

Advertising Committee Meeting

Minutes Dec 1 2010

Pilot House 10am

Attendance: Tom Alvarado, Pam Smarro, Joanne Klineburg, Deirdre Hineline, Mary Stewart
Chris Cooke

2011 Advertising Budget \$24,570

Vacation Time:

\$5,000 for 35,000 11x17" - maps

\$3,000 for ads in Wildwood, Avalon, Sea Isle, Stone Harbor

\$8,000 total

Chamber of Commerce City of Cape May:

\$2,275 full page ad Guide Book

1,000 trip advisor

\$3,275 total

Cape May.Com:

\$2,000 Banner Ad & Listing Under "Things To Do"

Midatlantic Center – \$1,000-Platinum Membership & Ads

Herald News: \$4,500 Fun Guide & Internet Market Place 13 ads

Radio Ads : \$1,500 Misc ads for local events

Tell A Friend About Cape May Program - \$3,000

Misc \$1,295 for opportunities that arise

All totaling \$24,570

Meeting adjourned Noon