



BOATER.COM

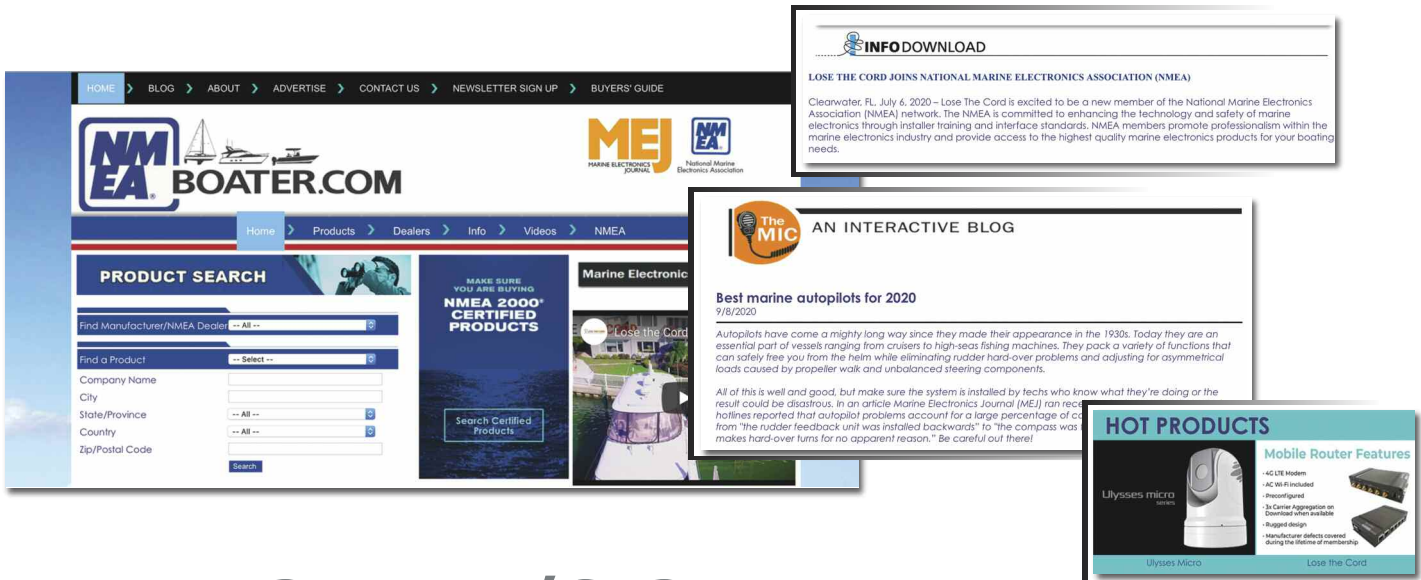
■ Advertising rates
& specs



**2021 WEB & DIGITAL
MEDIA GUIDE**

our purpose

2021 www.nmeaboater.com



THE BOATER'S ONLINE MARINE ELECTRONICS RESOURCE

Boaters come to NMEAboter.com to find the hottest new electronics for their boats and to locate the best dealers, installers, and manufacturers in their areas.

DELIVER YOUR EXPERTISE TO THE BOATER

Boaters will get tips, training, and product information from the experts in the industry—shouldn't those experts include you?

NMEAboter.com relies on the most knowledgeable people in the world of marine electronics—National Marine Electronics Association's (NMEA) member manufacturers, dealers and installers, and the editor and writers of *MEJ*. These industry experts work together with NMEAboter.com to develop content that will make boat owners tech-savvy about their marine electronics.

NMEAboter.com visitors are active buyers looking for the latest in marine tech. Make sure your product is at the top of their shopping lists.

"A new addition to NMEA's family of opportunities... NMEA is committed to making NMEAboter.com the best online marine electronics resource for both recreational and commercial boat owners."

—Mark Reedenauer,
NMEA President & Executive Director

www.nmeaboater.com

our rates & specs

Digital Rates 2021 www.nmeaboater.com



Platinum Package

\$7,795

The Platinum Package provides a company with all the marketing and benefits below for a package price of \$7,795 net (before applicable discounts). The complete package includes:

- The premium branding package (see next page) with three featured products on the company listing and rotated onto the home page.
- Banner advertising on all product categories in which the company is listed (medium rectangle).
- Home page banner advertisement (medium rectangle).
- Sponsorship of 1 monthly digital newsletter.

Rates

Ad Type/Location	Size in Pixels	Rate
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EMAIL NEWSLETTER RATES

Leaderboard	728 (w) x 90 (h) pixels	\$650
Medium Rectangle	300 (w) x 250 (h) pixels	\$375

A LA CARTE WEBSITE ADVERTISING RATES (NET)

Monthly Ad Options

Rate/Month

1) Home Page

Half Page	300 (w) x 600 (h) pixels	\$500
Leaderboard	728 (w) x 90 (h) pixels	\$450
Medium Rectangle	300 (w) x 250 (h) pixels	\$300

Buyers' Guide Product Pages

Medium Rectangle	300 (w) x 250 (h) pixels	\$35
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Yearly Marketing Options Packages (please see next page)

www.nmeaboater.com

+ Special Discounts

NMEA members and *Marine Electronics Journal* advertisers receive discounted rates for online advertising with Marine ElectronicsJournal.com. NMEA members receive a 15% discount. In addition, the following discounts also apply to online advertising.

Annual MEJ Print Ad Spending	Percent Discount
\$2,500 - \$5,000	5%
\$5,001 - \$10,000	7%
\$10,001 - \$15,000	10%
\$15,001 - \$20,000	12%
>\$20,001	15%

+ Website Advertising Specs

Ad Type	Dimensions
Leaderboard	728 (w) x 90 (h) pixels
Half Page	300 (w) x 600 (h) pixels
Medium Rectangle	300 (w) x 600 (h) pixels

File Formats:

Gif and jpg formats accepted.
Maximum file size: 40 KB

Hot Products Photos:

Please supply for each of three product photos:

- Size: 256 pixels (w) x 180 pixels (h)
- Name of product and model number
- File size: no more than 40 KB
- URL to your website for each product

+ Send all digital materials to:

Jon Cole

jcole@mcnabbmr.com

Tel: 1-207-230-0554

+ Marketing Inquiries:

Bruce Cole

bcole@mcnabbmr.com

Tel: 1-207-691-4893

Rates

Ad Type/Location	Rate
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A LA CARTE WEBSITE ADVERTISING RATES (NET)

Yearly Marketing Option Packages Rate/Year

Buyers' Guide Manufacturers Listing

1) Premium Branding Package	\$795
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- Logo
- Full description
- Priority listing
- Three featured product photos and links
- Featured products rotated onto home page

2) Advanced Branding Package	\$245
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- Logo
- Full description
- Priority listing
- Three featured product photos and links

3) Basic Branding Package	\$139
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- Logo
- Full description
- Priority listing