

# Membership is easier than ever with **Membership+**



Joining the Myrtle Beach Area Chamber of Commerce is now easier than ever.

With a single membership for both the chamber and CVB, your business will be able to reap the benefits of being part of the area's largest business organization, while also having access to the more than 20 million visitors who come to The Beach each year.

This plan also gives you access to our **Amplified Marketing Program (AMP)**, a powerful set of tools which will help you gain credibility, synergy and visibility throughout the Grand Strand and beyond.



Scan here for more information and pricing details at [MyrtleBeachAreaCVB.com](http://MyrtleBeachAreaCVB.com)



## Powerful

With **Membership+** you have access to a wide variety of valuable information, events & MBACC programs.



## Affordable

**Membership+** simplifies chamber participation & offers cost savings to all MBACC members.



## Expandable

By investing in our **Amplified Marketing Program** you'll have access to a la carte options for expanded reach.

**2024 PRICING GUIDE**



# Two memberships for one low price.

The **Membership+** program combines the benefits of a traditional Myrtle Beach Area Chamber of Commerce membership with the excitement of exposure through Visit Myrtle Beach, our area's award-winning destination marketing organization.

With **Membership+** there are no tiers to remember or hoops to jump through — you can join the chamber and CVB at one low cost designed to save you money and expand your customer reach.

This combined membership includes access to everything the chamber offers, plus a listing and a link on the area's official tourism site **VisitMyrtleBeach.com**.



## » Amplified Marketing Program

In addition to our base Membership+ plan, hospitality members have the option to invest in our **Amplified Marketing Program (AMP)**. There are two ways to participate:

### AMP Flex

Flexible options designed to maximize visibility. These ongoing opportunities are purchased annually.

- **Website Deals**
- **Featured Listings**
- **Group Leads**
- **Flip.to Advocacy**



### AMP Reach

Exclusive partnerships designed to reach new audiences. These limited inventory options are purchased individually.

- **E-mail Newsletter Inclusion**
- **Social Media Posts**
- **3rd Party Marketing Opportunities**



## Contact Us today!

For questions, contact Johanna Hodge at [johanna.hodge@visitmyrtlebeach.com](mailto:johanna.hodge@visitmyrtlebeach.com).  
For more details about your AMP investment options, scan here to visit [MyrtleBeachAreaCVB.com/amp](http://MyrtleBeachAreaCVB.com/amp)

# The 2024 Official Myrtle Beach Area Visitors Guide

## Extend your reach in the area's only official source for visitor info

Reach visitors where they go to find the latest information on restaurants, attractions, shows, shopping and things to do at The Beach with the **2024 Official Myrtle Beach Area Visitors Guide**.

Get your business info in front of more than 500,000 potential customers this year as part of The Beach's best resource for visitor information. By purchasing an ad, you'll receive exposure in the digest and hardcover guides, plus coupons in the printed guide and on our website at VisitMyrtleBeach.com.

For questions, contact Johanna Hodge at [johanna.hodge@visitmyrtlebeach.com](mailto:johanna.hodge@visitmyrtlebeach.com) or scan below for more information at [MyrtleBeachAreaCVB.com](http://MyrtleBeachAreaCVB.com)



### DISTRIBUTION DETAILS

**350,000**

#### Standard Digest Guides

Distributed in-market at CVB lodging partners and for visiting groups.

**150,000**

#### Guides with Lodging Info

Distributed at Visitors Centers, AAA offices, State Welcome Centers & more!

**40,000**

#### Hardcover Guides

Distributed at CVB lodging partners as in-room guide

**20,000**

#### Digital Guides

Downloaded and viewed digitally at VisitMyrtleBeach.com

## Ad Pricing Options

Getting your ad in front of visitors seeking area information is as easy as choosing one of three convenient options:

**\$12,000**

FULL-PAGE AD  
Full-bleed layout

**\$7,000**

1/2-PAGE AD  
Horizontal layout

**\$4,000**

1/4-PAGE AD  
Vertical Layout

# Submitting your Ad

To have your ad featured in the 2024 edition of The Official Myrtle Beach Visitors Guide, you will need to submit the following total ad package:

- 1 print ad sized for Hardcover Guide
- 1 print ad sized for Digest Guide
- 1 print coupon for Digest Guide
- 1 digital coupon for VisitMyrtleBeach.com website

## SUBMISSION DEADLINE

The deadline for submitting ad materials is Sep. 13, 2023 by 2 p.m. and if ads are not submitted by Sept. 27, 2023 the advertiser will forfeit the ad space.

