

DIGITAL ADVERTISING & RETARGETING



MAXIMIZE YOUR SEATTLE BOAT SHOW IMPACT!

Ready to stand out at the Seattle Boat Show? Our Digital Advertising & Retargeting Program is designed to make your presence unforgettable:

WHO WE REACH:

- Past Visitors of the Seattle Boat Show and Anacortes Boat & Yacht Show
- NMTA followers
- Previous NMTA event attendees
- Pacific Northwest boaters

WHY US?

- Proven results
- Strategic timing
- Broad reach (Facebook, Instagram, CNN, The Seattle Times, etc.)
- UNIQUE HYPERTARGETED AUDIENCES - the ONLY way to advertise to previous event attendees and interested consumers

76% OF ATTENDEES PREPARE:

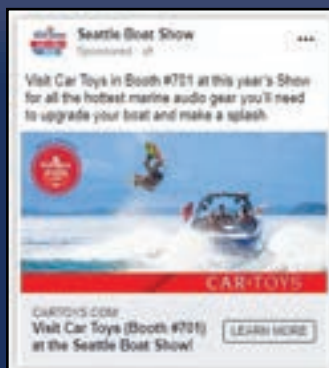
Most attendees come with a plan. Be part of it!

GET STARTED:

Don't miss the boat – choose your package now & make waves at the Seattle Boat Show!

FACEBOOK / INSTAGRAM ADVERTISING		
COST	CPM	IMPRESSIONS
\$4,950+	\$28	
\$4,500	\$30	150,000
\$3,750	\$34	110,000
\$2,975	\$39	76,000
\$2,400	\$43	55,000

DISPLAY ADVERTISING		
COST	CPM	IMPRESSIONS
\$6,000+	\$18	
\$4,500	\$20	225,000
\$3,750	\$24	156,000
\$2,950	\$28	105,000
\$2,400	\$33	72,000



CONTACT US TODAY FOR A PERSONALIZED DIGITAL ADVERTISING STRATEGY!



SOCIAL ADS

FACEBOOK & INSTAGRAM IMAGE ADS:

SIZES: 1:1 aspect ratio, 600x600 or greater and, 1.91:1 aspect ratio, 600x315 or greater

FILE TYPES: JPG, PNG (non-animated), and GIF (up to 30 seconds, 15–20 fps, no looping).

FILE SIZE: Up to 150KB.

CONTENT REQUIREMENTS: Title up to 25 characters, Description up to 125 characters, URL (w/optional UTM) up to 1,024 characters, Call to Action select from 12 CTAs provided, Link Description up to 25 characters, Display Link (optional), Up to 1024 characters

FACEBOOK & INSTAGRAM VIDEO ADS:

FILE TYPES: MP4 (recommended), MOV also supported, with H.264 Video Codec.

LENGTH: 1-120 seconds.

FILE SIZE: Up to 1GB.

ASPECT RATIO: 16:9 or 1:1.

CONTENT REQUIREMENTS: Title up to 25 characters, Description up to 125 characters, URL (w/optional UTM): Up to 1,024 characters, required, CTA: Choose from 12 options (defaults to "Learn More"), Link Description: Optional, up to 25 characters, Display Link: Optional, max 1,024 characters

FACEBOOK & INSTAGRAM CAROUSEL ADS:

SIZES: 460x460 for Facebook Carousel Ads, 600x600 for Instagram Carousel Ads.

FILE TYPES: JPG and PNG (non-animated).

CONTENT REQUIREMENTS: Number of Cards (2-5), titles up to 25 characters, descriptions up to 125 characters, optional 25-character link descriptions, & choose from 12 CTAs (default: "Learn More").

DISPLAY ADS:

SIZES: Various dimensions including 300x250, 160x600, 728x90, 300x600, 970x250, and 320x50.

FILE TYPES: JPG, PNG (non-animated), and GIF (up to 30 seconds, 15–20 fps, no looping).

FILE SIZE: Up to 150KB.

CONTENT REQUIREMENTS: Destination URL with UTM parameters (optional) (up to 1,024 characters).



MEDIUM RECTANGLE

300 x 250



WIDE SKYSCRAPER

160 x 600



LEADERBOARD

728 x 90



HALF PAGE

300 x 600



BILLBOARD

970 x 250



MOBILE LEADERBOARD

320 x 50

ORDER FORM

FACEBOOK/INSTAGRAM PROGRAMS

ADS SPECIFICALLY ON FACEBOOK & 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

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:

CONTACT INFO:

Full Name: _____ Company Name: _____

Contact Phone: _____ Contact Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

PAYMENT INFO:

PAY BY CREDIT CARD, (206) 634-0911 OR SEND CHECKS TO:

Northwest Marine Trade Association
1900 N. Northlake Way, Suite 233
Seattle, WA 98103

NOTE: In the event that all promised ad impressions are not delivered pre-show or during show, ad impressions will be delivered post-show. 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 products. Advertiser is responsible to respond to ad campaign 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 and audience selection to advance the campaign. Payment must be received in full before campaign work can start.