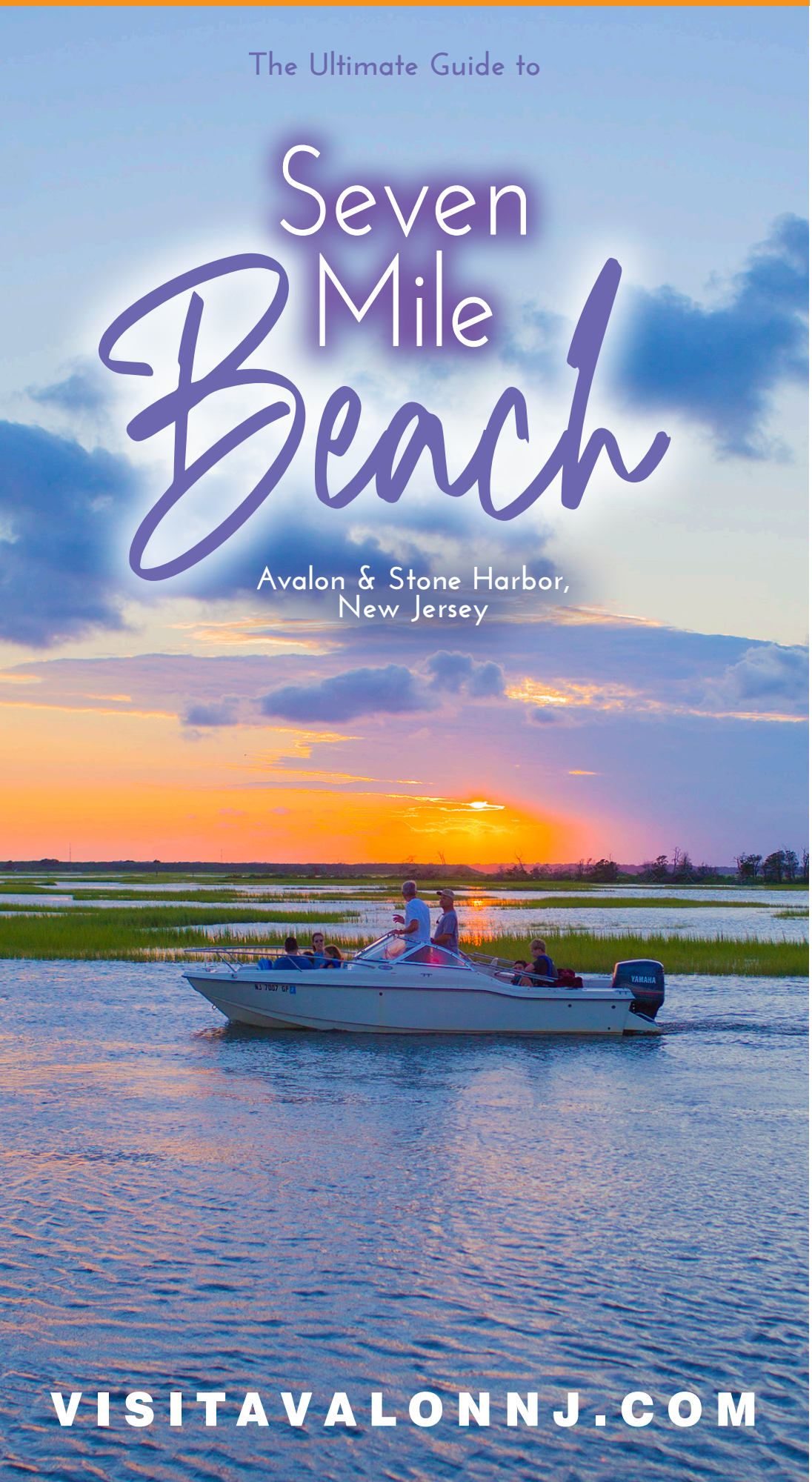
ANNUAL GUIDE



Avalon
CHAMBER OF COMMERCE

The Avalon Chamber of Commerce and the 7 Mile Beach Vacation Guide promote both Avalon and Stone Harbor businesses for visitors, vacationers and residents alike.