All materials for advertisements and coupons should be sent to [AdMaterials@VisitMyrtleBeach.com](mailto:AdMaterials@VisitMyrtleBeach.com).

## Layout Requirements

All advertising and use of discounts in ad must adhere to the following:

- Place discount in bottom 1/4 of ad, discount message must be secondary, and font size same as body copy.
- Pricing is allowed in Visitors Guide ads.
- Coupons must be value add.
- Investors cannot mention other destinations or Non-MBACC/CVB Investors within their ad (i.e., other properties, etc.).

## PDF Creation Checklist

Before submitting your ad to the Visit Myrtle Beach team, please review your file to ensure the following have been considered:

- Confirm page trim size and bleed allowance.** The ad should be created at the listed trim size. If the ad has “bleeds” you must extend images/background 1/8” past the trim size.
- Full-page ads must be designed to maintain a 3/16” safe zone from the trims.** This means do not place important type or graphics closer than 3/16” from the trim of the page as there is a chance it may be trimmed off.
- All fonts must be embedded.** Verify that all used fonts are installed on the computer the PDF is created on.
- Review Colors.** All images and swatches must be converted to CMYK. RGB images and Pantone spot colors are not allowed.
- Review Blacks.** Black backgrounds and text over 19 pt. should be colored “rich black” (60% cyan, 40% magenta, 40% yellow, 100% black). This will assure a pure black look.
- Images must be high resolution.** 300 dpi after scaling is recommended. Images under 200 dpi may appear pixelated.
- Review PDF export settings.** If using InDesign start with the Press Quality PDF export preset. Turn on crop marks and change the marks offset to at least .125. Be sure to enter .125 for the bleeds allowance.
- Check File Naming Structure.** Be sure the file name starts with your Investor name and contains the name of the guide it is built for. (MemberName\_digestguide2024.pdf)

## Ad Sizing Specs

### Digest Guide

- **Full Page:** 5.375” x 8” trim size, 5.625” x 8.25” bleed size
- **1/2 Page (Horizontal):** 4.875” x 3.5”
- **1/4 Page (Vertical):** 2.375” x 3.5”
- **Coupon:** 2.375” (width) x 1.75” (height), submit as print-quality PDF

### Hardcover Guide

- **Full Page:** 8.375” x 10.875” trim size, 8.625” x 11.125” bleed size
- **1/2 Page (Horizontal):** 7.625” x 4.5”
- **1/4 Page (Vertical):** 3.6875” x 4.5”

### Website

- **Digital Coupon:** 300px wide x 260 pixels tall, submit as JPEG at 72 DPI

**Ad Sales Close – Aug. 30, 2023**

**Payment Due – Aug. 31, 2023**

# AMP Reach

The AMP Reach opportunities will not only provide ample adaptability but maximized visibility through customizable packages designed to reach new heights in content marketing. Choose from a la carte options below to create the innovative package that works for your business.

## Dedicated Social Posts

**\$400 per post**

Reach an engaged social audience of more than 2 million followers with a social post linking to the URL of your choice. Each purchase includes a single post on Visit Myrtle Beach's Facebook on Tues./Thurs. only. This is a great way to promote upcoming events, specials or offers!

## Email Newsletter Inclusion

**\$300 per e-mail**

Get included in Visit Myrtle Beach's eNewsletter (total of 24 per year), packed with useful info on events, attractions, restaurants and more! Partners will receive a dedicated section of content linking to a URL of your choice. Two emails per month with four lodging partners and two non-lodging partners per email.

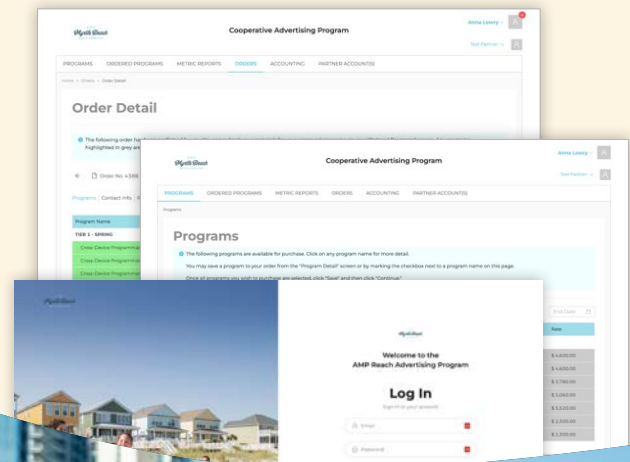
# AMP Marketplace

Self-Service Marketing Partnership Platform

A new platform designed to make choosing the AMP a la carte options easy. Partners have the ability to select which AMP options they prefer, automate the billing process, and provide visibility to their purchased options all year long. Simply log into the platform, and your information is customized to you and easy to use.

