

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
PREMIUM: Two Page Spread (full page bleed)	17.25" 17"	11.25" 10.875"	\$9,000
PREMIUM: Inside Front/Back Cover	8.75" 8.5"	11.25" 10.875"	\$7,000
PREMIUM: Facing Inside Front/Back Cover	8.75" 8.5"	11.25" 10.875"	\$7,000
Full Page	8.75" 8.5"	11.25" 10.875"	\$5,000
Half Page (vertical and horizontal)	3.685" 7.5"	10.125" 4.875"	\$3,000
Quarter Page (vertical)	3.625"	4.875"	\$2,000
Business Snapshot	7.7"	3.25"	\$1,300
Geo-Targeted Ads Ad-On (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

Contact Us! Olive Mawyer 443.664.3265 olive@oceancity.org