

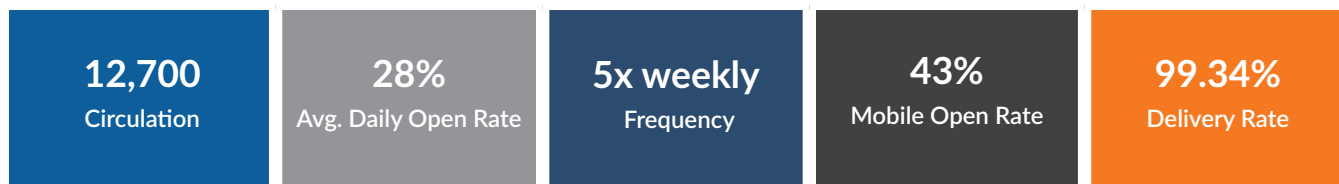


## CURRENTS & NMMA.ORG

EXCLUSIVELY FOR MEMBERS OF THE NATIONAL MARINE  
MANUFACTURERS ASSOCIATION



### NMMA CURRENTS BY THE NUMBERS



## THE NATIONAL MARINE MANUFACTURERS ASSOCIATION

### ABOUT NMMA

The National Marine Manufacturers Association (NMMA) is the nation's leading trade association representing boat, marine engine and accessory manufacturers. Collectively, NMMA members manufacture an estimated 80 percent of marine products used in North America.

NMMA is a unifying force and powerful voice for the recreational boating industry, working to strengthen and grow boating and protect the interests of its member companies.

As the industry's largest trade association, NMMA leverages the strength of its membership to provide a strong voice of leadership for the industry, representing recreational boating to policymakers, the media and the public.

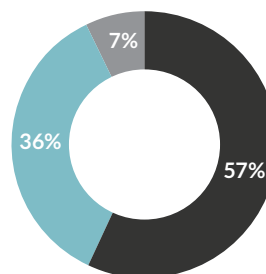
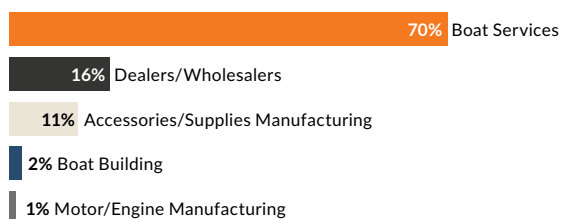
### ABOUT CURRENTS

An exclusive member benefit, *Currents* is delivered to more than 12,700 recreational marine professionals each weekday morning. The recipient list is provided directly by NMMA, ensuring you reach only members or affiliates in good standing with the association.

The briefing summarizes key media coverage of boating and marine industry news from television, radio, and print over the previous 24 hours. Sections in the briefing include *Industry News*, *Leading Economic* and *Policy News*.

