

Membership **BENEFITS**

GOLD BUSINESS MEMBERS

\$150/year

1. Free listing in the MAC Business Member Directory. (If a member owns and operates more than one business, each business may be listed. The Business Member Directory is mailed to thousands of information requests and distributed at events on a year-round basis.
2. Chance to participate in group tour packages.
3. 15% discount at any of MAC's Museum Shops, and a 10% discount at the Carriage House Tearoom & Cafe at the Physick Estate.
4. Quarterly newsletter with information about upcoming events.
5. Invitations to exhibit openings.
6. Free unlimited admission for the two people you specify to:
 - Emlen Physick Estate Tour
 - World War II Lookout Tower
 - Cape May Lighthouse
 - Historic District Walking Tour
 - Combination Trolley/Physick Estate Tour
 - Historic District Trolley Tour
 - Physick Estate Christmas Tour
7. Listing of and link to your website address on MAC's website links pages, www.capemaymac.org (in return for a reciprocal link.)
8. Free usage of MAC's literature, brochures, rack cards and in-room promotional pieces.
9. Opportunity to advertise on MAC's website.

**Looking for a plan with
greater marketing benefits?**

**Become a
Platinum Business Member!**

**For more information, call Jean Barraclough
609-884-5404, ext. 130**



**Mid-Atlantic Center
for the Arts & Humanities**

CELEBRATING OUR HISTORY...ENRICHING YOUR LIFE

P.O. Box 340 - 1048 Washington St, Cape May, NJ 08204
(609) 884-5404 • www.capemaymac.org • (800) 275-4278

PLATINUM BUSINESS MEMBERS

\$400/year

1. Enhanced presence on MAC's website, including promotional copy and a link to your website, including spaces for advertising on key pages that get the highest visitor traffic.
2. Presence on MAC's extensive email marketing campaign, which includes twice-monthly Victorian Cape May e-newsletters plus specialized releases. A link on these email blasts takes people directly to your website.
3. The opportunity to participate in cooperative paid advertising programs. This includes print, radio and Internet programs, in our target markets.
4. Use and share of mailing lists for PR distribution from MAC's visitor database, targeted by region or season, to help you build visitation during the shoulder seasons.
5. Access to MAC's database of travel writer addresses.
6. First chance to participate in media familiarization tours and press trips by individual travel writers.
7. Access to MAC's market research data and reports
8. The opportunity to participate in MAC's consumer packages.
9. First chance to participate in new MAC marketing and PR programs.
10. Customized ticket and event packages for your customers.
11. Inclusion of your publicity material (brochures, fliers, press releases) in press packets for travel writers who visit Cape May or request more information.
12. Access to MAC's media and marketing resources: Cisions Media Directory, and thousands of personal contacts.
13. **Free coupon ad on MAC's website!**
In response to an increasing demand from our visitors for value-added incentives, we have developed a coupon page on MAC's website. Limited to one free 3" x 3" coupon per month.

**Plus all the benefits of a MAC Business Membership
including free tours, Museum Shop and Tearoom
discounts and more!**