



Digital Retargeting:

Pre-show Advertising



Advertise to attendees before they set foot in the 2019 Anacortes Boat & Yacht Show using our Digital Retargeting Program & accelerate your event ROI. Our attendee advertising system serves your online ads to Boat Show Attendees 3-4 weeks before the Show, giving you a competitive advantage! **A proven method to generate more booth traffic and increase sales leads.**



Boaters go to

*AnacortesBoatAndYachtShow.com
to research the event and purchase tickets.*



Our tracking code kicks in when they visit the event website. We will also serve ads to previous attendees of seattleboatshow.com



Your ad is served to them as they browse the web, Facebook, and YouTube.

Dealer Results

“We increased at show leads by 500% and sold 50% more units compared to 2015.....”

-2016, Lake Union Searay



Facebook Ads					
Advertiser	Results	Reach	CTR	Impressions	Frequency
namNMTA0006	1282	13958	0.79%	162212	11.62
namNMTA0008	129	5405	0.84%	15269	2.82
namNMTA0008	124	5323	0.79%	15717	2.95
namNMTA0011	540	4825	1.30%	41554	8.61

Audience Accelerator Programs

Designed to deliver your message to attendees 2-4 weeks before opening day and throughout the entire event, and beyond if desired. These programs will reach attendees on Facebook, Instagram, YouTube, Google, and with Banner ads on sites like *CNN* or *The Seattle Times*. **76% of event attendees arrive at shows with a list of exhibitors that they want to visit** and/or a general idea of topics they would like to research. This is your chance to stand out from the competition and ensure your name is on their list!

Banner & Facebook

Cost	CPM	Impressions
\$3,500	\$32	110,000
\$2,750	\$36	76,000
\$2,000	\$40	50,000

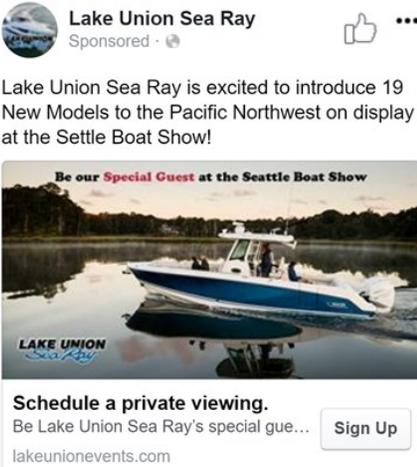
Video Pre-roll

Cost	CPM	Impressions
\$6,000	\$50	120,000
\$4,500	\$55	82,000
\$3,000	\$60	50,000



Digital Retargeting:

Pre-show advertising



Lake Union Sea Ray
Sponsored · 🌐

Lake Union Sea Ray is excited to introduce 19 New Models to the Pacific Northwest on display at the Seattle Boat Show!

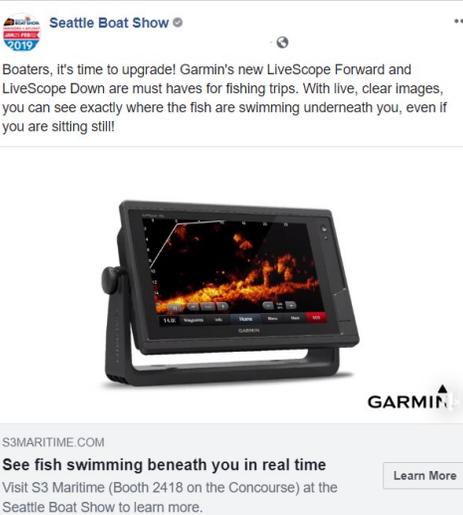
Be our **Special Guest** at the Seattle Boat Show



Schedule a private viewing.
Be Lake Union Sea Ray's special gue... [Sign Up](#)

lakeunionevents.com

(Left) Channel: Facebook Results: 38,000 attendees reached pre-show and during show. 1,030 ad clicks, 1.5% CTR. Increased yacht tours appointments by 500% leading to a 50% increase in unit sales.



Seattle Boat Show 🌐

Boaters, it's time to upgrade! Garmin's new LiveScope Forward and LiveScope Down are must haves for fishing trips. With live, clear images, you can see exactly where the fish are swimming underneath you, even if you are sitting still!



S3MARITIME.COM
See fish swimming beneath you in real time
Visit S3 Maritime (Booth 2418 on the Concourse) at the Seattle Boat Show to learn more. [Learn More](#)

(Left) Channel:
Facebook
Results: 226,000 impressions, 1,048 link clicks

(Below) Channel: Facebook Results: 49,000 attendees reached pre-show and during show. 1,754 ad clicks, 1.95% CTR.

