

# NMMA Digital Network

Advertising Opportunities

# NMMA Digital Network

- Websites
  - 17 NMMA Boat Shows
    - 950,000 unique visitors
    - 60 Million Impressions
  - Boatshows.com
    - Included in above
  - NMMA.org
    - Relaunched 10/4/10
- Email Newsletters
  - Boat Show Consumers
    - 1 million annually
  - Boat Show Exhibitors
    - 300,000 annually
  - Washington Wave (Gov. Relations)
    - 2,000 circ bi-weekly
  - Currents (NMMA Members)
    - 4,000 circ - 50x year

# Demographics

## Consumer

- 95% have gone boating during the past year
- 83% of attendees own a boat
- 55% were considering buying a boat
- 56% were 35–54 years old
- 66% have a household income of \$75,000 or greater
- 89% traveled more than 25 miles to attend the show

## Business to Business

- NMMA has distribution channels to reach:
  - Members (account for 80% of recreational marine sales)
    - Boat
    - Engine
    - Accessory
  - Exhibitors (All NMMA produced and owned boat and trade shows)

# NMMA.org



Together making boating the #1 choice in recreation!

[Login](#) | [Forgot Password?](#)

[Shows/Trade Events](#) [Certification](#) [Government](#) [Statistics](#) [Membership](#) [Press Room](#) [About Us](#)

search

## Boating boosts U.S. economy

Recreational Boating generates more than \$30 billion in sales and services annually.



### Quick Links:

- [Job Mart](#)
- [Payments](#)
- [NMMA Canada](#)
- [Discover Boating](#)
- [Grow Boating](#)
- [Boatshows.com](#)

160 x 600  
banner ad

## About National Marine Manufacturers Association

NMMA is dedicated to creating, promoting and protecting an environment where members can achieve financial success through excellence in manufacturing, in selling, and in servicing their customers.

### News Feed:



**Ten Products Honored For Innovation at 2010 Miami International Boat Show** - 2/11/2010 10:00:00 PM



**Discover Boating Launches National Video Campaign Created by Boaters** - 2/8/2010 5:35:22 PM



**NMMA Calls On President Obama to Clarify Boating Comment, Invites President to Tour Boat Factory** - 2/3/2010 3:59:23 PM



**Report: Manufacturing Vital to Economic Growth but Faces Hefty Challenges** - 1/28/2010 8:30:00 AM



**2010 NMMA Boat Shows Attract Buying Crowds** - 1/27/2010 9:41:48 AM



[subscribe to news feed](#) | [view archives](#)

### Upcoming Events:

#### Northwest Sportshow

Mar. 24-28, 2010

#### Tampa Boat Show

Sept. 10-12, 2010

#### Toronto In-Water Boat Show

Sept. 16-19, 2010

#### Norwalk Boat Show

Sept. 23-26, 2010

#### Nashville Boat & Sport Show

Jan. 5-9, 2011

[View Full Calendar »](#)

125 x 125  
banner ad

125 x 125  
banner ad

## National Marine Manufacturers Association's Website.

Site provides members and those interested in the recreational marine industry information about:

- Government Relations
- Industry Research and Statistics
- Boat Shows
- Plus many Member Benefits

- 10000 unique monthly visitors
- 42000 monthly Impressions

Banner sizes include:

125x125

160x600

NMMA members have priority status and special pricing

# Boat Show Sites

106th Annual  
**NEW YORK BOAT SHOW**  
January 20-24, 2010 • Jacob Javits Convention Center

BUY TICKETS NOW

SHOW INFO | HIGHLIGHTS | EXHIBITORS & PRODUCTS | TICKETS | CONTACT | FOR EXHIBITORS/PRESS

Pre-Shop The Show:  
Search by brand, model & more!

Click here to get started »

Like 32 people like this.

FOLLOW ME ON [twitter](#)

Check out videos from the show!

**NEW DATES! NEW FORMAT!**  
Still the best place to BUY!  
Celebrating our 105th anniversary with a return to our traditional dates, a new 5-day format and the best deals of the season on boats and marine gear!

**Show Sweepstakes—Enter to Win**  
Don't miss your chance to win great prizes, including a \$250 show shopping spree! [Get details and enter sweepstakes here »](#)

ISLANDS NTDTV Salt Water SPORTSMAN Yacht

Quick Links:  
[Show hours/admission »](#)  
[Features »](#)  
[Contests & Giveaways »](#)  
[Tips For Green Boating »](#)  
[Sign up for Show Updates »](#)  
[Parking »](#)

BECOME AN EXHIBITOR

SPERRY TOP-SIDER  
ASV

Check out the newest devices, including the Motorola Droid! verizonwireless

National Marine Manufacturers Association  
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[Customer Privacy Policy](#)

## NMMA Boat Show Ad Network

Network consists of 17 NMMA owned and operated shows and Boatshows.com. Network includes Miami International Boat show site.

