



**Allow me to introduce to you a publication that can reach the Visitor's Market with over 3 MILLION potential high-end impressions annually!**

I am the President and CEO of Sandmarks Marketing. **Our mission** is to provide quality destination information to the best 3 and 4-star hotels in three major cities on the East Coast. This high gloss, four color, hardbound resource guide provides hotel guests with a comprehensive overview of each city. Our clients are the best of the best in Dining, Shopping, Attractions and more who wish to represent their businesses with the highest possible impression for those Visitor Markets.

**Sandmarks Marketing builds long term relationships and sustainability** with its clients and team members as we treat everyone with professional courtesy. With over a decade of experience, my team and I are enthusiastic for this new journey by introducing our Destination publications to Ocean City and Delaware Beaches, Coastal Virginia and Greater Richmond. Our reader demographic typically encompasses professionals over the age of 35, of a higher education and income level with leisure time as well as disposable income!

A comprehensive media-kit is attached with **advertising rates, publication distribution list** and an **advertising spec sheet** for your area. Please review and consider placing an advertisement today!

Whether you would like one ad or a long-term agreement, we are here to help. I look forward to working with you and helping increase your sales by tapping into the visitor's market in your area.

**At the end of every journey there is a *Destination*...and Sandmarks Marketing hopes that we will be there for you!"**

Thank you for your professional consideration,

Luke V. Howard, Jr.  
President / CEO

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President / CEO

**1332 Cape St. Claire Rd., #372 | Annapolis, MD 21409**  
**Corporate Phone: (410) 924-5286 | Direct Phone: (443) 871-0861**  
**Luke@SandmarksMarketing.com**  
**SandmarksMarketing.com**



# Publication Distribution

## Ocean City and the Delaware Beaches

Now appearing at every Ocean City Beach Patrol Stand!

Accommodation	City	# Rooms	Accommodation	City	# Rooms
Atlantic Hotel	Berlin	16	Holiday Inn Express West OC	Ocean City	84
Holland House Bed & Breakfast	Berlin	6	Hotel Monte Carlo	Ocean City	70
America's Best Value Inn	Salisbury	123	Howard Johnson Oceanfront Inn	Ocean City	85
Best Western Salisbury	Salisbury	101	Howard Johnson Oceanfront Plaza	Ocean City	90
Country Inn & Suites	Salisbury	77	Inlet Lodge Hotel	Ocean City	38
Courtyard by Marriott	Salisbury	106	King Charles Hotel	Ocean City	29
Days Inn	Salisbury	100	Lankford Hotel	Ocean City	48
Holiday Inn Express	Delmar	160	Lighthouse Motel	Ocean City	23
La Quinta Inn & Suites	Salisbury	156	Majestic Hotel	Ocean City	101
Microtel Inn & Suites	Salisbury	59	Microtel Inn & Suites by Wyndham	Ocean City	75
Quality Inn	Salisbury	98	Ocean City Beach Patrol	Ocean City	300
Residence Inn Salisbury	Salisbury	84	Ocean Mecca Motel	Ocean City	68
Chincoteague Chamber of Commerce	Chincoteague	40	Paradise Plaza	Ocean City	88
The Days Inn	Chincoteague	57	Phillips Beach Plaza Hotel	Ocean City	86
Atlantic Hotel, Inc.	Ocean City	82	Talbot Inn	Ocean City	43
Atlantic Oceanfront Inn	Ocean City	60	Tru by Hilton	Ocean City	105
Beachcomber Motel	Ocean City	28	Tidelands Caribbean Hotel	Ocean City	133
Boardwalk One	Ocean City	39	The Admiral Hotel	Ocean City	111
Bonita Beach	Ocean City	101	Vantage Realty	Ocean City	475
Cambria	Ocean City	137	<b>Total Rooms Greater Ocean City Area</b>		<b>5,135</b>
Coconut Malorie	Ocean City	85	Sea Colony Bethany Beach	Bethany	2,202
Comfort Inn Boardwalk	Ocean City	84	Holiday Inn Express Bethany	Bethany	100
Comfort Suites West OC	Ocean City	85	The Admiral	Rehoboth	67
Commander Hotel	Ocean City	135	The Bay Resort	Rehoboth	73
Country Inn & Suites	Ocean City	74	Brighton Suites Hotel	Rehoboth	66
Crystal Beach Hotel	Ocean City	79	The Blue Water House	Lewes	9
Crystal Sands	Ocean City	24	The Beacon	Lewes	66
Days Inn Oceanfront	Ocean City	176	Savannah Inn	Lewes	16
Dunes Motel	Ocean City	100	<b>Total Rooms Delaware Beaches Area</b>		<b>2,599</b>
Econo Lodge Hotel	Ocean City	98			
Econo Lodge Ocean Block	Ocean City	88			
Edge, The	Ocean City	12			
Grand Hotel	Ocean City	251			
Ocean City Chamber of Commerce	Ocean City	40			
Holiday Inn Express Hotel & Suites	Ocean City	122			
<b>Total Room Count for Destination</b>					<b>7,734</b>

