Two (2) month sponsored app ad, web banner and push notification, Two (2) Visitor elert Partner Spotlight, FREE Featured listing.

**Display Ad:** Receive one (1) social media post, One (1) month sponsored app ad, web banner and push notification, Two (2) Visitor Elert Leaderboard, FREE Basic Listing

All rates are net. 50% of payment is due with ad placement. Balance is due **NO** later than November 15, 2024. Your ad or business listing will be pulled if full payment is not received by **November 30, 2024**, unless a payment plan has been arranged.

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#### **AD SPECIFICATIONS**

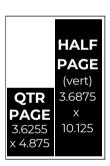
Trim Size of publication is 8.5" w x 10.875" h

AD SIZE	WIDTH	HEIGHT	
2 Page Spread (bleed) Trim Size *	<b>17.25"</b> 17"	<b>11.125"</b> 10.875"	
Full Page (bleed) Trim Size *	<b>8.75"</b> 8.5"	<b>11.125"</b> 10.875"	
Half Page (h)	7.5"	4.875"	
Half Page (v)	3.6875"	10.125"	
Quarter Page (v)	3.6255"	4.875"	

<sup>\*</sup>Live area must be at least .25" inside trim size. Supply ad without trim marks.







#### **BUSINESS SNAPSHOT EXAMPLE**

- High Resolution photo
- QR Code linked to your website
- High Resolution Logo as .png 300 dpi
- Business name, address, phone, website
- 40 word description.





#### **AD REQUIREMENT** CHECKLIST

Your file should be PDF/X-la format. Crop marks must be included.
<b>RESOLUTION:</b> Your file should be high resolution at 300dpi.
<b>FONTS:</b> 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.

#### **NEED HELP DESIGNING** YOUR AD? WE CAN HELP!

- Design New Ad: \$300 Includes 2 revisions
- Minor Changes to Current **Ad**: \$50
- Major Changes to Current **Ad:** \$130/hr

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#### **BUSINESS LISTING RATES**

LISTING OPTIONS	RATES
FEATURED Listing Listing of 60 words w/logo and digital ad link to your website	\$350
<b>Basic Listing</b> Listing of 40 words	\$250
Upgrade to Featured Listing  Applies to Free Basic Listing with display ad	\$100



- 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
- Add a trackable URL or phone number to track ROI

#### **BUSINESS LISTING EXAMPLES**

#### FEATURED BUSINESS LISTING



410-376-5454

sailalyosha.com

12817 Harbor Rd. Ocean City, MD

#### SAIL ALYOSHA

Glide up and down Ocean City's beautiful Atlantic coastline or back in the coastal bay area behind Assateague Island on Alyosha. Alyosha is a 50-foot catamaran that has sailed around the world! This is a one-of-a-kind adventure in Ocean City.

#### **BASIC BUSINESS LISTING**

### PROTRACK

443-944-7173

Ocean City, MD

protrackoc.com 12424 Ocean Gateway. Ocean City's only racing go karts! Reach speeds up to 30 mph on flat racecourse with tight turns and a high speed straightaway.

#### **BUSINESS LISTING SUBMITTAL FORM**













Click on appropriate category to access the listing submittal form.

# **2025 Experience Ocean City Guide**ADVERTISING CONTRACT

#### **ADVERTISER INFORMATION**

Please sign, da	te and email this contract or dir	ect billing questions to: olive@oceancity.org	
Business Name			
Contact Name			
Billing Address			
City	St	ate Zip	
Phone			
Email			
	CHECK SELECTION(	S) TO RESERVE SPACE	
Two Page Spread		Quarter Page	
Front/Back Cover		Business Snapshot	
Facing Inside Front/Back Cover		LISTING	
Heavy Stock Insert		Featured Listing	
Full Page		Basic Listing	
Half F	Page (Vertical or Horizontal)	Upgrade to Featured Listing	
Publisher has find	al approval of ALL advertising.	CREDIT CARD INFORMATION	
Total Ad Cost:		Credit card: Visa MC AmEx Discover	
50% of contract to	tal is due by check or credit card	Card #:	
authorization upon contract signing.  The balance due will be billed November 30, 2024.		Expiration date:	
	e due invoice are Net-30)	Three-digit security code:	
Note: Your credit card will be charged according to your selection below.		Name on Card:	
		Billing address:	
100% now			
50% now, cho	arge balance (50%) by Nov. 30	Authorized Signature:  Date:  Note: This contract serves as an agreement between your business and the Greater Ocean City Chamber of Commerce.	
50% now, <i>inv</i>	oice balance (50%) by Nov. 30		
Payment Pla	n (Ask Olive for details)		
INVOICING INFORMATION		Publisher reserves the right to refuse any ad. Ads that resemble editorial will be marked "Advertisement." Descriptive listings will	
Check to have your invoice emailed to you Email:		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.