(Below) Channel:
Display/Banner
Results: 91,000 impressions during Show



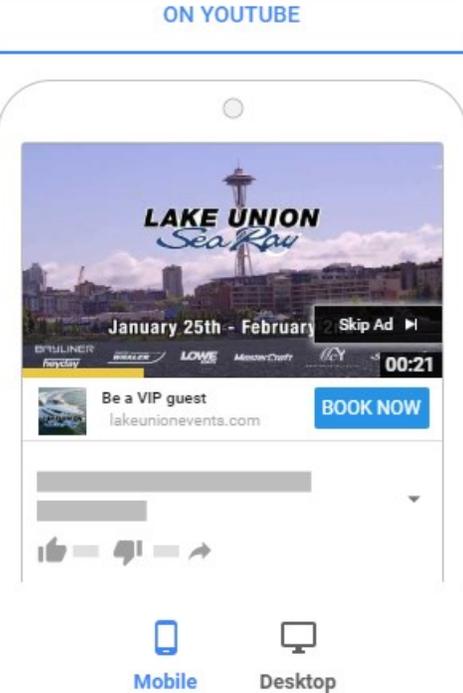
Seattle Boat Show 2019
Sponsored · 🌐

Stop by S3 Maritime's Booth, #2418 on the Concourse, to learn more about Seakeeper dockside demos and sea trials. Turn your time out on the water into one that's enjoyable for everyone.



S3MARITIME.COM
Eliminate Boat Roll
Take a Ride. Be Amazed. [LEARN MORE](#)

(Below) Channel: YouTube Results: 50,000+ views. 40% View Rate



ON YOUTUBE

LAKE UNION Sea Ray
January 25th - February 2nd
Skip Ad | 00:21

Be a VIP guest
lakeunionevents.com [BOOK NOW](#)

Mobile Desktop



SEATTLE BOAT SHOW
INDOORS + AFLOAT

TICKETS

SPECIAL INVITATION
SCHEDULE YOUR COMPLIMENTARY **VIP GUEST EXPERIENCE**

SWS
SEATTLE WATER SPORTS

Order Form

Banner / Facebook Programs

_____ \$2,000 @ \$40/CPM = 50,000 impressions

_____ \$2,750 @ \$36/CPM = 76,000 impressions

_____ \$3,500 @ \$32/CPM = 110,000 impressions

_____ \$500 Ad Creative

Video Programs

_____ \$3,000 @ \$60/CPM = 50,000 impressions

_____ \$4,500 @ \$55/CPM = 82,000 impressions

_____ \$6,000 @ \$60/CPM = 120,000 impressions

Order Notes:

You must provide a link to a landing page for your ads!

_____ **ORDER TOTAL**

Contact Info:

Full Name: _____ Company Name: _____

Contact phone: _____ Contact Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit Card Info:

Name on Card: _____ Type of Card: _____

Card Number: _____ Expiration Date: _____

Security Code: _____ *2.5% added to credit card charges

Signature: _____

In the event that all promised ad impressions are not delivered pre-show, ad impressions will be delivered post-show. Advertiser is responsible to respond to ad creative within 36 hours of the sent communication. In the event that no communication is received New Audience Media reserves the right to automatically approve creative to advance the project. Payment must be received in full before campaign work can start.

Order Logistics

Anacortes Boat & Yacht Show Contact:

Karsten McIntosh, Karsten@nmta.net, 206-634-0911

Ad Specifications

Banner Ads: Included: 300x250 , 728x90 , 160x600 , 320x50, 970x250, 300x600, 600x500, 600x600. Max file size 150KB. File Type: JPG, PNG, GIF. Animated ads are restricted to a maximum of 30 seconds at a 15-20 fps frame rate, no looping. Any ads with a white or black background are required to have a 1 px border of a distinguishing color. No redirect URLs accepted.

Facebook Ads: Image: 1200 x 628, 600x600 (or any larger 1:1 aspect ratio). PNG or JPG (PNG preferred for images that include logos, text, or graphics). No border or letterboxing on image. Facebook's advertising guidelines include a **20 percent** text rule, meaning that the text on ad photos cannot take up more than **20 percent** of the photo. Use Facebook's [Text Overlay Tool](#) to test your ads. Text: The less text the better: 90 characters, headline 25 characters, link description 30 characters. Images can only include 20% Text. Advertiser access to your Facebook Account is required.

Video Ads: YouTube: Provide a link to the ad on YouTube. Facebook: Recommended video resolution is 720p. Minimum dimensions of 600x600 (square) or 600x315 (1.9:1 landscape). Landscape aspect ratio is 16:9, square 1:1. Recommended file types: .MP4, .MOV

Campaign Details

All ad creative, landing pages, messaging must be received or approved by April 26, 2019

Send Checks To

Northwest Marine Trade Association

1900 N. Northlake Way Suite 233

Seattle, WA 98103