Luke V. Howard, Jr. / President & CEO

Corporate Offices (410) 924-5286

Luke@SandmarksMarketing.com

| Direct Line (443) 871-0861



# Rate Sheet

Advertisement Size	Ocean City	Delaware Beaches
	Rate	Rate
Full Page	\$ 4,200.00	\$ 3,600.00
2/3 Page	\$ 3,600.00	\$ 3,000.00
Half Page	\$ 3,000.00	\$ 2,400.00
1/3 Page	\$ 2,400.00	\$ 2,000.00
<b>Special Rates</b>		
Double Page Spread / Back Cover	\$ 6,300.00	\$ 5,300.00
Premium Page	\$ 5,300.00	\$ 4,200.00
3-up co-op	\$ 1,200.00	\$ 900.00
Advertorial Photo and Caption	\$ 1,200.00	\$ 900.00

*Effective 10-26-2017*

ALL SALES INQUIRIES:

**Luke V. Howard, Jr.**

President, CEO

**(443) 871-0861**

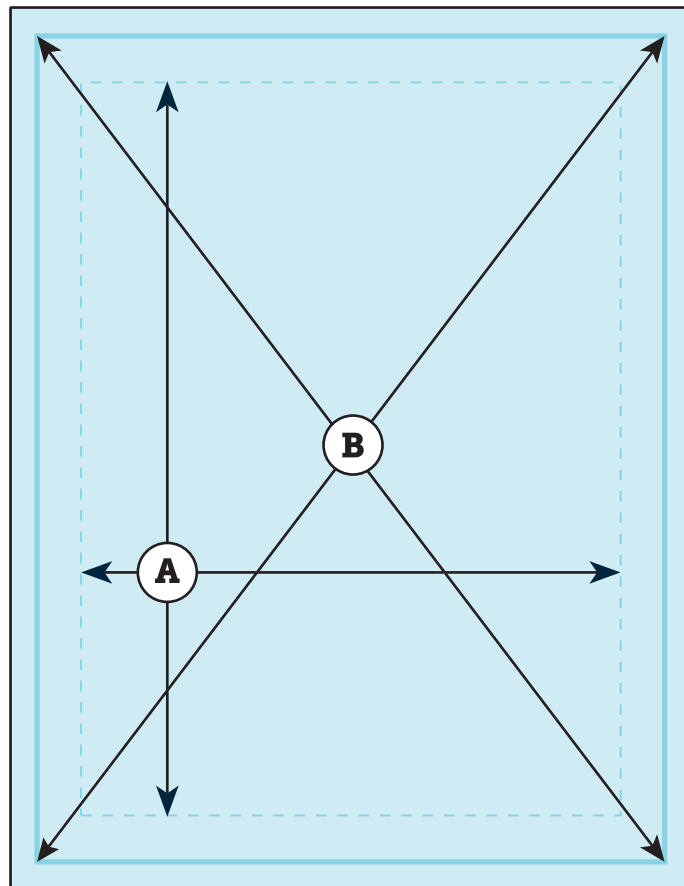
Luke@SandmarksMarketing.com

DIRECT ALL CORPORATE / ACCOUNTING INQUIRES TO:

Sandmarks Marketing, LLC  
1332 Cape St. Claire Rd., #372  
Annapolis, MD 21409  
Amy@SandmarksMarketing.com



