



# Building your business with

# Cape May **M A C**

**Museums. Arts. Culture.**

## Who are we?

Cape May MAC (Museums+Arts+Culture) is a multi-faceted non-profit organization that promotes the restoration, interpretation, and cultural enrichment of the Cape May region for its residents and visitors. Attracting more than 300,000 people annually through a year-round calendar of tours and special events, Cape May MAC has supported our quaint shore town's transformation from a "summer only" beach resort to the country's leading Victorian-themed destination.

## Why partner with Cape May MAC?

By aligning your business with the well-respected Cape May MAC brand, you'll gain exposure to the more than 300,000 unique visitors that engage with our cultural and heritage tourism destinations each year. Our audience is passionate about Cape May and is always seeking new & novel things to do, places to eat and stay, and other activities and services!

## Partnership Opportunities:

Cape May MAC offers a variety of partnership opportunities suited for all business types and sizes.

- **This Week In Cape May (TWICM):** Cape May's only concise guide to what's happening hour by hour each day with two advertising options.
- **CapeMayMAC.org:** The central information destination for all 300,000+ Cape May MAC visitors and members while planning their trip to Cape May and throughout their stay.
- **Cape May MAC Trolleys:** The island's only billboard on wheels!
- **Special Publications:** Target your niche market in programs and booklets for festivals and events such as the Designer House Tours and Cape May Hops Festival.

**CONTACT JOE McLAUGHLIN**

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# WEBSITE Advertising

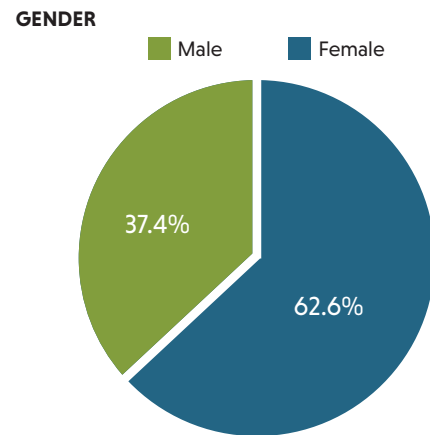
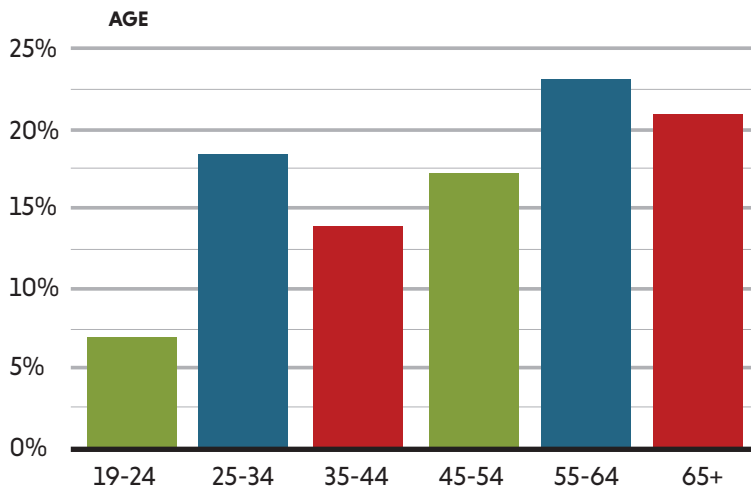
385,000+ members and visitors visit CapeMayMAC.org annually to access information and purchase tickets both as they plan their trip to any of our cultural destinations or special events and throughout their visit. Since introducing our new branding and website in 2022, CapeMayMAC.org has seen increased traffic and click-throughs to our website. Single ad space is available on more than 50 of our most visited pages, with quarterly insights provided on the number of visitors that have clicked through to your site!

## WEBSITE STATISTICS

**Visitors** 260,148

**Mobile** 174,222

**Page Views** 804,331



\*Based on Google Analytics from January 2022 – December 2022.

## ADVERTISING OPPORTUNITIES

Single ad space is available on more than 100 of Cape May MAC's most visited pages with statistics telling you exactly how many visitors clicked through to your website!

### AD SPECIFICATIONS:

- **Half Width:** 475px X 250px at 100dpi
- **Full Width:** 970px X 250px at 100dpi

### Rates:

*Annual pricing for single web page advertisement*

- **Half Width:** \$500
- **Full Width:** \$750

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# This Week In Cape May

Cape May's only concise guide to what's happening hour by hour each day, including a precise schedule of Cape May MAC tours, special events and festivals, maps, community event listings, and ads for all of the island's best boutiques and eateries. Visitors throughout Cape May use TWICM to plan their day, while accommodation owners use it to provide great recommendations to their guests. TWICM has served as the visitors "Bible" in Cape May for nearly half a century, becoming a trusted source for dining, shopping, and recreation references. Black & White and a limited number of Full-Color ads are available in both full and half-page sizes.



## Frequency

- **Annual Print Total:** 250,000
- **Issues Published:** 11 Annually

## Details

- Five maps of Cape May & surrounding areas included in each issue
- All shopping districts are listed with business locators.
- All advertisers are indexed by category.

## Circulation

- **Annual Readership:** 450,000
- **Delivery Locations:** more than 450 accommodations, restaurants, shops, services, visitor centers, and campgrounds throughout Cape May County
- **Online Distribution:** available online through CapeMayMAC.org
- **Email Distribution:** over 40,000 proprietary contacts
- **Spoilage:** less than 1%

## ADVERTISING SPECIFICATIONS

- **Full Page:** 4.75" X 8.25"
- **Half Page:** 4.75" X 4"
- **CMYK at 300dpi**

## Rates

	Half Page	Full Page
Single B&W October - April	\$200	\$295
Single B&W May - September	\$273	\$413
Single Color October - April	\$260	\$385
Single Color May - September	\$333	\$503
Annual B&W	\$2,400	\$3,600
Annual Color	\$3,060	\$4,590



## TROLLEY SIGNS

Anyone who has spent a day in Cape May can instantly recognize our cheerful fleet of red trolleys weaving through town on guided tours. During the peak summer season, all six of our trolleys are on the street from the early morning to evening hours, providing continuous advertising for our sponsors with exterior and interior signage.

### Details

- Signage is good for one year, with the billing cycle beginning in February.
- Advertisers receive the first right of refusal on their space for the upcoming year.
- Payment is due upon renewal or when ordering new signage.

### Rates

- **Interior:** \$200
- **Small:** \$300
- **Medium:** \$400
- **Large:** \$500
- **Rear Position:** \$600

## Additional Partnership Opportunities

Interested in advertising in a Special Publication such as a program or event ticket for festivals and annual events? Reach out for more information about our upcoming calendar of events and associated advertising opportunities.