

NMMA CURRENTS

REACH

4,000

MARINE MANUFACTURERS

EVERY WEEK

MEDIA KIT





NMMA NEWS

NMMA to sell Toronto International Boat Show
 The National Marine Manufacturers Association announced the completion of an agreement to sell the Toronto International Boat Show to Canadian Boat Shows, Inc. The sale is expected to be finalized on March 31. [MORE](#)

Dammrich appointed to U.S. Sport Fishing & Boating Partnership Council
 Thom Dammrich, President of the National Marine Manufacturers Association, was appointed to the U.S. Fish and Wildlife Service's Sport Fishing and Boating Partnership Council by Secretary of the Interior Ken Salazar. Created in 1993, the advisory panel counsels the Secretary on nationally significant recreational fishing, boating and aquatic resource conservation issues. [MORE](#)



OTHER NEWS OF INTEREST

15 sites for promoting your business locally
 Entrepreneur Share There's no question that consumers are using the internet to navigate their way to local brick-and-mortar retailers. A recent study by ROI Research Inc. and Performics shows that online searches influence 20 to 30 percent of purchases made at retail locations—and that number is only increasing. [MORE](#)

How to gain customer loyalty
 Promotion World Share In an economy that is still trying to make a comeback, everyone is tightening their spending habits—on a personal and professional level. For marketers it is our job to find new ways to reach our audience, but find an economical way to do so. [MORE](#)

When It's Done Right It's Golden!
 Golden Boat Lifts is committed to supplying boat lifts that are safe, good looking, dependable and easy to operate. Golden Boat Lifts uses modern methods and technology, backed by twenty-eight years of manufacturing experience. [MORE](#)

For stores, is green the new invisible?
 Marketing Daily Share We have to wonder: Will consumers become deaf to these efforts, just as they tune out the jingle bells? Are they confused by green messages from retailers who are as likely to sell toxic, bad-for-the-earth goods as organic raspberries or hemp nighties? Or do they expect it, as their environmental concerns increasingly affect their shopping habits? [MORE](#)

Get ready to pull the trigger
 Marketing Daily Share A trigger e-mail program gives you the power to send your customers the right message at the precise moment they are most likely to act on it. [MORE](#)



How to start each day motivated
 Entrepreneur Share Here's an unusual piece of business advice: Set yourself on fire every day. The life of an entrepreneur is full of ups and downs. One day things are exciting; the next we have to face a new hassle. On a movie set, the actors would say "It's let the air out of our day." In other words, the fire is out and the passion is gone. [MORE](#)

Shoppers come alive: March sales improve
 Marketing Daily Share Consumers marched into recovery mode last month, cheered by sunny skies and an earlier-than-usual Easter, with many stores posting double-digit sales gains. While it's true that those results are based off extremely weak results from the prior year and that the timing of Easter will likely suck some of the fun out of April results, they are still better than most observers expected. [MORE](#)

PRODUCT SHOWCASES

<p>Electronic Diesel Generators</p> <p>The wave of the future, Westerbeke D-NET™ electronic generators are offered with standard Westerlink or optional NMEA 2000 compliant databus communication. NMEA 2000 is a network for shipboard communications developed under National Marine Electronics Association (NMEA) standards. NMEA 2000 generators, combined with other certified components, allow boat builders and their customers to significantly reduce the cost, weight and space normally required to run cables throughout the vessel. More info</p>	<p>225 HP Honda Engine</p> <p>With its powerful 3.5 liter V-6 single overhead cam (SOHC) engine, Honda Marine's BF225 offers superior outboard technology to sports anglers and recreational boaters alike. Based on Honda's world-renowned D-TEC engine and featuring a Honda Exclusive Dual Stage Induction system, the BF225 delivers superior power and fuel economy throughout its rpm range. More info</p>	<p>Katapult Series (Four Blade) Propeller</p> <p>Engineered expressly for the Sportfish market, the propeller design offers minimum slip for high efficiency. Low cavitation and vibration levels enhance overall performance. Wide blade design incorporated with high camber provide utmost engine efficiency, thus increasing speed throughout the range. More info</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



Click Here
Trailer & Industrial Products



WESMAR
 WESMAR's hydraulic system. Quiet, reliable, and state of the art. [More info](#)

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
 This premier position provides your company with top exposure and quality traffic.
- B SKYSCRAPER**
 A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**
 Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**
 Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**
 Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**
 Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 4,000 marine manufacturers (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

Callout Text Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Traditional Text Ad
\$1000

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

CONTACT US

COLBY HORTON
VICE PRESIDENT OF PUBLISHING
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

NMMA CURRENTS, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO 4,000
RECREATIONAL BOAT INDUSTRY PROFESSIONALS
NATIONWIDE.

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 and is delivered to the inboxes of marine manufacturers who spend \$32 billion a year on products and services. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

NMMA CURRENTS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NMMA CURRENTS:



CREDIBLE SOURCE

For over 30 years, our members have turned to the association as the informational authority of the industry. Advertising in NMMA Currents solidifies your place among weekly information provided to NMMA members.



TARGETED DISTRIBUTION

Advertising in NMMA Currents 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 NMMA Currents 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, NMMA Currents ensures your ad will be every week by our 4,000 subscribers.



AFFORDABLE

Advertising in NMMA Currents 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 NMMA Currents 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 NMMA Currents.



TRACK CAMPAIGN EFFECTIVENESS

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