

Exclusive

MARKETING OPPORTUNITIES

For OBMA Members

SPECIAL ANNOUNCEMENTS (FREE for members)

We are happy to publicize your special announcements (sales, specials, new products, events, initiatives, and other news) in our printed newsletter (distributed to 500+ member businesses and posted online), on our website (over 600,000 page views per year), and through our social media channels (over 6,000 followers on Facebook alone). To submit an announcement, use our online form at oceanbeachsandiego.com/forms/have-announcement or email the details to isabel@oceanbeachsandiego.com.

NEWSLETTER INSERTS (\$65 fee)

Reserve an insert space in our printed monthly newsletter (mailed/emailed to 500+ members and posted online) and provide 350 copies of your 8.5-inch by 11-inch flyer or ad printed on no heavier than 20-pound (standard) paper by the 15th of the previous month. Spaces fill quickly! To reserve a spot, call Claudia in the OBMA office: 619-224-4906.

WEBSITE ADVERTISING (\$450-\$600 per 6 months)

Ads rotate on all pages of the OBMA website (over 600,000 page views per year). We will work with you or with your artist to design ads for your business. You may provide us with photos, text, and contact info for the ad. To get started, contact Susan in the OBMA office: susan@oceanbeachsandiego.com / 619-224-4906.

SUNDOWNERS (ATTEND and/or HOST!)

Monthly networking events provide an opportunity to socialize and connect with other local businesses. Hosting or co-hosting a Sundowner is a fun way to create a positive impression of your business within the OBMA community. Sundowners are generally held on the fourth Thursday of the month from 5:30 p.m. to 7:30 p.m. Spaces fill quickly! To host a Sundowner, contact Isabel in the OBMA office: isabel@oceanbeachsandiego.com / 619-224-4906.

LOCAL INFO CENTER

OBMA members are welcome to provide literature that we pass along to visitors and residents in our office. Drop off your material at 1868 Bacon Street, Suite A.

COMMUNITY MURAL PROJECT

Community murals are created at the annual OB Street Fair and installed on buildings around town. The OBMA installs and maintains the murals and hosts the information and mural map on our website. Having a mural on your building draws customers right to your door! For more information, contact the office: info@oceanbeachsandiego.com / 619-224-4906

FARMERS MARKET

OBMA members are encouraged to take advantage of the weekly OB Farmers Market. Most member businesses are eligible for priority booth space rental at the market to reach our 5,000+ weekly market visitors with their products and/or services. For businesses near the market who don't rent booths, we recommend capitalizing on the increased foot traffic by creating inviting displays and offering market-specific specials.

SPECIAL EVENTS (fees vary)

We provide numerous opportunities to capitalize on a range of special events from throughout the year. Sponsor a stage or named area at our annual Street Fair or sponsor a table or contribute a raffle prize at our annual Awards Celebration. Take advantage of discounted rates on booth space rentals for major events. Opportunities vary throughout the year. Look out for email updates or contact the OBMA office for the most current available opportunities: info@oceanbeachsandiego.com / 619-224-4906

COOPERATIVE ADVERTISING (fees vary)

Opportunities for our members to create an advertising presence for a low cost in major publications, such as the San Diego Visitors Guide, vary throughout the year. Contact the office for the most current available opportunities: info@oceanbeachsandiego.com / 619-224-4906

STAY IN TOUCH

We are constantly developing new marketing opportunities for our members. Be sure to read our emails and newsletters, and stay tuned to our website and social media channels for the latest announcements!

www.OceanBeachSanDiego.com

Facebook: Ocean Beach MainStreet Association facebook.com/OBMA92107

Twitter: @OceanBeachCA

Instagram: @OceanBeachCA

LinkedIn: Ocean Beach MainStreet Association