Through Marketplace, additional partnership opportunities can be selected to boost your marketing efforts by leveraging the power of Visit Myrtle Beach advertising.

**For access to the marketplace platform  
please contact Johanna Hodge at  
[johanna.hodge@visitmyrtlebeach.com](mailto:johanna.hodge@visitmyrtlebeach.com)**



# AMP Flex

The investment opportunities offered in the AMP Flex program are designed with flexibility and customization in mind. Choose from a la carte options below to build an “always on” annual marketing strategy that will amplify your business to reach new audiences.

## Featured Listing Placement

**\$1,500 Non-Lodging / \$4,500 Lodging**

When you purchase featured listing placement on VisitMyrtleBeach.com, your business will be highlighted as a “featured” partner and receive top placement on pages where your listing appears. Lodging partners who purchase this option will also receive a complimentary listing in the 2024 Official Myrtle Beach Visitors Guide.

## Premium Content Partner

**\$1,500 Non-Lodging / \$4,500 Lodging**

As a premium content partner, you will receive dedicated inclusions in lists & articles across the website designed to promote partner businesses. This opportunity also offers inclusions in promotional videos and giveaways.

## Flip.to Platform

**\$5,000 Lodging**

Leverage the power of the Flip.to platform to reach, inspire and win over new visitors. Lodging partners will receive access to Flip.to’s powerful Advocacy and Discovery platforms designed to reach visitors and inspire bookings at every touchpoint along the user journey.

## Brochure Rack Distribution

**\$1,000 Non-Lodging (N/A for lodging partners)**

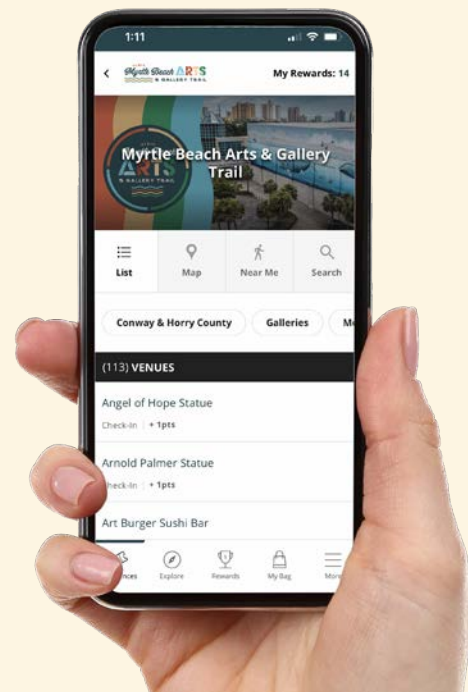
Utilize Visit Myrtle Beach’s network to distribute your promotional materials in brochure racks at some of the area’s top accommodations properties. Partners who purchase this package will receive distribution of brochures in up to 50 locations at CVB investor lodging racks throughout the area. Partner must supply the brochures for distribution.

*\*Note: Brochure racks are available to AMP lodging partners at no cost.*

# Bandwango

**Location-Based Experience Platform**

Visit Myrtle Beach partners with a software called Bandwango to provide an easy-to-use passport and trail experience for visitors to discover new things to do at The Beach. Through this software, visitors can participate in programs such as the Passport to Fun, VIP Groups Passport, Arts and Gallery Trail, and Myrtle Beach Beer Trail for a chance to win prizes ranging from swag to a trip back to Myrtle Beach. A listing in these passports is free to you (in your applicable category) through your AMP Flex purchase.



## Offers & Deals Package

**\$4,500 Lodging**

**(Free with AMP Flex Purchase for Non-Lodging Partners)**

Unlock the ability to offer exclusive deals and special offers to visitors with this package. Lodging partners may submit one offer per deals category—including general, seasonal, holiday, Can-Am, etc. A partner’s offer defaults to the general deal, unless that partner adds an additional deal to each category. Non-lodging partners will be given the opportunity to submit coupons to be displayed on VisitMyrtleBeach.com.