### STATISTICS

#### RECREATIONAL BOATING BUSINESSES IN THE US

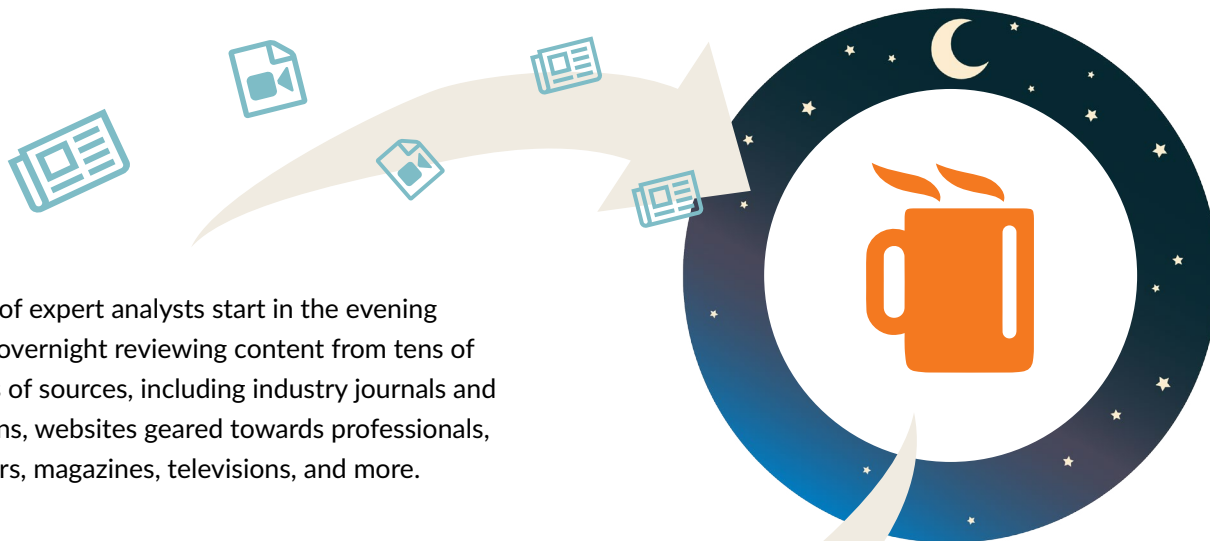


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- **25% minimum share of voice** — prominent rotating ad units. Ask us about 100% share of voice opportunities
- Exclusive delivery to more than **12,700 qualified NMMA members and affiliates**
- NMMA association branded
- **Animated GIF's and custom content accepted** at no additional cost
- **Responsive email design** — easily displays across platforms



Our team of expert analysts start in the evening and work overnight reviewing content from tens of thousands of sources, including industry journals and publications, websites geared towards professionals, newspapers, magazines, televisions, and more.







We then deliver fully customized briefings to NMMA members and affiliates-only readership first thing in the morning, strengthening professional decision-making by providing a comprehensive view of the key information impacting NMMA members' professional lives.

Each weekday morning by 8AM ET, the final edition of *Currents* is delivered directly to NMMA members in good standing.

[Click here to view sample briefing](#)



## NMMA CURRENTS AD POSITIONING

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You're the industry's most effective advocate. Learn why you should attend. [Learn More](#)



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Learn about the issues we are working on to protect the recreational boating industry. [Learn More](#)

## 728 x 90

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## ABOUT NMMA.ORG

NMMA.org is the official website of the National Marine Manufacturers Association, and it acts as a constantly-updated repository for key statistics, issues and events that matter to NMMA members. With sections for members only, a listing of shows and trade events, tips and tools for driving the business of recreational marine manufacturing, and an updated listing of government relations issues, the website is an invaluable tool for empowering NMMA members and a strong platform for marine industry advocacy.

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NMMA MEMBERS RECEIVE **20% DISCOUNT** ON AD BUYS.

NMMA CURRENTS RATES

FREQUENCY	NMMA MEMBER	NON-MEMBER
Base Rate	\$400.00	\$500.00
10-25	\$360.00	\$450.00
26-51	\$320.00	\$400.00
52+	\$240.00	\$300.00

CURRENTS LEADING THE NEWS SPONSORSHIP PACKAGES

FREQUENCY	NMMA MEMBER	NON-MEMBER
13 Weeks	\$4,000.00	\$5,000.00
26 Weeks	\$6,400.00	\$8,000.00
52 Weeks	\$10,000.00	\$12,500.00

SPECIAL MONTHLY STATISTICS EDITION

FREQUENCY	NMMA MEMBER	NON-MEMBER
1X	\$900.00	\$1,125.00
3X	\$2,400.00	\$3,000.00
6X	\$4,200.00	\$5,250.00
9X	\$5,400.00	\$6,750.00
12X	\$5,760.00	\$7,200.00

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FREQUENCY	NMMA MEMBER	NON-MEMBER
10 Days	\$280.00	\$350.00
20 Days	\$520.00	\$650.00
30 Days	\$640.00	\$800.00

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100-199k	\$18.00	\$22.50
200-299k	\$15.00	\$20.00
300k+	\$13.60	\$17.00

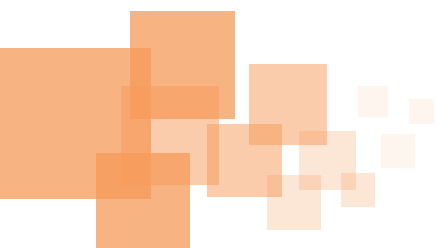
NMMA.ORG - PREMIUM RATES

IMPRESSIONS	MEMBER CPM	NON-MEMBER CPM
50-99k	\$25.00	\$31.25
100-199k	\$22.50	\$28.13
200-299k	\$20.00	\$25.00
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