



## 2014 Media Planner



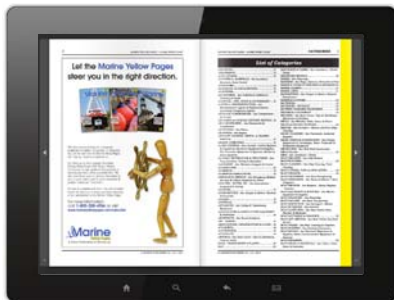
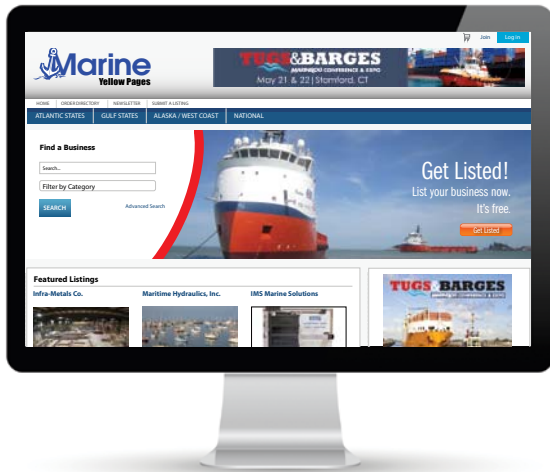
# Marine Yellow Pages Brand

**MARINE YELLOW PAGES** is the complete guide to the commercial maritime industry. Our directories are instrumental in helping businesses reach prospects at the time and place where they make purchasing decisions.

Approximately 50,000 copies of the Marine Yellow Pages are distributed nationally each year. There are three separate editions: Atlantic States, Gulf States and Alaska/West Coast. Marine Yellow Pages' presence extends beyond print with our new website, [MarineYellowPages.com](http://MarineYellowPages.com), which

features over 14,000 listings from marine businesses.

The Marine Yellow Pages covers a broad spectrum of maritime markets, including: boat builders, commercial fishermen, large pleasure craft owners, marine engineers, naval architects, offshore oil, port and waterway authority managers, seafood processors, ship building and repair, tug and barge operators, workboat owners/operators and more. This extensive reach to niche markets allows you to focus on your target audience.



## PRINT DIRECTORIES

With approximately 50,000 copies of our **three regional directories** distributed annually, we offer the exposure you seek at a cost that fits within your budget. Marine Yellow Pages is distributed yearly to National Fisherman, WorkBoat and Marine Log magazine subscribers and circulated through major marine-related trade shows and port authorities. **BONUS DISTRIBUTION:** International WorkBoat Show, Pacific Marine Expo, ComFish Alaska, East Coast Commercial Fishermen's Expo, Commercial Marine Expo, OTC

## WEBSITE

Increase your business's prominence on [MarineYellowPages.com](http://MarineYellowPages.com) with our enhanced listing and banner advertising solutions. Key decision-makers in the marine industry use Marine Yellow Pages to find products and services when making purchasing decisions.

## DIGITAL EDITION

Marine Yellow Pages' **Digital Editions** are attractive, fully interactive digital versions of our directories. Exclusive digital edition sponsorships allow advertisers to drive traffic to their websites. Sponsorships include prominent outside front cover placement, videos and listings linked to your website.

