



HOTEL • MOTEL • RESTAURANT • ASSOCIATION • INC.

OC Keycard Holder 2025

MEMBER ADVERTISING MEDIA KIT



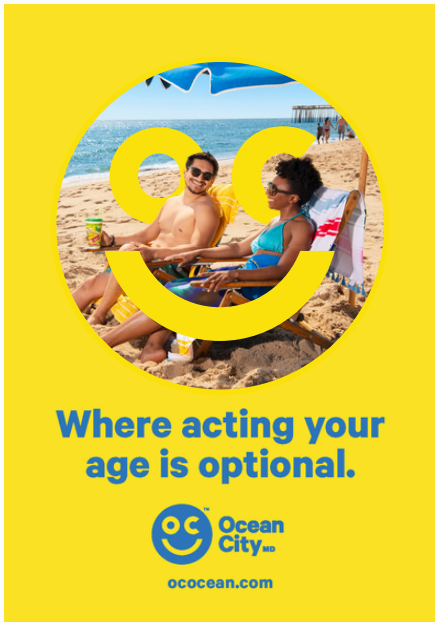
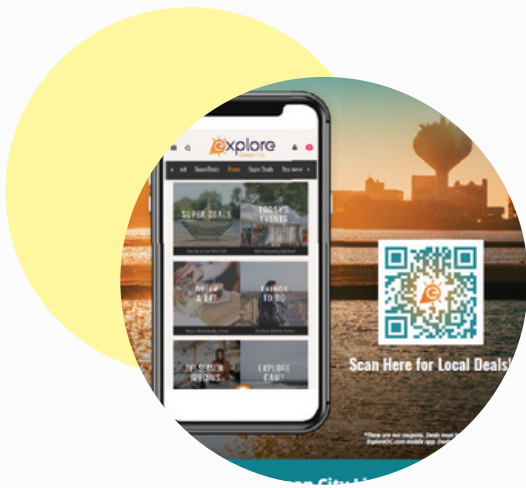
ABOUT

Our Association is excited to announce the start of production for the 2025 OC Keycard Holder! We invite you to explore the advertising opportunities in this **EXCLUSIVE** 'OCHMRA Members Only' product.

kaylee@ocvisitor.com

(410) 289-6733

OCVisitor.com



350,000 copies distributed
55+ hotels participating
 Given to **ALL** visitors at check-in

DEADLINES

DECEMBER 31, 2024

Space Reservation Deadline

MARCH 21, 2025

Ad Deadline

MARCH 21, 2025

All ads must be paid in full

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

ADVANTAGES OF ADVERTISING

Wide Distribution: With over **350,000+ PRINTED COPIES**, reach visitors through more than 55 participating hotels.

Targeted Reach: Directly **CONNECT WITH VISITORS** actively seeking local dining, shopping, and attractions in Ocean City through the Keycard Holder.

High Visibility: This convenient pocket-sized booklet is handed **DIRECTLY TO GUESTS** along with their room key at check-in, boosting the chances of your ad being noticed!

PRICING GUIDE

Hospitality Highlight	\$500
Quarter Page	\$1,000
Half Page	\$2,000
Full Page	\$3,000
<i>Premium</i> Inside / Back Cover	\$4,500
Center Spread	\$8,000

AD DESIGN TIPS

- Add a clear call-to-action
- Incorporate a coupon, discount, or special offer
- Make your message clear & concise



AD DESIGN GUIDELINES

AD SIZE	WIDTH	HEIGHT
Quarter Page	1.75"	2.75"
Half Page - Bleed * Trim	4.125" 3.875"	3.25" 3"
Full Page - Bleed * Trim	4.125" 3.875"	6.25" 6"
Center Spread - Bleed * Trim	8" 7.75"	6.25" 6"
Premium Inside Cover - Bleed (.375 Bleed) Trim	4.875" 4.125"	6.75" 6"
Premium Back Cover - Bleed (.25 Bleed) Trim	4.5" 4"	6.5" 6"
Hospitality Highlight Details		
Showcase your business name, address, phone number, & website next to your logo or picture, accompanied by a brief description of up to 240 characters (<i>including spaces</i>).		

AD CHECKLIST

- FILE FORMAT**
PDF format; crop marks
- RESOLUTION**
300 DPI
- COLOR**
Ads will be printed using a 4-color (CMYK) printing process
- SIZE**
Design to specifications
- BLEEDS**
Keep critical images & elements within the live area specs

*1/8 bleed required on all edges

NOTE: 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.

HOSPITALITY HIGHLIGHT DETAILS FORM

Please complete *exactly* how you would like your information to appear in the 2025 Keycard Holder.

Business Name: _____ Website: _____

Street Address: _____ Phone: _____

General Description: (MAX. 240 characters - including spaces)

Send high resolution logo or picture in PDF or .JPG format

2025 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"/> Hospitality Highlight | \$500 |
| <input type="checkbox"/> Quarter Page | \$1,000 |
| <input type="checkbox"/> Half Page | \$2,000 |
| <input type="checkbox"/> Full Page | \$3,000 |
| <input type="checkbox"/> Premium Inside / Back Cover | \$4,500 |
| <input type="checkbox"/> Center Spread | \$8,000 |

AD DESIGN INFORMATION:

- Run ad from 2024 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, 2025**.

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, 2025**.
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.