

REACH RECREATIONAL MARINE PROFESSIONALS

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WHY 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. Marketing professionals can reach and engage these decision makers with a targeted, measurable digital campaign.

NMMA Currents

11,800**31%****36%****99.74%****5x Weekly****Circulation****Gross Open Rate****Mobile Open Rate****Delivery Rate****Frequency**

ABOUT

An exclusive member benefit, NMMA Currents is delivered to nearly 12,000 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, print and other sources over the previous 24 hours.

RECREATIONAL BOATING BUSINESSES IN THE U.S.

70% Boat Services**2%** Boat Building**16%** Dealers/Wholesalers**1%** Motor/Engine Manufacturing**11%** Accessories/Supplies
Manufacturing

OPENS BY PLATFORM



FEATURED SECTIONS

Featured Industry News

Leading Economic and Policy News

Manufacturing News

NMMA CURRENTS

Shows | Certification | Government | Statistics | International | Membership

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FEATURED INDUSTRY NEWS

POSITION 1

LEADING ECONOMIC AND POLICY NEWS

POSITION 2

POSITION 3

PREVIOUS TOP STORIES

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NMMA MARKETPLACE CLASSIFIED

NMMA Currents is a digest of the most important news selected from thousands of sources by the editors of Bulletin Media. The presence of such advertising does not endorse, or imply endorsement of, any products or services by the National Marine Manufacturers Association.

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Send any questions or feedback about NMMA Currents to nmmail@nmma.org. For information about other member benefits, please contact NMMA Member Service Center by sending an email to members@nmma.org. Click [here](#) to unsubscribe from Currents.

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BENEFITS OF ADVERTISING WITH NMMA CURRENTS



Exclusive Delivery

Exclusive delivery to nearly 12,000 qualified NMMA members and affiliates.



Dynamic and Custom Content

Animated GIFs and custom content accepted at no additional cost.



Responsive Email Design

Easily displays across platforms.



33.3% Minimum Share of Voice

Prominent rotating ad units. Ask us about 100% share of voice opportunities.



NMMA Association Branded

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NMMA Currents

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Ad size and location are flexible.

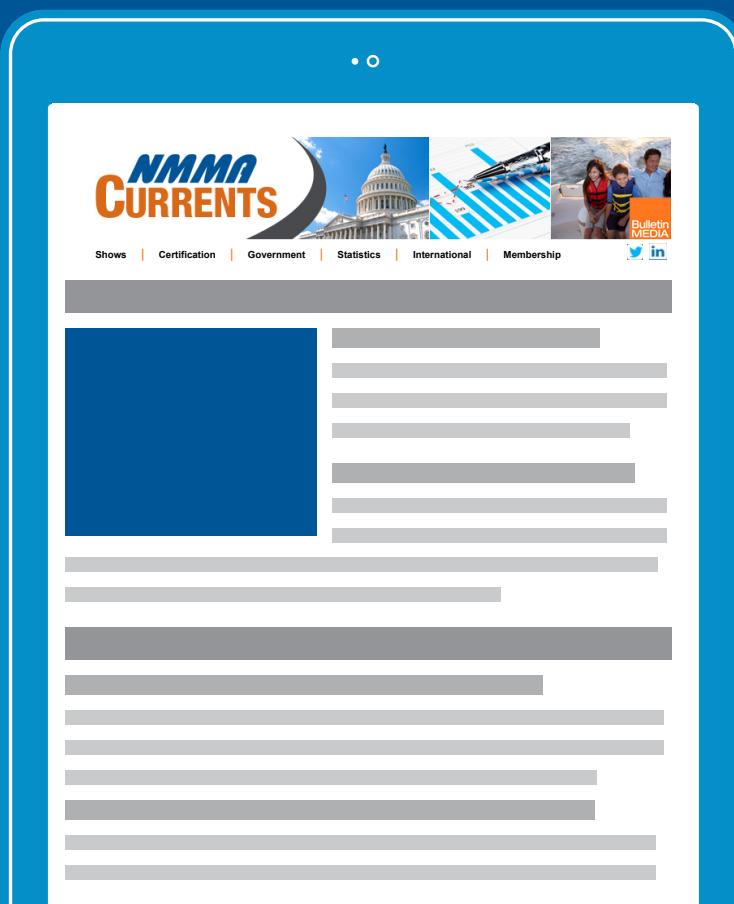
Bulletin Media's Process

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 *NMMA Currents* is delivered directly to NMMA members in good standing.

Click to View Sample of
NMMA Currents



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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The screenshot displays the NMMA.org homepage. At the top, there's a navigation bar with links for About, Grow Boating, Career Network, News, and Login/Join. Social media icons for LinkedIn and Twitter are also present. A large banner image shows a boat on water. Below the banner, a "Become a Member" button is visible, along with a callout for protecting and promoting recreational boating. The main content area features several news and resource sections:

- Call for Nominations: 2017 Presidential Green Chemistry Challenge Awards**: A section about the EPA's call for nominations.
- Boat Building Forecasts Indicate Growth through 2019, New Report Available**: A section about the 2016 ITR Economics Forecast for Boat Building Production.
- Correct Craft Companies Celebrate Manufacturing Day**: A section about Correct Craft companies hosting local students.
- All News**: A link to view all news articles.
- Restore the Miami Stadium**: A section about the effort to restore the Miami Marine Stadium as a world-class concert and events venue.
- Economic Impact Infographics**: A section about downloadables showing the economic impact of the recreational boating industry.
- Issue Tracker**: A section about issues the industry is working on to protect the recreational boating industry.

At the bottom of the page, there are footer links for Membership, Statistics, Government Relations, Certification, Shows/Trade Events, International, and News. There are also links for Join, Press Kit, Current Newsletter, and Contact. The footer includes the National Marine Manufacturers Association logo, address, and social media links. A 728x90 ad placeholder is shown at the bottom.

Pricing for NMMA Currents and NMMA.org

NMMA members receive **20% discount** on ad buys.

NMMA CURRENTS RATES

FREQUENCY	MEMBER	NON-MEMBER
Base Rate	\$400	\$500
10-25	\$360	\$450
26-51	\$320	\$400
52+	\$240	\$300

MARKETPLACE CLASSIFIED

FREQUENCY	MEMBER	NON-MEMBER
10 Days	\$200	\$250
20 Days	\$360	\$450
30 Days	\$480	\$600

LEADING THE NEWS SPONSORSHIP PACKAGES

FREQUENCY	MEMBER	NON-MEMBER
13 Weeks	\$4,000	\$5,000
26 Weeks	\$6,400	\$8,000
52 Weeks	\$10,000	\$12,500

SPECIAL MONTHLY STATISTICS EDITION

FREQUENCY	MEMBER	NON-MEMBER
1X	\$900	\$1,125
3X	\$2,400	\$3,000
6X	\$4,200	\$5,250
9X	\$5,400	\$6,750
12X	\$5,760	\$7,200

NMMA.ORG RUN-OF-SITE RATES

IMPRESSIONS	MEMBER CPM	NON-MEMBER CPM
50-99k	\$20	\$25
100-199k	\$18	\$22.50
200-299k	\$15	\$20
300k+	\$13.60	\$17

NMMA.ORG PREMIUM RATES

IMPRESSIONS	MEMBER CPM	NON-MEMBER CPM
50-99k	\$25	\$31.25
100-199k	\$22.50	\$28.13
200-299k	\$20	\$25
300k+	\$17	\$21.25

Combine the *NMMA Currents* banner program with NMMA.org

and receive an additional **10% discount**.

All costs are net.



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