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 Elert:** 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. (~18,000 subscribers).
2. **Member Elert:** 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.
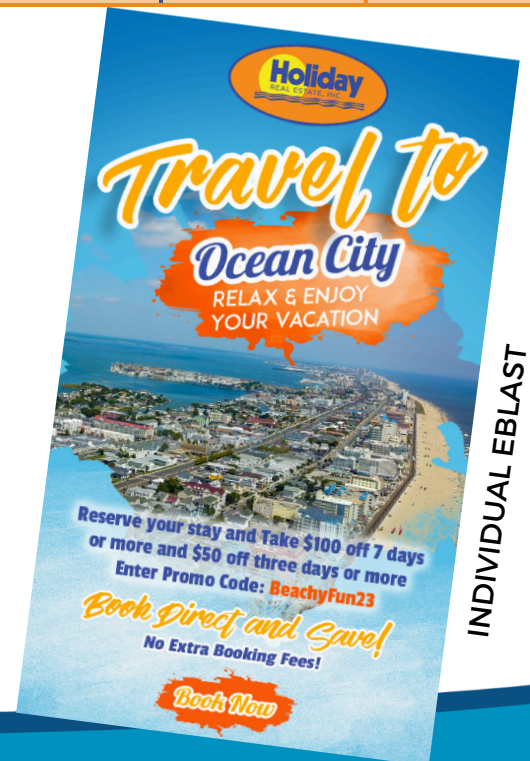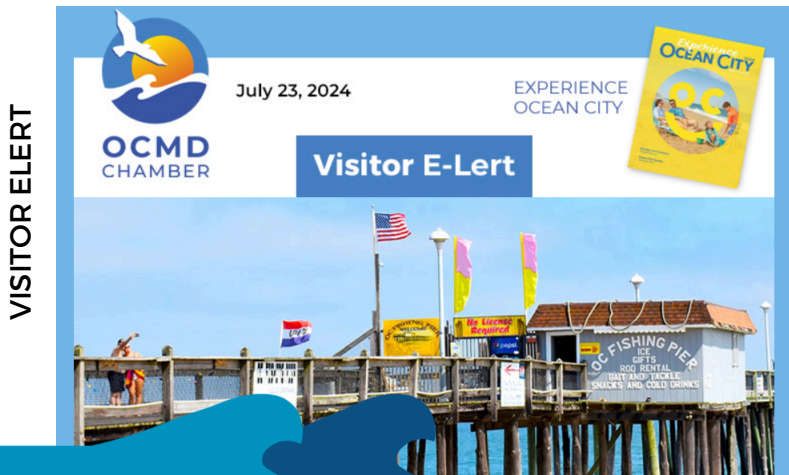
Member & Visitor Elerts Average Open and Click-to-Open Rates:

	Member Elert		Visitor Elert		Individual Eblast	
	OCMD Chamber	Industry Average	OCMD Chamber	Industry Average	OCMD Chamber	Industry Average
Avg Open Rate	47%	22%	45%	20%	40%	22%
Avg Click-to-Open Rate	6.10%	2.37%	2.52%	2.25%	2.54%	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

July 23, 2024

Visitor E-Lert

INDIVIDUAL EBLAST

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

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 elert with link to member website/event

MEMBER ELERT LISTING

MEMBER ELERT LEADERBOARD

MEMBER ELERT PARTNER SPOTLIGHT

VISITOR ELERT PARTNER SPOTLIGHT

VISITOR ELERT
LEADERBOARD & LISTING

	Individual Eblast	**Member Elert**	**Visitor Elert**
Eblast	$200 Oct-March $250 April-Sept	--	--
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!
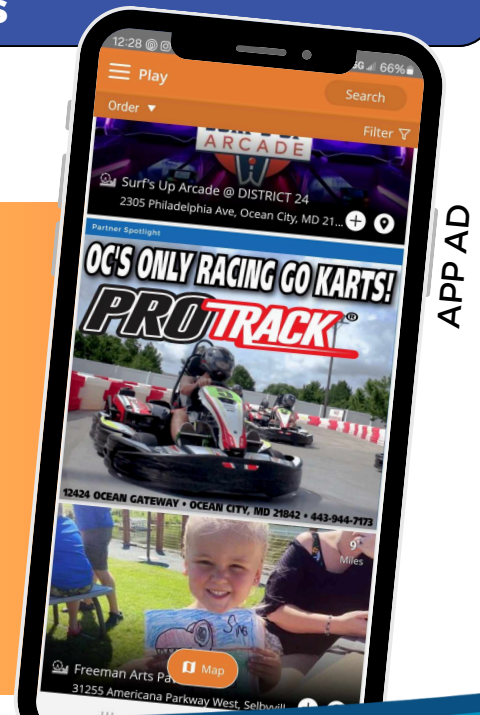Elevate the visibility of your business with...