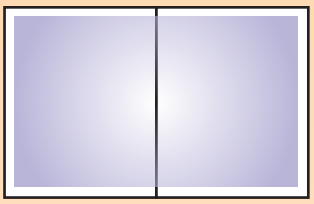
The popular 8.5" X 11" magazine style guide showcases the Seven Mile Beach, featuring the best accommodations, shopping, services, dining, entertainment and weddings.

15,000 copies are distributed to all advertiser locations as well as hotels, real estate offices and home rental welcome bags, and mailed upon request. The guide is also included in a welcome bag distributed by the Avalon Beach Tag Booth, and distributed at annual travel shows attended by the Cape May County Tourism Office.

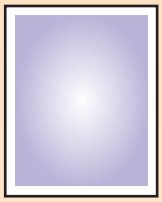
A digital guide is available on VisitAvalonNJ.com, Avalon's official tourism website, as well as linked within the bi-monthly e-newsletter, Avalon's Beach Bulletin.

ADVERTISING IN THE 2022 VACATION GUIDE INCLUDES THE FOLLOWING BENEFITS:

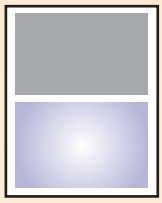
- 2022 Complimentary membership to the Avalon Chamber of Commerce
- Business Directory listing on **newly designed website** VisitAvalonNJ.com
- Additional Premium listing on **newly designed website** VisitAvalonNJ.com, within your category
- Inclusion in **NEW** Member Promotions feature on website highlighting advertiser's announcements, sales, etc.
- Inclusion in **NEW** Open Business Hours listing on website through the off-season
- (1) Member Spotlight in e-newsletter, *Avalon's Beach Bulletin*
- Welcome Center publication display and distribution
- Social Media shares via Facebook, Twitter, and Instagram



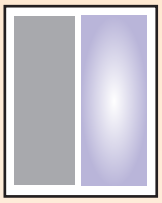
2 PAGE SPREAD
(15" X 10")



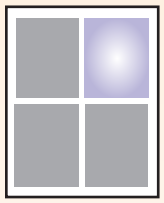
FULL PAGE
(7.5" X 10")



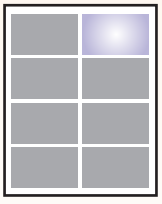
1/2 PAGE
HORIZONTAL
(7.5" X 4.925")



1/2 PAGE
VERTICAL
(3.675" X 10")

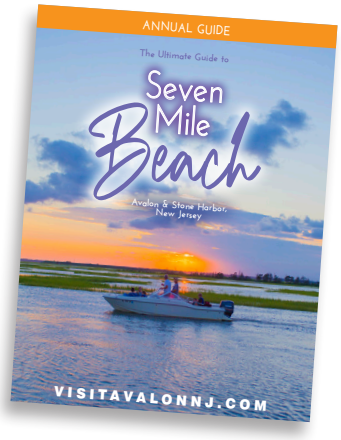


1/4 PAGE
(3.675" X 4.925")



1/8 PAGE
(3.675" X 2.4")

DISPLAY ADVERTISING RATES



2 Page Spread - $2,000 (15.5" X 10.25")

For an additional $500

- 2 additional member spotlights in e-newsletter, Avalon's Beach Bulletin (one off season and one in-season)
- 1 dedicated in-season email for special event
- Website banner space on *Beach* page (#1 most visited page) and also within your category for one year
- Year-round Facebook/Twitter/Instagram posts
  - Plus 5 "Boosted" Facebook posts – giving the post premium placement on the official Facebook Page and Twitter Feed
- Inclusion on a rotating digital display on Avalon's Welcome Center televisions (includes graphic design for 5 digital ads)

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Full Page - $1,300 (7.75" X 10.25")

For an additional $500

- 1 member spotlight in e-newsletter, Avalon's Beach Bulletin (in-season)
- Website banner space (within your category) for one year
- Year-round Facebook/Twitter/Instagram posts
  - Plus - 3 "Boosted" Facebook posts – giving the post premium placement on the official Facebook Page and Twitter Feed
- Inclusion on a rotating digital display on Avalon's Welcome Center televisions (includes graphic design for 3 digital ads)