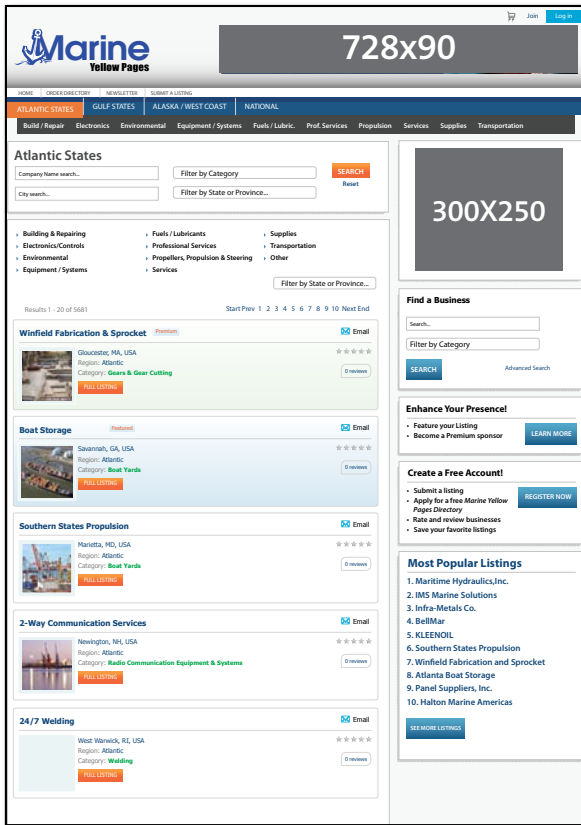
## CURRENTS NEWSLETTER & CUSTOM EMAILS

**Currents** is a monthly email newsletter highlighting marine products and services. Garner attention with a clear, colorful product image delivered to purchasing decision-makers. **Custom Emails** allow you to send an exclusive marketing message to the Marine Yellow Pages' audience and cultivate new prospects.

## DIRECTORY ON CD

Our extensive directory is **available on a CD** in Excel format (subject to licensing agreement), giving your company the ability to streamline marketing efforts. The data includes over 14,000 commercial marine businesses from the coasts of North America.

# Digital Solutions



## BANNER ADVERTISING

An exclusive category sponsorship will give you an edge on your competition with 100% share of voice in your target market. Non-exclusive category sponsorships also offer prominent advertising positions to your target market. Run-of-site banners are a good alternative for businesses with a broader market.

## EXCLUSIVE CATEGORY SPONSORSHIP

728 x 90 and 300 x 250  
Includes Premium Listing  
PLUS: Run-of-site and homepage positions  
\$999 per month

## NON-EXCLUSIVE CATEGORY SPONSORSHIP

728 x 90 and 300 x 250  
Includes Featured Listing  
PLUS: Run-of-site and homepage positions  
\$499 per month

## RUN-OF-SITE & HOMEPAGE ONLY

728 x 90 and 300 x 250  
Includes Standard Listing  
\$399 per month

## ENHANCED LISTING OPTIONS

Three tiers of enhanced listings offer varying levels of exposure, enabling you to reach your target audience, increase traffic to your website and generate new business leads. All listings include basic contact information, website link, ratings, reviews and map.

### STANDARD

- ✓ One image or logo
- ✓ Lead generation: visitors can contact you via site
- ✓ One resource (case study, white paper or other collateral)
- ✓ Expanded description of your products/services (250 characters)

\$99/month or \$999/annual

### FEATURED

- ✓ Three images or logos
- ✓ Lead generation: visitors can contact you via site
- ✓ One resource (case study, white paper or other collateral)
- ✓ Expanded description of your products/services (500 characters)
- ✓ Video displayed on listing page
- ✓ Listing displayed in up to 2 categories on website
- ✓ Placement above standard listings with colored shading & featured icon

\$249/month or \$2,490/annual

### PREMIUM

- ✓ Five images or logos
- ✓ Lead generation: visitors can contact you via site
- ✓ Three resources (case study, white paper, or other collateral)
- ✓ Extensive description of your products/services (1,000 characters)
- ✓ Video displayed on listing page
- ✓ Listing displayed in up to 5 categories on website
- ✓ Top-of-page placement with colored shading and premium icon
- ✓ Featured listing on homepage
- ✓ Run-of-site banner (300 x 250)

\$499/month or \$4,990/annual

# Advertising Rates & Specs

## 2014 Display Advertising Rates

### Premium Advertising Positions

(All premium positions receive a right of first refusal each year thereafter. Size 6" x 9" with 1/4" bleed)\*

Front Cover Featured Advertiser with profile on page 2	\$8,942
Back Cover	\$8,942
Inside Front Cover	\$5,365
Inside Back Cover	\$5,365
Either Side of Divider between White & Yellow Pages	\$4,650

\*Not included in right of first refusal

Annual Display Ad Rates	B & W	Color
Full Page	\$2,467	\$3,114
2/3 Page	\$2,143	\$2,655
1/2 Page Horizontal or Vertical	\$1,833	\$2,143
1/3 Page	\$1,391	\$1,682
1/4 Page	\$1,167	\$1,321
1/6 Page	\$1,005	\$1,125

