

SEAMANSHIP TRAINING

REACH 7,600

BOATERS AND BOATING ENTHUSIASTS

EVERY WEEK

MEDIA KIT



ABA
American Boating
Association

AD RATES & SPECS

Prices are for participation in 13 emails to 7,600 boaters and boating enthusiasts. (one 90 day cycle)



Leaderboard/Lower Leaderboard
\$3500/\$3250

Image Dimensions **728x90**
580x70 File Format **JPEG** Max File Size **40k**



Top/Bottom Banner
\$3000/\$2750

Image Dimensions **468x60** File Format **JPEG** Max File Size **40k**



Top/Bottom Skyscraper
\$3000/\$2750

Image Dimensions **120x600** File Format **JPEG** Max File Size **40k**



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG**



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Featured Company
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG**

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SEAMANSHIP TRAINING, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO BOATERS AND BOATING ENTHUSIASTS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of boaters, boating enthusiasts and fisherman from across the nation, the SEAMANSHIP TRAINING keeps enthusiasts informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the boating industry.

Seamanship Training
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN SEAMANSHIP TRAINING:



CREDIBLE SOURCE

For 15 years, our members have turned to the association as the informational authority of the industry. Advertising in SEAMANSHIP TRAINING solidifies your place among weekly information provided to ABANET members.



TARGETED DISTRIBUTION

Advertising in SEAMANSHIP TRAINING allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to SEAMANSHIP TRAINING have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, SEAMANSHIP TRAINING ensures your ad will be seen every week by our 7,600 subscribers.



AFFORDABLE

Advertising in SEAMANSHIP TRAINING is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of SEAMANSHIP TRAINING has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in SEAMANSHIP TRAINING.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.