

BE SEEN...

The OC Keycard Booklet is a pocket-sized guide given to hotel guests at check-in. Featuring dining, shopping, and attraction information, it's designed to connect our members with visitors who are eager to explore OCMD.

Wide Distribution: Over **350,000+ PRINTED COPIES** distributed through 55+ participating hotels, ensuring your message reaches a steady flow of Ocean City visitors.

GUARANTEED DELIVERY: Your ad is handed **DIRECTLY TO HOTEL GUESTS** at check-in, along with their room key. No racks, no hoping they pick it up, just 100% exposure every time.

HIGH-VALUED AUDIENCE: Connect with engaged visitors who are **ACTIVELY LOOKING** for places to dine, shop, and explore, guests with disposable income, ready to spend for vacation fun!

COST-EFFECTIVE IMPACT: A one-time investment delivers **THOUSANDS** of impressions, targeted exclusively to visitors, maximizing your advertising dollars.

AD INFORMATION

AD SIZE	RATE
Half Page 4.125" x 3" (add 1/8" bleed on all edges)	\$2,000
Full Page 4.125" x 6" (add 1/8" bleed on all edges)	\$3,000
Inside Cover 4.125" x 6" (add .375" bleed)	\$4,500
Back Cover 4.125" x 6" (add .25 bleed on all edges)	\$4,500
Center Spread 8.25" x 6" (add 1/8" bleed on all edges)	\$8,000

Ads will be printed in 4-color (CMYK). Submit files in PDF format with crop marks at 300 DPI, keeping key elements in the live area and a 1/8" bleed on all edges.



IMPORTANT DEADLINES

Space Reservation: 12/31/25 → **Ad & Full Payment Deadline: 3/21/26**

Ads not paid in full may be omitted from the publication.

2026 OC KEYCARD HOLDER

Advertising Agreement

Please fill out the agreement below and **email** it to Kaylee@ocvisitor.com or **mail** it to OCHMRA - 5700 Coastal Hwy. #302, Ocean City, MD 21842.



Business Name: _____

Contact Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

ADVERTISEMENT INFORMATION

PRINT AD SIZES:

- | | |
|--|---------|
| <input type="checkbox"/> Half Page | \$2,000 |
| <input type="checkbox"/> Full Page | \$3,000 |
| <input type="checkbox"/> Inside / Back Cover | \$4,500 |
| <input type="checkbox"/> Center Spread | \$8,000 |

AD DESIGN INFORMATION:

- ☐ Run ad from 2025 Keycard without changes
- ☐ Have D3 design a new ad at no charge
- ☐ Submit print-ready ad to kaylee@ocvisitor.com no later than **March 21, 2026**.

Artwork and copy for advertisements are subject to approval by OCHMRA prior to acceptance for publication.

BILLING INFORMATION

TOTAL AD COST: _____

- ☐ Pay 100% Now
- ☐ Pay 50% Now (remaining balance due by March 21)
- ☐ Please Bill Me (full balance due March 21)

*Payment in full will be **due by March 21, 2026**.
Ads not paid in full will be omitted from the publication.*

☐ **Credit Card:**

Card #: _____

Exp. date: _____ / _____ CSV #: _____

Billing Address: _____

Signature: _____

☐ **Mail Check to OCHMRA:**

5700 Coastal Hwy. #302, Ocean City, MD 21842

NOTE: All advertisements are accepted and published by the OCHMRA with the understanding that the advertiser authorizes OCHMRA to publish. The advertiser agrees to release OCHMRA for any loss or expense resulting from claims or suits based upon content or subject matter of such advertisement, including without limitation, claims of suits of privacy, libel, plagiarism, and infringement of trademarks and copyrights. The OCHMRA is not responsible for any error in the content of ads such as spelling errors or errors in phone numbers or website addresses. Ads will not be published without a signed Advertising Agreement.