



Featuring



2022 Advertising & Marketing Plan

Anacortes Boat & Yacht Show and Trawlerfest have joined forces for this year's event! What does this mean for your business? **Twice as much advertising!**

Below are the details for the campaign managed by NMTA and the Anacortes Chamber of Commerce. Trawlerfest/AIM is running a similar campaign with similar reach and frequency in addition to this plan. Ads delivered by Trawlerfest appear as "Trawlerfest at Anacortes Boat & Yacht Show" and ads delivered by NMTA & the Anacortes Chamber of Commerce appear as "Anacortes Boat & Yacht Show featuring Trawlerfest".

DIGITAL: \$16k

Summary: This year's digital advertising plan focuses on boaters from as far north as Alaska and British Columbia, Canada to as far south as Portland, Oregon and east to northern Idaho, with the bulk of the campaign focused between Bellingham and Olympia, WA. We are not only working to get boaters to the event but also individuals whose habits show signs of being interested in boating. These audiences include lookalike audiences who are likely to be interested in boating and the event because they share similar characteristics to past attendees of Seattle Boat Show and ABAYS as well as demographic & interest targets of outdoor enthusiasts, travel fanatics, water sports and related hobbies. In addition to these audiences, we are also serving retargeting ads to past attendees and website/social media profile visitors of SBS and ABAYS and placing contextual display ads alongside content that matters to our ideal customer including on websites related to real estate, retail, sports, travel, finance, outdoors, food & drink, and news.

In addition to the above, we are ecstatic to announce a huge addition to our advertising plan from this year's partnership with Trawlerfest. Partnering with Trawlerfest and Active Interest Media Group not only brings a robust boating education series to this year's event that by itself brings in attendees, but also the ability to greatly expand the show's reach across AIM's many publications. Trawlerfest is owned and operated by Active Interest Media, a media company that produces consumer and trade events, websites, films and TV shows, and magazines

including boating publications such as Power & Motoryacht, Soundings, SAIL, Yachts International, Anglers Journal, Soundings Trade Only and Passagemaker.

Below you can find an overview of the advertising spend across all platforms.

WEB (DISPLAY) ADS: \$10k

- SBS & ABAYS Website Visitors, Social Media Profile Visitors, Email List Retargeting
- Retargeting List Lookalike Audiences
- Contextual (Site Targets: Real Estate, Retail, Outdoors, Sports, Finance, Travel, Photography)
- Demographic & Interest Targeting: Boating & Watercrafts

FACEBOOK ADS: \$6k

- Demographic & Interest Targeting: Boating & Watercrafts
- Boaters Lookalike Audience
- NMTA and SBS Page Fans
- Event Responses – Encouraging RSVP's to the ABAYS Facebook Event
- Anacortes within 20 miles broad reach (ads to everybody in the local area 50+ years old with no specific targeting)

Digital Ad Creative Examples on last page of this document.

TRAWLERFEST/Active Interest Media Ad Buy: \$20k*

**This campaign is directed by NMTA on AIM platforms. Trawlerfest/AIM is also running a complementary campaign of similar scale on its platforms branded as "Trawlerfest at Anacortes Boat & Yacht Show".*

- Regional Target (Search & Social) + Eblasts to 10k Subscribers/Followers in this area: All Titles – (\$11k)
- Facebook Custom Audience Event Target: Targeting actively engaged boaters that have connected to AIM Marine group via the magazine, websites(s), newsletters, social channels, etc within the past 6 months. (\$4k)
- Sponsored Content Bucket: Passagemaker, Sail, Power & Motoryacht, Soundings, other (\$2.4k)

- ROA (Run of Audience)/ROS (Run Of Site) – Display ads including pop-ups on all AIM publication pages. (\$~5k)

TRADITIONAL: \$4k

PRINT:

- NW Yachting - April & May issues, ½ page 4C
- 48 North – April & May issues, ½ pg 4C Island as well as additional ad in April issue (3 total)
- Anacortes American

TV:

- KING-5 Evening Magazine filming at the show May 19th that will air May 20th

RADIO:

- Outdoor Line - 710AM ESPN

EMAIL:

- Four Designated Eblasts promoting the event to SBS and ABAYS past attendees list of 50k+ emails
- Promotion in email sent to SBS22 Attendees.
- Email Sent promoting Trawlerfest and ABAYS to past Boat Show University & Boating Seminar Classes
- Email sent to all 3,300 NW Yachting Subscribers + NW Yachting Social Media Promotion
- Promotion in emails going out to more than 105k+ addresses for NW Travel & Life and Experience Anacortes
- Emails sent to regional Trawlerfest and AIM subscribers

OTHER

- Social Media Promotion on ABAYS, Seattle Boat Show, NMTA, Anacortes Chamber & Experience Anacortes Facebook and Instagram accounts.
- 5k Printed Programs
- 300 Posters printed and distributed to 110 WA & OR NMTA businesses for display, 15 West Marine & Cabela's stores, 120 NMTA members that have previously exhibited at ABAYS 18, 19, 20, 21, 22
- Waggoner Live Webcast (5/5)

(ad creative examples on next page)

Ad Creative Examples

ANACORTES BOAT&YACHT SHOW *Featuring* Trawlerfest
 BOATSHOW • EDUCATION • RENDEZVOUS



ADVENTURES BEGIN HERE

BOAT SHOW: MAY 19 - 21
 SEMINARS: MAY 17 - 21

CAP SANTE MARINA
 ANACORTES, WA

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