

2027 Jersey Cape Vacation Guide

98-Page Guide featuring the best of the Jersey Cape

Planned Distribution: 65,000

Includes: Website, Email & Social Media

STATISTICS

70% of people surveyed 2024 said they used printed resources for planning, ideas or inspiration.

82% of people surveyed said they could best be reached by Email, Facebook, Print Guides or by Searching Websites.

83% of people surveyed said they used Chamber of Commerce, CVB or DMO info to help plan their travel.



Source: Source Miles Partnership Destination Analysts

Early Discount: Ends Sept.30th
Materials: November 30th
Publication Date: February 2027

FULL COLOR ADVERTISING PACKAGES:

Full Page - \$2075

Trim Size: 6.75" x 10"

Bleed Size: 7" x 10.25"

Non-Bleed: 5.75" x 8.875"

Premium Positions - Call

Inside front cover

Inside back cover

Page 1

Quarter Page - \$995

Size: 2.75" x 4.375"

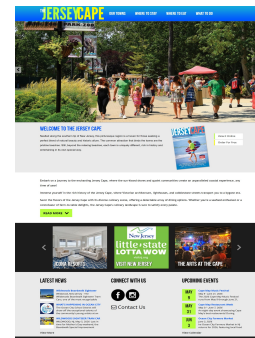
Half Page - \$1395

Size: 5.75" x 4.25"

*Multi-Page Discounts - Available on ad purchases of more than one full page.

INCLUSIVE MARKETING PACKAGE INCLUDES:

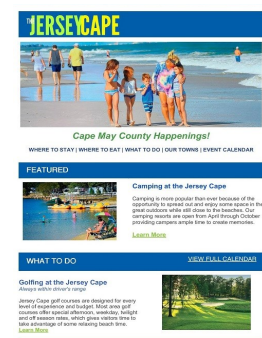
Online Guide Website



Email Blast & Social



E-Newsletter Features



SECURE YOUR 2027 MARKETING PACKAGE TODAY

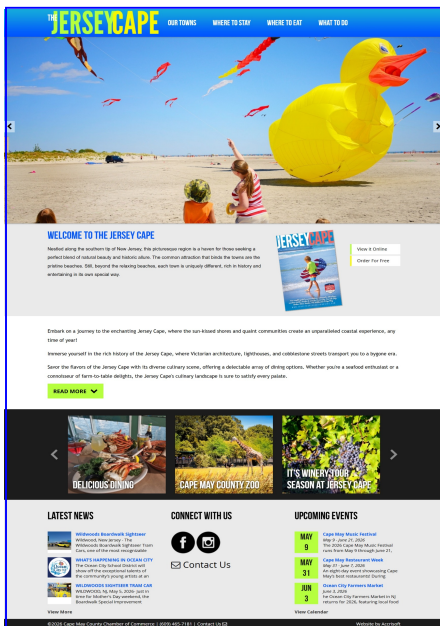
Call Becky Kennedy, Marketing Administrator

(609) 465-7181 ext.108

admin@cmcchamber.com



[Website - JerseyCapeVacationGuide.com](http://JerseyCapeVacationGuide.com)



JerseyCapeVacationGuide.com continues to grow in popularity with folks who consider Cape May County their favorite place to visit, and continues to attract users searching for new vacation destinations. This growth is due largely to strategic advertising, an emphasis on Search Engine Optimization and being registered with Google Search Console.

The Online Guide is advertised in thousands of regional newspapers, magazines and has been featured on key travel websites including facebook.com, NJ.com, SouthJersey.com, NJMomsGuide.com, GuestQuest.com and more.

The Online Guide includes a blogging feature and headline snapshots to further promote our member advertisers. Our goal is making the Online Guide the primary tool for attracting new vacationers, researching lodging opportunities and promoting events. The Chamber uses its extensive email list and social media contacts to drive traffic to the Online Guide website.

65,000 Planned Distribution Delivered in February 2027

3,000 Copies Mailed to Individual Requests – Jersey Cape Vacation Guides are sent individually, free of charge to interested vacationers. Requests for the Guide come by phone, email and website from people interested in learning more about Cape May County and by those looking to make room reservations and find out what's new. This amount includes individual guides sent to Canadian residents as well. Requests are generated by advertising placed by the Cape May County Chamber of Commerce throughout the region.

24,000 Distributed Locally - *In-room distribution of the Guide continues in the rooms of several prominent lodging establishments.* Guides are distributed from the Chamber's Visitors Center located on the Garden State Parkway. The County Chamber supplies all local businesses and visitors centers with the Vacation Guide. This includes Cape May - Lewes Ferry terminal, Cape May Welcome Center, the Wildwoods Convention Center, Ocean City Visitors Center and Music Pier, and Sea Isle City Information Center. Local Real Estate Offices, Campgrounds and other business are included.

