

# Experience OCEAN CITY MARYLAND

## 2027 MEDIA KIT

### Key Reasons TO ADVERTISE



**125,000**  
COPIES  
PRINTED



**10,000**  
DELIVERED  
TO FUTURE VISITORS  
PLANNING AN  
OC VACATION



**GEO  
TARGETED ADS**  
FREE IMPRESSIONS  
FROM ENRADIUS WITH  
½ AD PURCHASE  
OR HIGHER



**8 MILLION**  
PEOPLE VISIT  
OCEAN CITY  
EACH YEAR



**MULTI-CHANNEL  
ADS**  
IN E-EDITION & APP—  
BOOST TRAFFIC & SEO  
YEAR-ROUND



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



**REAL-TIME  
DASHBOARD**  
SHOWS  
IMPRESSIONS, CLICKS  
& FOOT TRAFFIC—  
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                                              | WIDTH          | HEIGHT            | PRICE   |
|------------------------------------------------------|----------------|-------------------|---------|
| <b>PREMIUM:</b><br>Two Page Spread (full page bleed) | 17.25"<br>17"  | 11.25"<br>10.875" | \$9,000 |
| <b>PREMIUM:</b><br>Inside Front/Back Cover           | 8.75"<br>8.5"  | 11.25"<br>10.875" | \$7,000 |
| <b>PREMIUM:</b><br>Facing Inside Front/Back Cover    | 8.75"<br>8.5"  | 11.25"<br>10.875" | \$7,000 |
| <b>PREMIUM:</b><br>Heavy Stock Insert                | 8.75"<br>8.5"  | 11.25"<br>10.875" | \$7,000 |
| Full Page                                            | 8.75"<br>8.5"  | 11.25"<br>10.875" | \$5,000 |
| Half Page (vertical and horizontal)                  | 3.685"<br>7.5" | 10.125"<br>4.875" | \$3,000 |
| Quarter Page (vertical)                              | 3.6255"        | 4.875"            | \$2,000 |
| Business Snapshot                                    | 7.710"         | 3256"             | \$1,300 |
| Geo-Targeted Ads Ad-On<br>(50K Impressions)          | N/A            | N/A               | \$500   |

*\* 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 digital ad  
for \$180

### You want More?

You can purchase 50K impressions for  
another \$500

## Deadlines:

Reserve Your Space by  
**November 1, 2026**

Submit Your Artwork by  
**November 15, 2026**

## NEED A Print Ad?

**Alchemi Design can help.**  
Custom print ad design for \$300.  
[design@alchemidesign.com](mailto:design@alchemidesign.com)