



# 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. (~18,000 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 Everts 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	46%	33%	46%	33%	40%	33%
Avg Click-to-Open Rate	8.02%	2.66%	4.24%	2.56%	2.93%	2.66%

### Frequency

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

*\*Content due minimum one week prior to the evert send date*

VISITOR EVERT



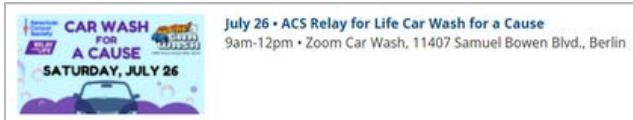
INDIVIDUAL EBLast



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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 ALERT LISTING



VISITOR ALERT PARTNER SPOTLIGHT



MEMBER ALERT LEADERBOARD



MEMBER ALERT PARTNER SPOTLIGHT



VISITOR ALERT LEADERBOARD & LISTING

	Individual Eblast	Member Ealert	Visitor Ealert
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...

### Sponsored App Ads:

Ad Specifications 960px x 800px

### Push Notifications:

Short, clickable message that pops up on a user's device from an app — even when the app isn't open. It's a way for the app to grab attention and quickly share updates, reminders, or promotions in real time.

### Details:

Title: Max 30 Characters

Body text: Max 65-70 Characters

Send a url for message to link to



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## Website Banner Ads:

With 14,400 page views on the Chamber website each month, visitors are exposed to your web content and banner ad.

### Web Banner Details:

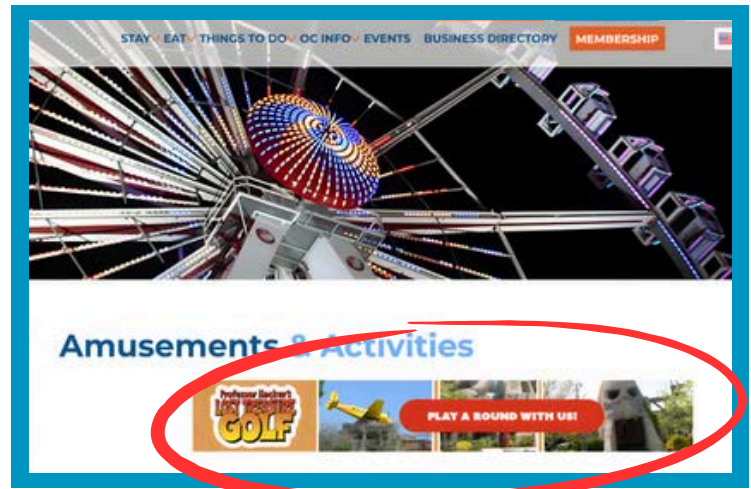
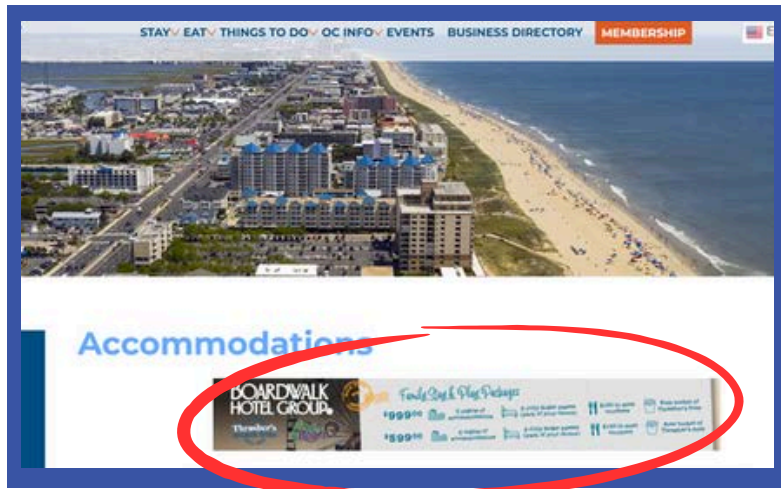
- Your banner will be displayed alongside other member banner ads and will shuffle between them
- You can alter the content of your banner to highlight different events and specials
- Your banner will be displayed on pages that are most relevant to your business description

### 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)