Half Page - $975 (3.75" X 10.25" or 7.75" X 5")

For an additional $300

- Website banner space (within your category) for one year
- Year-round Facebook/Twitter/Instagram posts
  - Plus – 1 "Boosted" Facebook post – giving the post premium placement on the official Facebook Page and Twitter Feed
- Inclusion on a rotating digital display on Avalon's Welcome Center televisions (includes graphic design for 1 digital ad)

Quarter Page - $650 (3.75" X 5")

For an additional $300

- Website banner space (within your category) for one year
- Year-round Facebook/Twitter/Instagram posts

Eighth Page - $400 (3.75" X 2.75")

UPGRADE YOUR ADVERTISING!

Additional Options for Vacation Guide Advertisers only.

- Website Banner on "The Beach" or "Calendar" – $500 for one year
- Website Banner on "Weddings" – $500 for one year
- Website Banner within Category – $300 for one year
- Constant Contact Individual Mailing – $100 each or 3 for $250
- In-building digital display ad on Welcome Center televisions - $150 for Memorial Day to Labor Day; $75 Off-Season Display
- E-Newsletter "Beach Bulletin" featured ad - $75/placement or $200 for 3 (maximum of 3/year)

2022 7 MILE BEACH VACATION GUIDE CONTRACT

Name of Business: _____ Contact: _____

Phone Number: _____ Cell Phone: _____

Email Address: _____

Mailing Address: _____

Business Address: _____

Ad Rates & Sizes:

2 Page Spread	**Full Page**	**Half page**	**Quarter Page**	**Eighth Page**
_____2 Page Spread @ $2,000 _____Add'l Advertising @ $500	_____Full Page @ $1,300 _____Add'l Advertising @ $500	_____1/2 Page @ $975 _____Add'l Advertising @ $300	_____1/4 Page @ $650 _____Add'l Advertising @ $300	_____1/8 Page @ $400

Advertising Upgrade Options

_____Website Banner on "The Beach" or "Calendar" @ $500

_____Website Banner on "Weddings" @ $500

_____Website Banner within your category @ $300

_____Constant Contact Individual Event/Announcement Mailing @ $100 each or 3 for $250

_____In-building digital display ad on Welcome Center televisions - $150 for Memorial Day to Labor Day; $75 Off-Season Display

_____E-Newsletter "Beach Bulletin" featured ad - $75/placement or $200 for 3 (maximum of 3/year)

Total Cost _____

Website - Ad will be linked to your website at no additional charge.
Please provide your web address: _____

Would you like to receive the 7 Mile Beach Vacation Guide to distribute? _____Yes _____No

Ad Information - All ads are full color.

_____Run my ad from 2021 with no changes

_____Run my ad from 2021 with the following changes. *Please make changes on the enclosed ad.*

_____Contact me to set up a design meeting

_____Ad will be provided (Email provided ad to info@visitavalonnj.com) *Artwork must be 300dpi, CMYK/PMS colors in PDF or JPEG format*

Payment

Make checks payable to **Avalon Chamber of Commerce.**

To pay by Visa/Mastercard/American Express/Discover:

Cardholder Name: _____ Card #: _____

Expiration Date: _____ CCV#: _____

Billing Address: _____ Billing Zip Code: _____

Avalon
CHAMBER OF COMMERCE

Please forward contract, payment and ad (if applicable) to:
Avalon Chamber of Commerce
2989 Ocean Drive, Avalon, NJ 08202
Or email to: info@visitavalonnj.com

All ad material and payment must be received by **December 30, 2021**

Advertising Terms & Conditions

Balance is payable in full by 2/1/22. If an open balance exists at the time of publication and a payment schedule has not been established and agreed to by all parties, member's ad will not be printed and any payments for the ad will be returned, less 25% for production and handling fees. The Chamber's liability for errors or omissions resulting from its own negligence or from causes beyond its control extends only to the cost of the actual space occupied or to have been occupied by the ad in which the error or omission occurred.

I have read and understand the terms of this agreement and have the authority to execute the same and in so doing accept full responsibility for payment of advertising under the terms of this contract.

Accepted by: _____ Date: _____