



# Digital Advertising & Retargeting:

Before, During, and After the Show

Advertise to potential attendees before, during, or after they set foot in the 2023 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, NMTA events & organizations, or interests of your choice such as BOATING! These internet users include past visitors of [seattleboatshow.com](http://seattleboatshow.com) and [anacortesboatandyachtshow.com](http://anacortesboatandyachtshow.com), NMTA social media account followers including Seattle Boat Show & Anacortes Boat & Yacht Show, past attendees of NMTA events including the Seattle Boat Show, Anacortes Boat & Yacht Show, and NW Fishing Derby Series, and Pacific Northwest boaters. **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](http://SeattleBoatShow.com) and social media accounts, to research the event.



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



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.

[Learn More](#)

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 25<sup>TH</sup> ANNIVERSARY

Special Invitation

SEATTLE BOAT SHOW INDOORS + AFLOAT

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

RSVP

\*Winning odds 1 in 100,000. Winner selected by random drawing. Void where prohibited.

## Audience Accelerator Programs

Designed to deliver your message to boating enthusiasts and potential attendees 3-4 weeks before show opening or sooner and throughout the entire event, or after to keep your brand top of mind! These programs reach boaters on Facebook and Instagram and on websites like CNN and *The Seattle Times*, as well as YouTube. **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!

### Facebook/Instagram

### Banner

Cost	CPM	Impressions	Cost	CPM	Impressions
\$4,950+	\$28		\$6,000+	\$18	
\$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
\$2,400	\$43	55,000	\$2,400	\$33	72,000

### Video

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



Booth #2111  
Come see us at the **Seattle Boat Show**  
Member FDIC  
Peoples Bank  
SEE OUR MARINE LOAN RATES



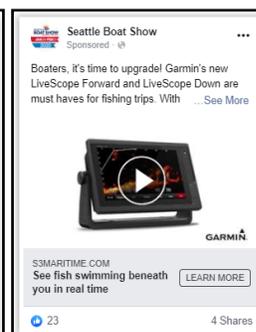
**SPARTAN™**  
BY BRUNSWICK  
OFFERED EXCLUSIVELY AT Bass Pro Shops Cabela's BOATING CENTER  
COME SEE US AT THE **SEATTLE BOAT SHOW 2020**  
THE YEAR OF THE BOAT  
LEARN MORE



**ENTER TO WIN**  
FREE Freshwater Moorage for 10-days this summer!  
FISHERMEN'S TERMINAL  
Plus! All drawing entries receive \$50 off summer moorage.



Seattle Boat Show Sponsored  
Visit Car Toys in Booth #701 at this year's Show for all the hottest marine audio gear you'll need to upgrade your boat and make a splash.  
CAR-TOYS  
CARTOYS.COM Visit Car Toys (Booth #701) at the Seattle Boat Show! LEARN MORE



Seattle Boat Show Sponsored  
Boaters, it's time to upgrade! Garmin's new LiveScope Forward and LiveScope Down are must haves for fishing trips. With ... See More  
GARMIN  
SMARTIME.COM See fish swimming beneath you in real time LEARN MORE  
23 4 Shares



**BASTA** Boat Lifts  
When You Want the Best  
Seattle Boat Show Booth #1115

# ORDER FORM

**Facebook/Instagram Programs** - ads specifically on Facebook and Instagram

\_\_\_\_\_ \$4,950+ @ \$28/CPM = Dependent on Budget  
\_\_\_\_\_ \$4,500 @ \$30/CPM = 150,000 impressions  
\_\_\_\_\_ \$3,750 @ \$34/CPM = 110,000 impressions  
\_\_\_\_\_ \$2,975 @ \$39/CPM = 76,000 impressions  
\_\_\_\_\_ \$2,400 @ \$43/CPM = 55,000 impressions

**Video Programs** - Ads on Facebook and/or YouTube

\_\_\_\_\_ \$6,000 @ \$50/CPM = 120,000 impressions  
\_\_\_\_\_ \$4,500 @ \$55/CPM = 82,000 impressions

**Banner Programs** - ads placed all over the internet

\_\_\_\_\_ \$6,000+ @ \$18/CPM = Dependent on Budget  
\_\_\_\_\_ \$4,500 @ \$20/CPM = 225,000 impressions  
\_\_\_\_\_ \$3,750 @ \$24/CPM = 156,000 impressions  
\_\_\_\_\_ \$2,950 @ \$28/CPM = 105,000 impressions  
\_\_\_\_\_ \$2,400 @ \$33/CPM = 72,000 impressions

**Ad Creation & Landing Pages**

\_\_\_\_\_ Ad Creative (We'll make your ads for you) - \$500  
\_\_\_\_\_ SBS.com Landing Page (We'll create a landing page at SeattleBoatShow.com for your ads to go to) - \$300  
\_\_\_\_\_ Other Landing Page (We'll create a landing page at a new URL for your ads to go to) - \$700

\_\_\_\_\_ **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 48 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

## Ad Specifications

**Banner Ads:** **Sizes:** 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 can include: 468x60 (Banner), 180x150( Small Rectangle), 336x280 (Large Rectangle), 200x200 (Mid Square), 250x250 (Square). In general, the more ad size options you can provide means potentially more ad placements, which could mean better performance or value for you. **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. **Landing Page Link:** You must provide us with a link for users to go to when they click on your ads. No redirect URLs accepted.

**IMPORTANT:** In order to be compliant with the advertising networks and current privacy laws:

1. All retargeting ads MUST also include the Seattle Boat Show logo which can be found at: [www.seattleboatshow.com/exhibit](http://www.seattleboatshow.com/exhibit)
2. All retargeting SBS ads must be an offer related to the Seattle Boat Show. Example: "Come see us at the Seattle Boat Show..."
3. Your Landing Page must have a Privacy Policy and either mention or feature the Seattle Boat Show logo.

**Facebook Ads:** **Image sizes:** 1080 x 1080 (square) and/or 1200 x 628. **Text Requirements:** Primary Text: 125 characters, Headline: 25 characters, Link Description: 30 characters. Generally, less text is better. **Format:** PNG. Advertiser access to your Facebook Account is required unless you want the ads to come from Seattle Boat Show Facebook account. Include up to 10 images/ads. **Landing Page Link:** You must provide us with a link for users to go to when they click on your ads. No redirect URLs accepted.

**IMPORTANT:** Your Landing Page must have a Privacy Policy and either mention or feature the Seattle Boat Show logo.

**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). **Landing Page Link:** You must provide us with a link for users to go to when they click on your ads. No redirect URLs accepted.

## **Are we making your ads or Landing Page?**

Please send us any images you'd like used, your company logo in a transparent PNG format, and any text ideas/headlines/information related to your offer. Please make sure you've selected Ad Creation on the order form.

## Campaign Details

All ad creative, landing pages and messaging must be received or approved by January 10, 2023 at the LATEST. The earlier you get us your ads, the sooner we can start your campaign and potentially the better value and performance your ads will have.

Campaign flight dates are 1-17-2023 to 2-11-2023, unless otherwise requested.

*Disclaimer: 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 well to your ads, we could also serve some of your ads to other boating 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.*