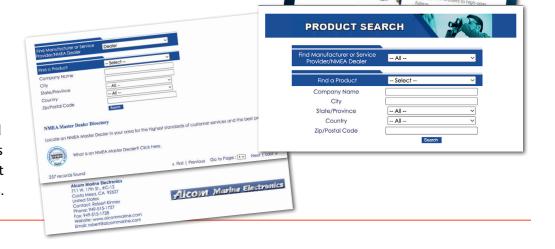




THE BOATER'S ONLINE MARINE ELECTRONICS RESOURCE

Boaters come to NMEAboater.com to find the hottest new electronics for their boats and to locate the best dealers, installers, and manufacturers in their areas.

NMEAboater.com relies on the most knowledgeable people in the world of marine electronics—National Marine Electronics Association's (NMEA) member manufacturers, dealers and installers, and the editor and writers of *MEJ*. These industry experts work together with NMEAboater.com to develop content that will make boat owners tech-savvy about their marine electronics.



our purpose

2024 www.NMEAboater.com

"A valuable addition to NMEA's family of opportunities... NMEA is committed to making NMEAboater.com the best online marine electronics resource for both recreational and commercial boat owners."

— Mark Reedenauer NMEA President & Executive Director

Best boating autopilots for

our rates & specs

2024 | www.NMEAboater.com

Sponsor All-in Package

\$5,880/yr

- Home page leaderboard ad at the top of the homepage.
- Medium rectangle ad, home page.
- Premium branding package with three featured products on the company listing and rotated onto the home page.
- Banner ad in 2 semi-monthly MEJ e-newsletters.

Platinum Player Package

\$3,480/yr

- Medium rectangle ad, home page.
- Premium branding package with three featured products on the company listing and rotated onto the home page.
- Banner ad in 2 semi-monthly MEJ e-newsletters.

Logo Branding Package

\$195/yr

In the Buyers' Guide listing for a manufacturer:

- Logo
- Full description
- Priority listing
- Three featured product photos and links

A la carte Quotation available

We can send a quotation for any marketing available on www.NMEAboater.com on an a la carte basis

- Homepage leaderboard
- Featured products, home page
- Medium rectangle, home page
- Sponsored content in digital MEJ e-newsletter
- Banner ad in digital MEJ e-newsletter



MEJ e-newsletter

Marketing opportunities available:

Sponsored content \$550/issue
Leaderboard \$650/issue
Sponsorship \$900/issue

Website Advertising Specs

| | Ad Type | Dimensions |
|--|---------------------|--------------------------|
| | Leaderboard | 728 (w) x 90 (h) pixels |
| | Half Page | 300 (w) x 600 (h) pixels |
| | Medium Rectangle | 300 (w) x 600 (h) pixels |

File Formats:

Gif and jpg formats accepted. Maximum file size: 40 KB

Hot Products Photos:

Please supply for each of three product photos:

- Size: 256 pixels (w) x 180 pixels (h)
- Name of product and model number
- File size: no more than 40 KB
- URL to your website for each product

Marketing Inquiries and Digital Materials to:

Ray Clark, Sales Director mejadvertising@gmail.com Tel: 1–401–447–1506