



Digital Advertising & Retargeting: Pre and/or Post-show advertising

Advertise to potential attendees before they set foot in the 2020 Seattle Boat Show using our Digital Advertising & Retargeting Program & accelerate your event ROI. Our attendee advertising system serves your online ads to people interested in the Seattle Boat Show! These internet users include past visitors of seattleboatshow.com, Seattle Boat Show social media accounts, past attendees of the Seattle Boat Show, and Pacific Northwest boaters, 2-4 weeks before the Show, giving you a competitive advantage! **A proven method to generate more booth traffic, increase sales leads, and brand awareness!**

Find the right package for you on the next page.



Boaters go to
SeattleBoatShow.com and
social media accounts, to
research the event.



Our tracking code
kicks in when they
visit the event site.



Your ad is served to
them as they browse
the web, Facebook,
Instagram, and
YouTube

Examples:

There is the perfect boat for everyone

Enjoy a Barletta Boat for as low as *\$323.58/ month

*OAC. Tax, title & license included. Payments are approximate and based on 20% down payment, 6.99% interest rate and 180 month term. Subject to credit approval.

SEAKEEPER

Eliminate Boat Roll
Take a Ride. Be Amazed.

SEATTLE BOAT SHOW INDOORS + AFLOAT

SCHEDULE YOUR PRIVATE VIEWING + FREE TICKETS

UNION MARINE

SCHEDULE NOW

West Marine

Visit us at the Seattle Boat Show

Shop Now

West Hall Booth #13

When You Want the Best.

Booth 1115, Seattle Boat Show

Basta Boatlifts

SEATTLE WATER SPORTS 25TH ANNIVERSARY

Special Invitation

SEATTLE BOAT SHOW INDOORS + AFLOAT

VIP Experience
Complimentary Seattle Boat Show Tickets
Special Gift & Automatically Entered to WIN \$2500*

RSVP



Digital Retargeting: Pre-show Advertising

Audience Accelerator Programs

Designed to deliver your message to potential attendees 3-4 weeks before show opening and throughout the entire event. These programs will reach attendees on Facebook, Instagram, YouTube, and with Banner ads on sites like CNN or Seattle Times. **76% of event attendees arrive at shows with a list of exhibitors that they want to visit** and/or a general idea of topics they would like to research. This is your chance to stand out from the competition and ensure your name is on their list!

Facebook/Instagram

Banner

Cost	CPM	Impressions	Cost	CPM	Impressions
\$4,500	\$30	150,000	\$4,500	\$20	225,000
\$3,750	\$34	110,000	\$3,750	\$24	156,000
\$2,975	\$39	76,000	\$2,950	\$28	105,000
\$2,150	\$43	50,000	\$2,150	\$33	65,000

Video

Cost	CPM	Impressions
\$6,000	\$50	120,000
\$4,500	\$55	82,000
\$3,000	\$60	50,000

ORDER FORM

Facebook/Instagram Programs - ads specifically on Facebook and Instagram

_____ \$4,500 @ \$30/CPM = 150,000 impressions

_____ \$3,750 @ \$34/CPM = 110,000 impressions

_____ \$2,975 @ \$39/CPM = 76,000 impressions

_____ \$2,150 @ \$43/CPM = 50,000 impressions

Banner Programs - ads placed all over the internet

_____ \$6,000 @ \$20/CPM = 300,000 impressions

_____ \$4,500 @ \$22/CPM = 205,000 impressions

_____ \$3,750 @ \$24/CPM = 156,000 impressions

_____ \$2,950 @ \$28/CPM = 105,000 impressions

_____ \$2,150 @ \$33/CPM = 65,000 impressions

Video Programs - Ads on Facebook and YouTube

_____ \$6,000 @ \$50/CPM = 120,000 impressions

_____ \$4,500 @ \$55/CPM = 82,000 impressions

_____ \$3,000 @ \$60/CPM = 50,000 impressions

_____ **ORDER TOTAL**

CONTACT INFO:

Full Name: _____ Company Name: _____

Contact phone: _____ Contact Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

PAYMENT INFO:

Send Checks To

Northwest Marine Trade Association

1900 N. Northlake Way, Suite 233

Seattle, WA 98103

In the event that all promised ad impressions are not delivered pre-show, ad impressions will be delivered post-show. Advertiser is responsible to respond to ad creative needs within 36 hours of the sent communication. In the event that no communication is received Seattle Boat Show reserves the right to automatically approve creative to advance the project. Payment must be received in full before campaign work can start.

Order Logistics

Seattle Boat Show Contact:

Karsten McIntosh, Karsten@nmta.net, 206-634-0911

Ad Specifications

Banner Ads: Most popular (MUST INCLUDE THESE): 300x250 (medium rectangle) , 728x90 (leaderboard), 160x600 (wide skyscraper) , 320x50 (mobile leaderboard), 300x600 (half page), 970x250 (billboard). Additional supported sizes if you'd like to include: 468x60, 180x150, 336x280, 120x600, 120x240, 125x125, 180x60, 250x250, 120x60, 200x200, 300x100, 645x60, Max file size: 150KB. File Type: JPG, PNG (non-animated). GIF (up to 30 seconds, 15-20fps, no looping). Any ads with a white or black background are required to have a 1 px border of a distinguishing color. No redirect URLs accepted.

Facebook Ads: 1080 x 1080 (square – preferred) and/or 1200 x 628. Text: 90 characters, headline: 25 characters, link description: 30 characters. Format: PNG. Advertiser access to your Facebook Account is required.

Images can only include 20% Text. Please check your image(s) via the Facebook Text Overlay Tool if you are unsure if you have too much text at: tinyurl.com/sbsadchecker

Video Ads: Provide the video file. Also, a link to the ad on YouTube if you have it. Recommended length is 15-30 seconds, if you have both :15 and :30 versions, please include both. Format: .MOV or .MP4, Aspect Ratio: 16:9 (Youtube & Facebook) and/or 1:1 (Facebook).

Notes:

****Please provide a landing page link for prospects to go to when they click on your ads!***

- *In general, the more ad size options you can provide means potentially more ad placements, which could mean better performance or value for you.*
- We will do our best to serve your ads to previous visitors of SeattleBoatShow.com, social media accounts, and previous attendees, but available inventory and costs change often. In the event of insufficient inventory available, price surges, or if we find an audience that we think will respond particularly well to our ads, we could also serve some of your ads to other pre-qualified boater audiences that we believe would be interested in your business. In doing this, it allows us to compare data and most efficiently spread out your buy to give you the most value for your chosen package.

Campaign Details

- All ad creative, landing pages, messaging must be received or approved by January 3, 2020.
- Campaign flight dates 1-10-2020 to 2-1-2020.