

THE SANDPAPER

* OFFICIAL MEDIA SPONSOR

Sponsored Weekly Full Page Ad from July to October.

BEASLEY MEDIA GROUP

* OFFICIAL MEDIA SPONSOR

Sponsored live recorded and live commercials on WJRZ and WRAT, online event listing, on air contest giveaways with participating restaurants, on site giveaways, recorded audio of sponsors throughout event.

ADDITIONAL: 400,000 geo fence locations including Philadelphia, Burlington, Monmouth and Atlantic Counties.

PBS NJTV

New partnership to be included with state's highest corporate and foundational Public Service Announcements.

TV spots placed adjacent to weekend afternoon cooking shows that reach about 10,000-15,000 viewers per episode.

1 month 300 x 250 digital ad on nj spotlight news visited by 300,000 monthly unique users.

2 sponsored NJ Spotlight News "Today's Spotlight" daily e-newsletters that reach 25,000 subscribers daily.

NEW JERSEY MONTHLY

In addition to ongoing Destination Marketing, we will have dedicated chowder marketing on:

Four ShoreCast Banner Ads

- 100k ROS impression for a 30 day period on njmonthly.com in peak summer lead up.
- 30 Day feature leaderboard static of video for month of August.

NJmonthly.com

BONUS INVESTMENT: Continuing to cultivate culinary audiences have also added New Jersey Monthly Side Dish Food and Restaurant News putting us in the title Sponsor Title position, a weekly Leaderboard Banner ad and a native advertising module that can change weekly directed to Chowderfest.com as well as Native content can focusing on LBI dining, teasers to Chowder Trail and event. Program will start in July and run for a 12 week period. Side Dish E newsletter sent out every Thursday Beginning July 7- Sept 29 to over 34000 opt in subscribers Each chowder restaurant will have a feature during this time, trail overall will have weekly content.

NEW JERSEY FAMILY

Popular family online site with Double digital banners and links on njfamily.com and E Letters July – October.

TAP INTO

Daily Banner Ad and Press Releases on Following News Locations with Video:

- LEH & Tuckerton
- Chatham
- Livingston
- Westfield
- Morristown
- South Plainfield
- Wayne
- East Brunswick
- Bridgewater/Raritan
- Hamilton/Robbinsville
- Stafford/LBI
- Hoboken

MICRO MEDIA PUBLICATIONS SOUTHERN OCEAN TIMES

Digital & weekly ¼ page ad weekly in print and online annually.

LAND & SEA GUIDE

Chowderfest QR and Save the Date ad in 15K books delivered through LBI Welcome Bags, State Visitor Centers and fulfillment locations, as well as linked on line in digital version housed on visitLBIregion.com

BAY MAGAZINE

Full Page Summer Issue.

EDIBLE PHILLY

Philly Half Page Ad Summer 2022 Chowdertrail - Aug –
Philly Rotating Banner Summer 2022 Chowder Trail
E-New Banner
Philly Half Page Ad Fall 2022 Chowderfest
Philly Sponsored E-Blast Fall 2022 Chowderfest E-Blast

EDIBLE JERSEY

Half Page Ad Summer 2022 - Chowdertrail - Aug
1-time Half Page Ad Fall 2022 - Chowderfest
Sponsored E-Blast Fall 2022