# AMP Flex Group Leads Program

Take advantage of the connections made by Visit Myrtle Beach's award-winning group sales team by participating in our group leads program. Partners that subscribe to any of the leads packages below will receive access to a portal to respond to leads in these segments with proposals.

**Leads program is available at no cost to non-lodging businesses with an AMP Flex purchase.**

## Meetings Leads

**\$3,500 Lodging**

The Meetings & Convention Sales Team acquires leads from their sales efforts for Associations, Corporations, Fraternal and Religious Organizations with meeting/conference agendas to bring their programs to The Beach.

## Sports Leads

**\$3,500 Lodging**

The Sports Sales Team obtains leads from their sales efforts for Sports Associations, Sporting Event Organizers, and industry trade shows to bring their competitions to The Beach.

## Tours & Travel Leads

**\$2,500 Lodging**

The Tour & Travel sales team earns leads from their sales efforts for motor coach groups that cater to senior adults, students, and any groups that travel to The Beach on a motor coach.

## SMERF & Specialty Market Leads

**Included with purchase of any other segment**

Leads collected from sales efforts for Social Organizations, Military Organizations, Educational Groups, Religious Groups and Family Reunions.

## Bundled Group Leads

**All Segments - \$6,000 Lodging**

**Sports and Tour & Travel - \$5,000 Lodging**

Unleash the power of all four groups segments: Meetings & Conventions, Sports, Tours & Travel and SMERF & Specialty Markets. This is the ultimate opportunity to unleash the power of our Group Leads program for partners aiming to get the most of their groups business.

*Note: Training is available on how to use the Extranet portal to review and respond to leads.*

## Threshold 360

**Virtual Tour Software**

When you purchase a Group AMP Flex option, you will also have the additional free opportunity to utilize Threshold 360.com to enhance your listing. This technology provides an up to date 360 view of your property, allowing the user to visualize themselves at the location and explore the amenities.

### CONTACT US

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#### Johanna Hodge

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For questions about investing, Visit [MyrtleBeachAreaCVB.com/amp](http://MyrtleBeachAreaCVB.com/amp) or scan the code above for more details.



## » Amplified Marketing Program

For full details on investing in AMP opportunities scan here.



# Membership +

## AMP QUICK REFERENCE GUIDE

## AMP Flex ↗

| Opportunity                   | Non-Lodging Cost             | Lodging Cost*               |
|-------------------------------|------------------------------|-----------------------------|
| Featured Listing Placement    | \$1,500                      | \$4,500                     |
| Premium Content Partner       | \$1,500                      | \$4,500                     |
| Offers & Deals Package        | No Cost w/ AMP Flex Purchase | \$4,500                     |
| Flip.to Platform              | N/A                          | \$5,000                     |
| Brochure Rack Distribution    | \$1,000                      | N/A                         |
| Bandwango (Passport to Fun)   | No Cost w/ AMP Flex Purchase | N/A                         |
| Meetings Segment              | No Cost w/ AMP Flex Purchase | \$3,500                     |
| Sports Segment                | No Cost w/ AMP Flex Purchase | \$3,500                     |
| Tours & Travel Segment        | No Cost w/ AMP Flex Purchase | \$2,500                     |
| SMERF & Specialty Segment     | Included w/ any segment buy  | Included w/ any segment buy |
| Bundled Groups (All Segments) | No Cost w/ AMP Flex Purchase | \$6,000                     |
| Bundled Groups (Sports/Tours) | No Cost w/ AMP Flex Purchase | \$5,000                     |
| Groups Services Providers**   | \$400                        | N/A                         |
| 1/4-page Visitors Guide Ad    | \$4,000                      | N/A                         |
| 1/2-page Visitors Guide Ad    | \$7,000                      | N/A                         |
| Full-page Visitors Guide Ad   | \$12,000                     | N/A                         |

## AMP Reach 📶

| Opportunity                            | Cost Per Unit*                     |
|--|------------------------------------|
| Dedicated Social Post                  | \$400                              |
| Email Newsletter Inclusion             | \$300                              |
| Third-Party Seasonal Display Ads       | See Marketplace for tiered pricing |
| Third-Party Seasonal Content Placement | See Marketplace for tiered pricing |
| Third-Party Seasonal Email Blast       | See Marketplace for tiered pricing |

\*Lodging investors not participating in the TDF must also remit \$1 per rented room night/per unit each month of the contract.

\*\*Only available to transportation, receptive & event planning partners