

# WEBSITE ADVERTISING

**www.woodenboat.com**

We offer a variety of banner ads, block ads, and a comprehensive listing of wooden boats for sale. Let us help you create a package combining print and website advertising to reach all of *WoodenBoat's* readership.

## Web Advertising is currently available on:

- **WoodenBoat.com Homepage** ([www.woodenboat.com](http://www.woodenboat.com))
- **Kits & Plans** ([www.woodenboat.com/boat-plans-kits](http://www.woodenboat.com/boat-plans-kits))
- **Boats for Sale** ([www.woodenboat.com/boats-sale](http://www.woodenboat.com/boats-sale))

Ad Type	Rate	Dimensions	Max File Size
<b>Banner</b>	\$350/mo*	728 x 90 pixels + 320 x 50 pixels (for mobile phones)	40 kb
<b>Block</b>	\$250/mo*	180 x 150 pixels	25 kb

*JPG Files preferred, no flash or animation. Ads will link to your website.*

*\*Price for 12 month contract. Consult sales representative for monthly rate.*



## WoodenBoat's Boats For Sale Online Listings

*WoodenBoat's Boats for Sale* is our online option for your classified Boats for Sale ad to get instant visibility and traffic. All Boats for Sale ads are a flat rate of \$20, plus \$0.10 per word and \$3 per photo, up to five. All Boats for Sale listings are automatically renewed/billed every 30 days, until you notify us to cancel.

## Block Ads on Boats For Sale Page

A business to consumer online block ad option strategically placed on our popular Boats for Sale page. An economical \$99/month gives you a 180x150 block ad on the right-hand side of the Boats for Sale page, promoting your business and linking to your own website.



## WoodenBoat E-Newsletter and Sponsored Blast

*WoodenBoat* offers advertising in our bi-monthly e-newsletter. The newsletter is sent to nearly 40,000 opt-ins and provides an introduction to our new issue and other news of interest to *WoodenBoat* readers. The *WoodenBoat* newsletter is sent the following months: February, April, June, August, October, December.

Ad Type	Rate	Dimensions	Max File Size
<b>Top Banner</b>	\$500/mo	530 x 76 pixels	40 kb
<b>Block Ads</b>	\$250/mo	180 x 150 pixels	25 kb
<b>Sponsored Blast</b>	\$2,000	Please contact Sales Rep for specs.	

*JPG Files preferred, no flash or animation. Ads will link to your website.*