## AD SUBMISSION GUIDELINES



**A LIVE AREA**  
This is the "safe" area.  
Keep all text and important  
elements within this area.

**B TRIM AREA**  
This is the edge of the page  
where the book will be  
trimmed.

**C BLEED**  
Any images or elements that  
touch the edge of the page,  
should extend beyond the  
trim area by 1/8"

### Please Read

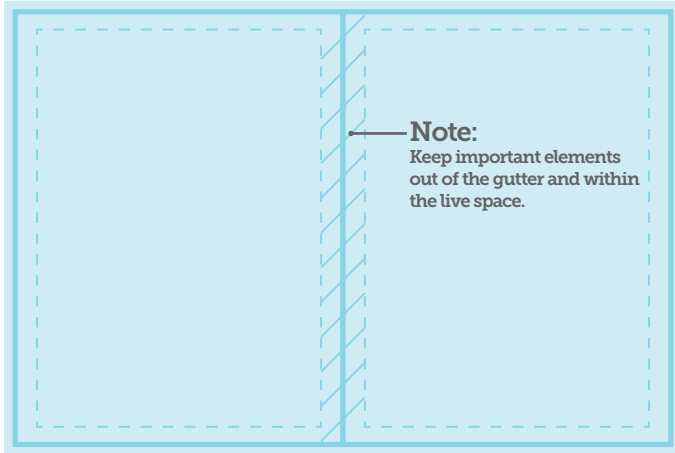
**Step 1:** Check your ad to confirm it follows the size, bleed, trim area and live area specifications above.

**Step 2:** Check that all artwork is AT LEAST 300DPI CMYK. Colors must be converted to "process" CMYK— No Pantone or "spot" colors.

**Step 3:** Export ad to HIGH-RESOLUTION PDF or TIF or JPG. Do NOT add Printers Marks, Bleed Marks or Crop Marks.

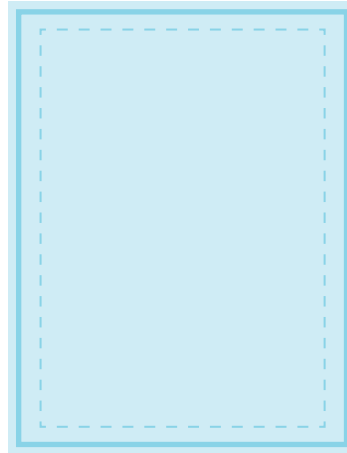
**Step 4:** Email ad to: [amy@sandmarksmarketing.com](mailto:amy@sandmarksmarketing.com)

# STANDARD AD SPECS & SIZES



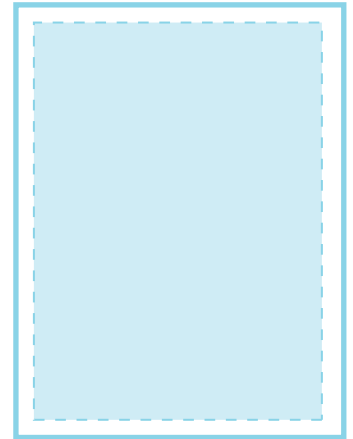
## Double Page Spread w/Bleeds

Add 1/8 inch bleeds on all four sides  
Total Document: 11.25" x 17.25"  
Trim Area: 11" x 17"  
Live Area: 8" x 10.5"



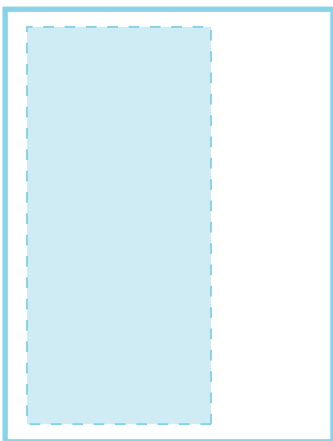
## Full Page w/Bleeds

Add 1/8 inch bleeds on all four sides  
Total Document: 8.75" x 11.25"  
Trim Area: 8.5" x 11"  
Live Area: 8" x 10.5"



