

KVH ONE Wi-Fi Cellular Satellite Learn More



2024 Advertising rates & specs



2024 MEDIA GUIDE



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

www.NMEaboater.com

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:

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