Annual In-Column Ad Rates	B & W	Color
All in-column ads are designed only by our in-house creative team.		
3" Tall (2 pieces of art included)	\$886	\$1,062
2.5" Tall (2 pieces of art included)	\$785	\$948
2" Tall (1 piece of art included)	\$708	\$885
1.5" Tall (1 piece of art included)	\$594	\$746
1" Tall (Text only)	\$506	\$676
Trade Bold Listing	\$207	\$259
Bold Listing	\$192	\$241
Extra Lines (Fax, web, slogan)	\$119	\$139

Email Advertising Solutions	1x	3x
Currents Newsletter	\$215	\$500
Custom Email Campaign	\$500	

### Email Banner Specs

- Ads may be in the following formats: JPEG, GIF. Please note some email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must include the clickthrough URL the ad should link to and optional alt text.
- Ad materials should be submitted to art@davisonpublishing.com.

All rates are at net cost.

For Advertising Sales, contact:

### Jeff Barkin

Account Manager  
jbarkin@davisonpublishing.com  
Phone: 407-562-5362

### Maribel Montanez

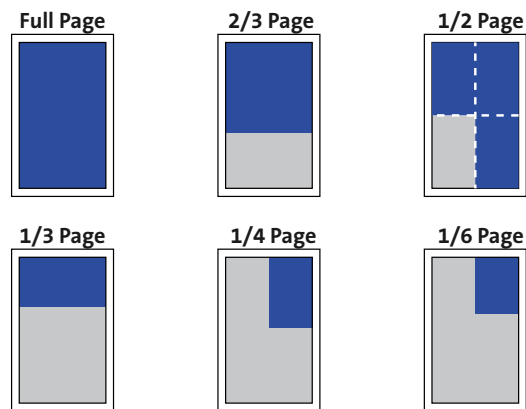
Jr. Account Manager  
mmontanez@davisonpublishing.com  
Phone: 407-562-5364

Davison Publishing • 258 Southhall Lane, Suite 300, Maitland, FL 32751 • Fax: 888-840-6278

## Mechanical Requirements

### Display Ad Sizes (width x height)

Full Page	4-13/16" x 7-1/2"
2/3 Page	4-13/16" x 4-13/16"
1/2 Page (Horiz.)	4-13/16" x 3-5/8" (Horiz.)
1/2 page (Vert.)	2-5/16" x 7-1/2" (Vert.)
1/3 Page	4-13/16" x 2-5/16"
1/4 Page	2-5/16" x 3-5/8"
1/6 Page	2-5/16" x 2-1/2"



### Digital Requirements

File Setup: We prefer ads as PDFs at 300 dpi. All color files must be CMYK. We also accept .EPS, .AI, .TIF, .PSD, Adobe Illustrator, Adobe Photoshop, Microsoft Office and Vector based files at 300 dpi. Save artwork created in Illustrator as an EPS file. Create outlines for all fonts, or include those fonts with your document support files. Please include all supporting documents, artwork imported into your file, and copies of all typefaces, including those used in the EPS files. Operating System Support: PC. Please send artwork on CD to: 258 Southhall Lane, Suite 300, Maitland, FL 32746, or email it to art@davisonpublishing.com.  
Listings Include: Company name, address and phone  
Publication Date: anticipated release for 2014 editions is April/May 2014.

### Website Banner Specs

- Accepted banner formats: JPEG, GIF, THIRD PARTY TAGS, or FLASH.
- JPEG and GIF files must be below 45K.
- FLASH: SWF file must be below 150K. All Flash banners must have the clickthrough link "clickTAG" (case sensitive) embedded on the topmost layer. Include the source .FLA file, any unusual fonts and a backup animated GIF (for browsers that are not Flash-enabled)
- We accept third party coding. The tags must be in a zipped Text or Excel to ensure no coding is stripped while being transferred. Please include detailed instructions on where to put click macros and cachebusting macros within your tags.
- Banners are served by Google DoubleClick for Publishers.
- Advertiser must include clickthrough URL that the banner should link to.
- Ad materials should be submitted to art@davisonpublishing.com.