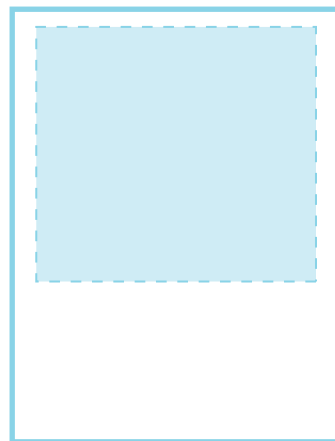
## Full Page, No Bleeds

Live Area: 7.125" x 10.125"



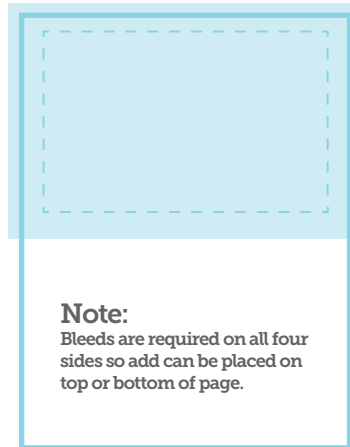
## 2/3 Page Vertical

Live Area: 4.6875" x 10.125"



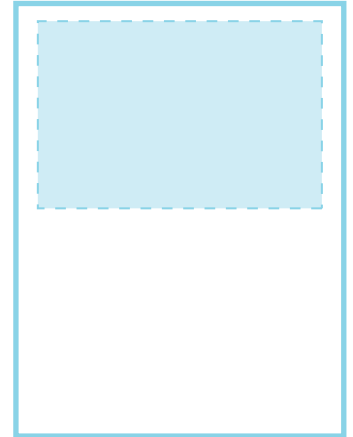
## 2/3 Page Block

Live Area: 7.125" x 6.75"



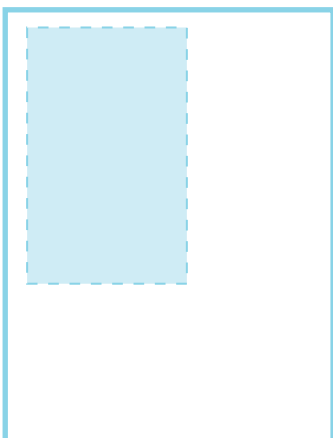
## Half Page w/bleeds

Add 1/8 inch bleeds on all four sides\*  
Total Document: 8.75" x 5.75"  
Trim Area: 8.5" x 5.5"  
Live Area: 8" x 5"



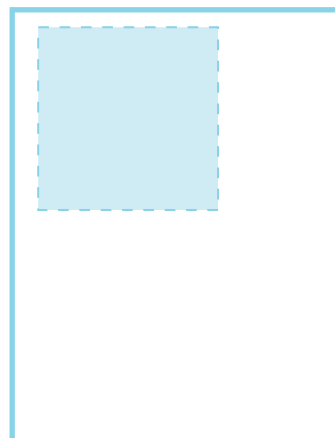
## Half Page

Live Area: 7.125" x 5"



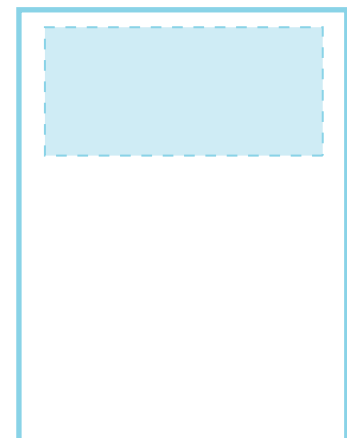
## Half Page

Live Area: 4.6875" x 7.5"



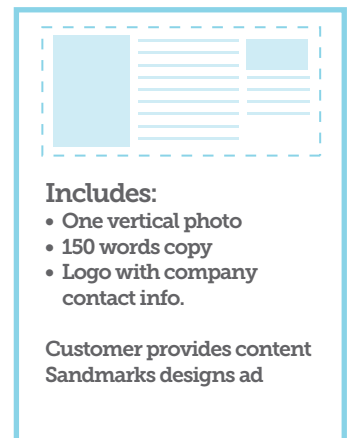
## 1/3 Page Block

Live Area: 4.6875" x 5"



## 1/3 Page

Live Area: 7.125" x 3.25"



## 1/3 Page Co-op