



# LAND & SEA Guide

The Get To Know Guide for Exploring the Long Beach Island Region



The 2020 guide will feature a yearly calendar of events, as well as showcase local business, innovative organizations and epic photos that continue to make this the best place to live, work and vacation.

## SPECIAL FEATURES

- Get To Know Guide for new-to-our-community consumers and visitors, highlighting businesses, services and attractions.
- Vibrant photos and local stories.
- Southern Ocean Made certified showcasing businesses who design or manufacture locally.
- Beach Culture Redefined: Art and artisan business section.
- Calendar of Events: Information about local events, sports and recreation, Chowderfest and more!

## PRICING

The popularity of our guide provides tremendous value to the business community. **Professional Chamber Members, Non-Profit, and Partners receive priority and discounted rates.** Non-Members are welcome to advertise, please contact [marketing@sochamber.com](mailto:marketing@sochamber.com).

## DISTRIBUTION

25,000 copies are distributed locally into vacation rental packets, at the visitor center and out of the area through NJ Welcome Centers & Travel Shows.

## DIGITAL GUIDE

Available for download on the region's most popular vacation website with live links directly to your business web or social sites.

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The proceeds of the 2020 LBI Region Land & Sea Guide will support tourism promotion efforts of the Region Destination Marketing Organization of the Southern Ocean County Chamber of Commerce by way of grant match requirements.



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## ADVERTISING AGREEMENT & SPACE RESERVATION FORM

**Return this form to the chamber with your 25% deposit before 12/2/19 to reserve your space.**  
Southern Ocean County Chamber of Commerce  
265 West Ninth Street, Ship Bottom, NJ 08008

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Name of Business

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Address

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Business Phone

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Fax

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Contact Name

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Email

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Authorized By

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Signature

### MEMBER RATES & DEPOSIT REQUIREMENTS



#### Preferred Placement Pages

- Page 1 - \$1,375
- Page Opposite Table of Contents - \$1,375
- Page Opposite Inside Back Cover - \$1,375
- 25% Deposit Due With Contract - \$343.75

#### Inside Pages

- Full Page - \$1,200  
25% Deposit Due With Contract \$300
- Half Page - \$650  
25% Deposit Due With Contract \$162.50
- Quarter Page - \$450  
25% Deposit Due With Contract \$112.50

**Chamber members discount** reflected in the above pricing.

Additional discounts apply to **member non-profits** and **partner levels**.

**All businesses are welcome** to be in the guide, please contact [marketing@sochamber.com](mailto:marketing@sochamber.com) for specific rates.

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**Return this form to the chamber with your 25% deposit before 12/2/19 to reserve your space.**

Please see Ad Submission Requirement Sheet for ad design sizes, format and file uploads.

**Ad Material Deadline: 12/5/19**



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## 2020 LBI REGION LAND & SEA GUIDE

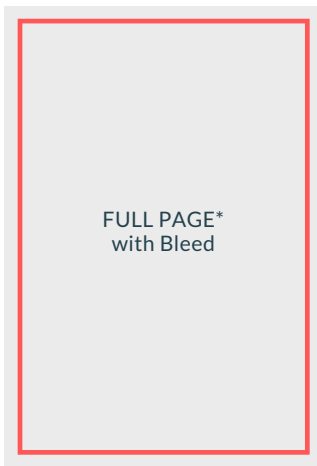
Digital Specs and Press Ready Materials

All print ready submissions should be in four color (CMYK) and images need to be 300dpi.

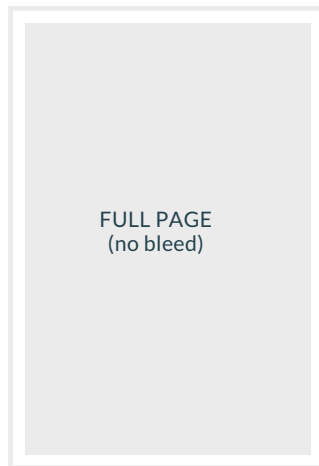
**File Formats Accepted:** Print ready PDF will all fonts embedded/text converted to outlines. Do NOT include any crop or bleed mark on final ad.

**Digital Files Accepted Via:** wetransfer.com or email to [marketing@sochamber.com](mailto:marketing@sochamber.com)

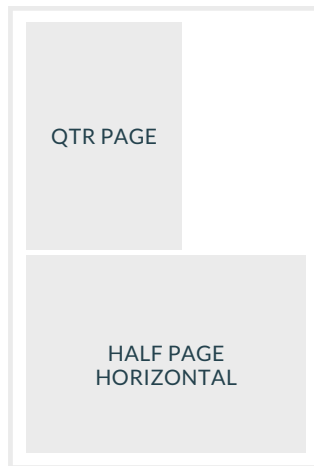
*Additional fees will apply for art that is not print ready.*



FULL PAGE\*  
with Bleed

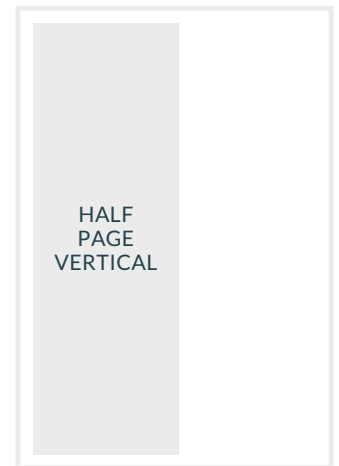


FULL PAGE  
(no bleed)



QTR PAGE

HALF PAGE  
HORIZONTAL



HALF  
PAGE  
VERTICAL

### Full Page with Bleed

Trim Size: 8.25"w x 10.75"h

Live Area: 7.5"w x 10"h

Bleed: 8.75"w x 11.25"h

Bleed Size: .25" area outside the red lines

Live Area: .375" area inside the red lines

\*only applies to full page bleed ads

### Full Page (no bleed)

7.5"w x 9.8"h

### Half Page

Horizontal: 7.5"w x 4.775"h

Vertical: 3.625"w x 9.8"h

### Quarter Page

Vertical: 3.625"w x 4.775"h



Any questions regarding print ready files or if you need assistance with ad design please contact:  
[marketing@sochamber.com](mailto:marketing@sochamber.com)