1. Sponsored Ads
2. Push Notifications

App Ad Size Specifications*
960px x 400px OR 960px x 800px

960px x 800px

960px x 400px

APP AD

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Website Banner Ads:

With 22,000 page views on the Chamber website each month*, visitors are exposed to your web content and banner ad.

average views January-August 2024
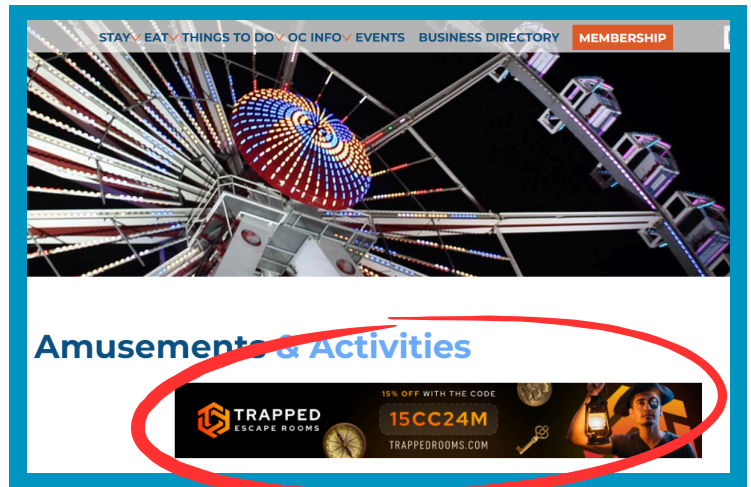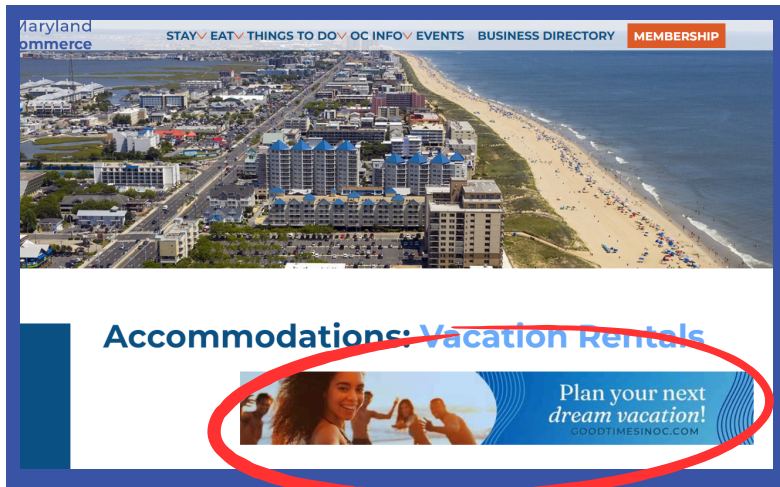
Web Banner Details:

- 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 Size 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 outdoor kiosk provides an affordable and captivating means for companies to promote their products and services to a wide range of visitors. You can reach out to both locals and tourists, enhance your visibility, draw in new customers, and establish stronger links within the community.

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

OUTDOOR KIOSK WITH WRAP

NEW MARKETING OPTION!

Custom Short Form Video Creation

We recently created a TikTok channel (@ocmdchamber) and quickly reached 1,000+ followers!

New this year: we can create custom videos for **your** business. Your video will be shared on the OC Chamber's TikTok, YouTube, Facebook and Instagram pages and you can share on whatever platforms you are using!

$200/each

Contact Colby@oceancity.org to schedule.