Who are we?
MAC is the Mid-Atlantic Center for the Arts & Humanities, a multi-faceted non-profit organization that promotes the restoration, interpretation and cultural enrichment of the Cape May region for its residents and visitors. MAC offers a year-round calendar of tours and special events that serves nearly 300,000 people each year. Through its sponsorship of cultural and heritage tourism, MAC has helped transform Cape May from a “summer only” beach resort to the country’s leading Victorian theme destination.

What can MAC do for you?
Wouldn’t you like to have 300,000 people each year know who you are? MAC can bring your advertising message directly to this targeted audience of people who love Cape May and everything about it. In addition to taking MAC’s tours or participating in our events, these visitors are actively looking for other things to do: Places to stay, restaurants, shopping, other activities and services.

How can MAC tell visitors about my business?
• THIS WEEK IN CAPE MAY: 13 issues of this handy magazine are published throughout the year, and it’s the only concise guide to what’s happening day by day and minute by minute. Visitors use it to plan their day; accommodations owners use it to help their guests make the most of their stay. In addition to that concise calendar of MAC events, it also has maps, listings for other organizations’ events, and is chock full of ads for dining, shopping and recreation. TWICM is the “Bible” for Cape May visitors.
• CAPEMAYMAC.ORG: MAC’s website is the before, during and after guide for visitors. With more than 250 pages, it lists everything MAC does so visitors can plan their trip before they come, enjoy it while they’re here or plan their next visit.
• MAC TROLLEYS: You’ve seen those cheerful red trolleys taking visitors on guided tours, but they’re also billboards on wheels. MAC has five trolleys and, during peak season, every one of them is on the street from early morning to evening hours. There are limited spaces available, and some interior, as well.
• SPECIAL PUBLICATIONS: Throughout the year, MAC sponsors events for which we produce program books, such as the Designer House Tours, or our annual Travel Show book, which goes to dozens of travel shows throughout the Mid-Atlantic Region and beyond. So, you can get your message across right here in town or far out of town, where visitors are planning their trip to Cape May.
• VISITOR MAP: MAC produces an annual map of Cape May with limited advertising space. This is a hot commodity for our visitors and helps them get around town and really enjoy themselves.

Want to know more?
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