

# WEBSITE AND EMAIL 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.

Ad Type	Rate	Dimensions	Max File Size
<b>Banner</b>	\$350/mo*	728 x 90 pixels + 320 x 50 pixels (for mobile phones)	200 kb
<b>Block</b>	\$250/mo*	180 x 150 pixels	200 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.

## Weekly Email

Every week *WoodenBoat* sends an email to its house list—which just so happens to be one of the biggest (45,000+) with the highest open rate in the industry. This exclusive opportunity offers unparalleled exposure to one advertiser per email. At \$250 per email, you'll probably want to buy more than one. Please contact your sales representative for specs.

## Social Media Posts

Gain exposure to *WoodenBoat's* 150,000+ Facebook and 55,000+ Instagram followers. All our sponsored posts are carefully designed to properly satisfy these social media platform algorithms making your sponsored post highly visible. \$900 per custom-created sponsored post to both social platforms. Please contact your sales representative for specs.

## Sponsored E-Blasts

Send your custom message to the *WoodenBoat* email list of 45,000+ email addresses. We can design the e-blast for you or you can submit a designed html file. *WoodenBoat* sponsored e-blasts get a 29% open rate on average.

## Ad Type

## Rate

**Weekly Email**

\$250/email

**Social Media Posts**

\$900/post

**Sponsored E-Blast**

\$2,000/e-blast

*Please contact Sales Rep for specs.*