Websites serve 60 Million impressions per year – all ads are sold for winter and fall seasons. Subject to restrictions

Banner ads include these sizes:

728x90

120x600

215x60

**NEW ENGLAND BOAT SHOW**

click here to close window and return to boat show site

Search Boats:

Boat Type: All

Make: Bayliner

Model Name: 2008 Triton 20X2 DC

Model Year: No limit

Length: No limit

Price: \$15,000 to \$40,000

Your Zip Code:

Search Radius: No limit

Submit

2008 Triton 20X2 DC

For Sale by: Greenbriar, NC  
Boat Number: 1-228-1871-708  
Type: New  
Dealer: Dealer (unlimited NC) (Dealer Website) (Contact Dealer)  
Price: **Regretful Price**  
Bank # 1-228-1871-708, 302, 304, 306, 308, 310, 312, 314, & 316

Overview:

Cardinalwood East Marine Club  
Phone: 1-228-1871-708  
Email: [cardinalwood@cardinalwood.com](mailto:cardinalwood@cardinalwood.com)  
Website: <http://www.cardinalwood.com>

Details:

- Hull Material: Fiberglass
- Top: Teak Plating Deck
- Stock # 1-228-1871-708

Engine:

2008 Mercury  
Fuel Type: Gasoline

AD: 120x600



# Consumer Newsletters

[View as a webpage](#) | [View on a mobile device](#)



## NMMA Consumer Emails

NMMA promotes all boats shows with 5 consumer emails per show. The total number of emails sent per season will be 1 million.

Only two 468x60 banners will be sold for \$10,000 per banner. Placements to be rotated evenly throughout year.

### PRAESENT DAPIBUS DUI

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AD: 468 x 60

### SUSPENDISSE BLANDIT ORNARE PEDE

share this: [Twitter](#) [Facebook](#) [Email](#)

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- Donec aliquam felis sed quam. Pellentesque viverra. [click here](#)
- Sed viverra turpis vitae erat. Mauris lorem mi. [click here](#)
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AD: 468 x 60

To ensure delivery to your inbox, please add [discoverboating@nmma.org](mailto:discoverboating@nmma.org) to your address book.

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National Marine Manufacturers Association, 231 S. LaSalle St., Suite 2050, Chicago, IL 60604

# Exhibitor Newsletters

## NMMA Exhibitor Emails

NMMA will send a minimum of 300,000 emails to exhibitors for its winter and fall seasons.

Banner ad sizes available

120x600 = \$3000

468x60 = \$2500

View as a webpage | View on a mobile device



[Renewals](#) | [Exhibitor Kit](#) | [Promotional Materials](#)

### Praesent dapibus dui

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AD:  
120 x 600

AD: 468 x 60

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AD: 468 x 60

### Tampa Boat Show Team

Larry Berzeman, Show Manager	954.441.3227
Scott Schen, Exhibitor Relationship Manager, Bulk Space & In-Water	954.441.3242
Theresa MacLellan, Exhibitor Relationship Manager, Booth Space	954.441.3228
Charles Ball, Exhibitor Relationship Manager, In-Water Brokerage	954.441.3234
Debbie MacLellan, Operations	954.441.3233
Wendy A. Berzeman, Show Administrator	954.441.3226

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National Marine Manufacturers Association, 211 S. LaSalle St., Suite 2050, Chicago, IL 60604

View as a webpage | View on a mobile device



[Renewals](#) | [Exhibitor Kit](#) | [Promotional Materials](#)

### Aenean tempus metus pretium dui

August 14, 2010

share this: [Facebook](#) [Twitter](#) [LinkedIn](#)

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AD:  
120 x 600

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National Marine Manufacturers Association, 211 S. LaSalle St., Suite 2050, Chicago, IL 60604

# Washington Wave Newsletters



## Washington Wave Newsletters

This popular newsletter keeps the marine industry up to speed on all the happenings in our nation's capital. The audience is the top decision makers in the recreational boating industry.

Newsletter is distributed bi-weekly to 2000 industry leaders.

Banner positions available

120x600

468x60



# NMMA Currents

## ADVERTISING OPTIONS

### A LEADERBOARD

Purchasing the Leaderboard position in the NMMA Currents provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px-by-90 px.

File formats: JPEG, animated GIF

Maximum file size: 120k

### B SKYSCRAPER

Skyscraper ads in NMMA Currents are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-600 px.

File formats: JPEG, animated GIF

Maximum file size: 150k

### B1 HALF-SKYSCRAPER

Half: 120 px-by-300 px.

Half: 75k

### C TOP TRADITIONAL BANNER

#### C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of NMMA Currents.

Dimensions: 468 px-by-60 px.

File formats: JPEG, animated GIF

Maximum file size: 50k

### D PRODUCT SHOWCASE

The marine manufacturing industry is constantly changing. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px-by-125 px.

File format: JPEG

Maximum file size: 20k

### E CALLOUT TEXT ADS

Integrated into the look and feel of the NMMA Currents, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

### F TRADITIONAL TEXT ADS

Leverage the power of words by purchasing a traditional text ad to drive traffic to your Web site. Text ads should be no more than 15 words with a short, five-word headline.

NMMA Currents provides weekly news and information to 4,000 Recreational Boat Industry Professionals Nationwide.

We offer a variety of traditional ad space and product showcases to fit your company's needs.

For further information or to advertise in Currents, please contact:

Jonathan Berger,  
Director of Advertising Sales  
MultiBriefs.

469.420.2633

Sample provided is representative of ad specifications only and does not necessarily depict placement within the news brief.

