

LAND & SEA Passport

The Only Guide You Need to Explore the Long Beach Island Region

LAND & SEA PASSPORT

The NEW 2021 guide will combine the Land & Sea and Passport to LBI into **one tour sized booklet**.

It will feature family-friendly activities, beach, sports, and recreation information, as well as showcase local businesses, maps, and points of interest that continue to make the LBI Region the best place to live, work, and vacation.



NEW

NEW PRINT SIZE & DIGITAL PACKAGE!

This year businesses who support this publication get **MORE** than just a print ad.

- 1 Full Page Ad **NEW SIZE - 5" x 5.25" Full Color Ad - 15,000 Copies**
- Fully Linked Digital Guide on visitLBIregion.com and southernoceanmade.com
- Featured business profile in Explore LBI Region Newsletter - 2,500 Newsletter Subscribers
- Dedicated social post on Passport to LBI & Southern Ocean Chamber accounts - 9,000 Followers

SPECIAL FEATURES

- Get To Know Guide for new-to-our-community consumers and visitors, highlighting businesses, services and attractions.
- Passport Activity Program Featuring Passport to LBI Program Partners
- LBI Region Map & Brew Trail
- Moon and Tide Charts
- Beach Information

DISTRIBUTION & DIGITAL GUIDE

15,000 copies will be distributed locally into vacation rental packets, through our visitor center and out of area marketing opportunities. It will be available as a digital download on visitLBIregion.com and southernoceanmade.com with live links directly to your business web or social sites as well as featured through Passport to LBI platforms.

To Reserve Your Spot go to: www.visitLBIregion.com/land-sea-passport



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ADVERTISING AGREEMENT & DEPOSIT REQUIREMENTS

Submit form online before 12/4/20 to reserve your space for 2021. We are offering only one size, full page ads only. **Payments this year will be via credit card only.**
Payment is due Monday, December 14th.

Email artwork to marketing@sochamber.com

PACKAGE RATE & SPECS

Full Page Ad w/ Digital Package
\$800 - Print Ad 5" Wide x 5.25" High

Full Page Print with Bleed
Trim Size: 5"w x 5.25"h
Live Area: 4.25"w x 4.5"h
Keep type and critical images 0.125" away from trim on all 4 sides.

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



TO RESERVE YOUR SPOT GO TO:
www.visitLBregion.com/land-sea-passport

\$800 is the final cost for all ads. No further discounts will be applied. (If you are a non-profit organization, the cost of the ad is \$800.) The proceeds of the 2021 Land & Sea Passport will support tourism promotion efforts of the LBI Region Destination Marketing Organization of the Southern Ocean County Chamber of Commerce by way of grant match requirements.

Any questions regarding print ready files, or digital content please contact:
marketing@sochamber.com



Southern Ocean County Chamber of Commerce
For more info contact marketing@sochamber.com | 609.494.7211