4,000 Copies Shipped to Regional AAA Offices - Guides are sent to over 60 AAA offices in NJ, PA, NY, DE, MD, OH, IN, MA, CT & RI. Distribution includes other travel agencies, military bases, library's and corporations.

23,000 Copies are Distributed to all NJ Highway Information Centers - Our paid distribution agent, CTM Brochure Display, conveniently keeps all New Jersey Highway Information Centers stocked with Jersey Cape Vacation Guides. Distribution includes 30th St. Station and the airport in Phila. Included in this count are Vacation Guides directly distributed through travel shows.

11,000 Copies are Distributed to PA Turnpike & Northeast Extension - Continuing in 2026 is distribution on PA Turnpike additional eastbound and westbound rest stops east of Harrisburg. Also included are several Philadelphia & Suburban outlets.



2027 JERSEY CAPE VACATION GUIDE - MARKETING PACKAGE ADVERTISING CONTRACT

1. The Cape May County Chamber of Commerce agrees to publish advertising for the following business in the 2027 Jersey Cape Vacation Guide & Online Guide advertising mediums, under the conditions listed below.

ADVERTISING PRICING:

ATTENTION! - 5% Early Discount. Expires September 30, 2026

Ad Size (One must be selected) Includes 4-Color Ad and Online Vacation Guide website description & link, and email blast. See reverse side for exact ad sizes.

- ____ Back Cover - \$5,000 (call for availability)
____ Inside Back Cover - \$2,400 (call for availability)
____ Inside Front Cover - \$2,400 (call for availability)
____ Page 1 - \$2,300 (call for availability)
____ 2-Page Discount - \$3500
____ Full Page - \$2,075
____ 1/2 Page - \$1,395
____ 1/4 Page - \$995
☒ **Online Guide Website listing & link included**

Guides printed and delivered in February 2027

Ad cost from left \$ _____

Online Guide Website \$ Included

Sub-Total: \$ _____

Less 5% Discount - \$ _____
(Ends Sept. 30, 2026)

Total Due: \$ _____

Complimentary ad design provided. Photographer referrals available on request, fee applies.

- ____ Renew my ad exactly as is.
____ Make changes to my ad as indicated.
____ I will provide a new ad for 2027. Due by 11/30/26.
____ I need a new ad designed for 2027. A free service.

2. This contract must be completed and returned with payment in full by **September 30, 2026 in order to qualify for the 5% Early Discount**. All contracts must be submitted with payment in full or government voucher. Advertising fees are non-refundable. Execution of this contract and submission of advertising fee will indicate intent to renew Chamber membership for the year of publication (with dues being due upon receipt of renewal notice). Advertisements will be accepted from members of the Cape May County Chamber of Commerce in good standing. Individual ads may not promote any business that is not a member of the Cape May County Chamber of Commerce. The Chamber reserves the right to reject any advertisement. **All advertisers will be included in the Online Guide Website of the Jersey Cape Vacation Guide.**

3. Ads submitted by advertiser must be formatted in the program specifications provided. Ad proofs will be provided via email, or as color laser for proofing copy and layout. Color proofs will be provided online. Any creative alterations requested will only be made if time allows. The Chamber and/or the printer reserves the right to reject any change request that would delay the printing process or delivery date.
Payments (or signed government voucher) are non-refundable and due upon receipt of this contract.

I have read and agree to the conditions of advertising stated above:

Business: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Fax: _____ E-Mail: _____

Authorized By (print): _____ Cell Phone: _____

Signature: _____ **Date:** _____

PAYMENT INFORMATION:

Check: _____ Visa/MC/Amex: _____ Security Code: _____

Billing Address: _____

Signature of Card Holder: _____ Exp. Date: _____

This Package includes Print, Website, Email and Social Media for your business

Cape May County Chamber of Commerce, P.O. Box 74, Cape May Court House, NJ 08210
(609) 465-7181 phone | (609) 465-5017 fax | admin@cmccchamber.com

Full Page with Bleed: 7 x 10 1/4
6 3/4 x 10 (trim size)
Full Page Non-Bleed: 5 3/4 x 8 7/8

One-Half Page: 5 3/4 x 4 1/4

One-Qtr. Page: 2 3/4 x 4 3/8

AD FILE REQUIREMENTS:

Ads should be submitted as
High-Res PDF's.

Please ensure process, RGB,
and Pantone colors are set to
CMYK separation ON.