

Experience OCEAN CITY MARYLAND

Smile.



2026 MEDIA KIT

SALES CONTACT: Aaron Dahms | aaron@oceancity.org | 410-693-4693

OCEAN CITY'S PREMIER Destination GUIDE



KEY REASONS TO Advertise



125,000
COPIES
PRINTED



10,000
DELIVERED
TO FUTURE VISITORS
PLANNING AN
OC VACATION



25,000+
GEO TARGETED
IMPRESSIONS
INCLUDED IN 1/2 PAGE
AD OR HIGHER



8 MILLION
PEOPLE VISIT
OCEAN CITY
EACH YEAR



**MULTI-CHANNEL
SEO CAMPAIGNS**
ONLINE, EMAIL & APP—
BOOST TRAFFIC & SEO
YEAR-ROUND



**REGIONALLY
DISTRIBUTED**
TO AAA OFFICES &
VISITOR CENTERS IN
MD, DE, VA, PA, NY,
NJ & OH



**MONTHLY
REPORTING**
SHOWS
IMPRESSIONS & CLICKS
NO GUESSWORK



**ADDITIONAL
PROMOTION**
THROUGH SOCIAL
MEDIA & EMAIL
MARKETING

MORE REASONS TO Advertise

- ✓ Directly mailed to individuals who requested it through OC Chamber, OC Tourism, and Worcester County Tourism
- ✓ Locally distributed at hotels, restaurants, and attractions; promoted by tourism partners; and sent to select trade shows
- ✓ The guide will also be available at BWI and Salisbury Airports and Cape May-Lewes Ferry Terminals
- ✓ Support local tourism—your ad dollars help fund Chamber efforts that keep visitors and revenue coming to OC

Display Ad Rate Card

AD SIZE	MEMBER	NON-MEMBER
PREMIUM: Two Page Spread (full page bleed)	\$9,000	\$9,500
PREMIUM: Inside Front/Back Cover	\$7,000	\$7,500
PREMIUM: Facing Inside Front/Back Cover	\$7,000	\$7,500
PREMIUM: Heavy Stock Insert	\$7,000	\$7,500
Full Page	\$5,000	\$5,500
Half Page (vertical and horizontal)	\$3,000	\$3,500
Quarter Page (vertical)	\$2,000	\$2,500
Business Snapshot	\$1,300	\$1,800
Geo-Targeted Ads Ad-On (50K Impressions)	\$500	N/A

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

New INCENTIVES!

Geo-Fenced Activation + The Maryland Ad Network

- 1/2 Page Ad: 25,000 Impressions
- Full Page Ad: 50,000 Impressions
- 2 Page Spread: 100,000 Impressions

Don't have Artwork?

We have you covered.

Alchemi Design can create your Geo-Targeted digital ads for \$180 (up to 3 sizes)

You want More?

You can purchase 50K impressions for another \$500

Deadlines:

Reserve Your Space by
November 1, 2025

Submit Your Artwork by
November 15, 2025



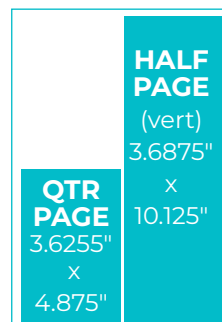
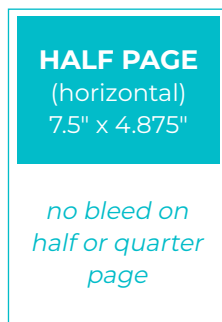
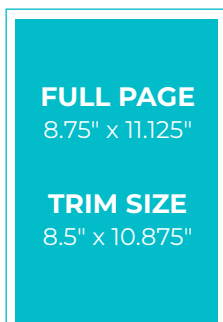
MARYLAND
AD NETWORK
LOCAL ADS, LOCAL IMPACT

Ad Specifications

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

AD SIZE	WIDTH	HEIGHT
Two Page Spread (Bleed) Trim Size *	17.25" 17"	11.25" 10.875"
Full Page (Bleed) Trim Size *	8.75" 8.5"	11.25" 10.875"
Half Page (h)	7.5"	4.875"
Half Page (v)	3.685"	10.125"
Quarter Page (v)	3.6255"	4.875"

* Live area must be at least .25 inside trim size. Supply ad without trim marks.



✓ 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.

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

Capture Your OC Family Vacation!

Commemorate your vacation with custom beach portraits. Capture this time of your family's life to remember the magic of the ocean every time you look at your photos. Perfect for couples, single or extended families and high school seniors. Call Dana today!

301.848.2355 | danamari photography.com | 10514



Need Help DESIGNING YOUR AD?

ALCHEMI DESIGN
CAN HELP!

Design New Print Ad: \$300
Includes 2 revisions

Minor Changes to Current
Print Ad: \$50

Major Changes to Current
Print Ad: \$130/hr

Business Listing Rates

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

Ad Design & 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
- Add a trackable URL or phone number to track ROI

Business Listing Examples

FEATURED BUSINESS LISTING



WINDMILL CREEK VINEYARD & WINERY

410-251-6122 | windmillcreekvineyard.com
11206 Worcester Hwy., Berlin

Experience the charm of Windmill Creek Vineyard & Winery, nestled on a historic 12-acre farm near Ocean Pines. Savor handcrafted wines, relax in scenic surroundings, and enjoy live music, events, and delicious bites. Perfect for gatherings or a peaceful escape, Windmill Creek offers a delightful blend of history, hospitality, and flavor.



BASIC BUSINESS LISTING

COASTAL PALMS BEACH HOTEL

410-250-4000 | 800-641-0011 | coastalpalmsbeachhotel.com
12004 Coastal Hwy., Ocean City

Located just steps to the beach, Coastal Palms hotel is the perfect location for your next family vacation! Enjoy spacious rooms and suites with oceanview and pet-friendly options! Offering complimentary Grab-and-go breakfast, arcade, gym, complimentary beach chairs, and more!



Business Listing Submittal Form

Business



Restaurant



Hotel



OC CHAMBER GUIDE 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

CHECK SELECTION(S) TO Reserve SPACE

Two Page Spread \$_____

Business Snapshot \$_____

Inside Front/Back Cover \$_____

Geo Targeting Ads Ad-On \$_____

Heavy Stock Insert \$_____

LISTING

Full Page \$_____

Featured Listing (\$350)

Half Page (Vert or Horiz) \$_____

Basic Listing (\$250)

Quarter Page \$_____

Upgrade to Featured Listing (\$100)

Artwork

Send artwork: design@alchemidesign.com

Alchemi Will Design Ad Artwork

Supplying or Picking Up Ad Artwork

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 30, 2025.**

(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. 30

50% now, invoice balance (50%) by Nov. 30

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.