

# MAINE

## BOATS, HOMES & HARBORS

### Online.

The award-winning online edition of *Maine Boats, Homes & Harbors* explores coastal life in all its many facets. Updates present the best of the Maine coast using the combined power of text, photos, audio, and video. There's web-exclusive content, daily weather and tide charts, and posts by our Coastal Correspondents. For Local Knowledge® about the coast, our Coastal Directory connects viewers to the finest Maine-made products and services.

### Start Your Day in Maine at Maineboats.com!

- **TIDES & WEATHER:** Current tides and weather for 54 harbors along the Maine coast.
- **COASTAL DIRECTORY:** Our guide to Local Knowledge® about products and services for life along the coast.
- **JUST LAUNCHED:** Photos and specs on new boats and notable rebuilds.
- **COASTAL CORRESPONDENTS:** Our great writers cover cruising the coast, gardening, maritime history, birding, and more with style and humor.
- **HARBOR PAGES:** HARBOR PAGES provide essential harbor-specific information for locals and visitors alike. Each harbor page provides a list of nearby Coastal Directory businesses and ONE-CLICK access to harbor weather, tides, and nearby buoy data.



Coastal Directory



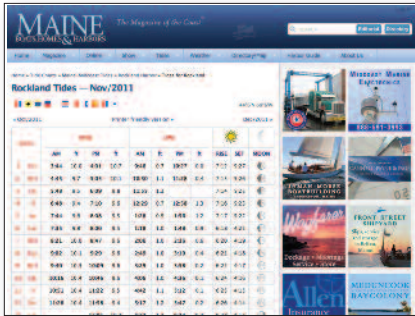
Tides & Weather

Maine Boats, Homes & Harbors, P.O. Box 566, Rockland, ME 04841

THREE GREAT WAYS TO ADVERTISE ON MAINEBOATS.COM

Reach thousands of uniquely qualified visitors per month at maineboats.com.

These readers are active, involved, high income, and high net-worth mariners with a passion for the Maine coast.



**Tides & Weather**

Our readers rely on maineboats.com for the Gulf of Maine tide charts and weather forecasts we provide as part of a content partnership with Maine Harbors. This high-traffic section brings daily visitors looking for local information. For this section, the coast is divided into three local territories: Southern Maine/Casco Bay, Mid-Coast, and Downeast, with tides & weather for every major harbor within each region.

**Tide & Weather ads start at \$200 per month!**

Tide Chart

**Run of Web (ROW)**

Run of Web display ads rotate through the home page as well as having a fixed position in a specified editorial section just one click from the home page. Editorial sections include: Boats, Homes, Harbors, Weather, "Just Launched," Correspondents, Magazine, and Boat Show.

**Run of Web display ads start at just \$162.50 per month!**



Homes & Garden

**Harbor Page**



**Harbor Ad**

**Reach The Right Audience**

Your Harbor Ad rotates through every harbor page within 20 miles of your business. Your company listing can be found by product category or physical location within our Coastal Directory and appears on harbor pages near your business, targeting only the most likely customers.

**Growing New England Audience**

Thousands of boaters, fishermen, and active coastal travelers come to our websites each month searching for information about their favorite harbors. Your harbor ad puts your business within their reach.

**Benefits of Advertising**

A page dedicated to your business, online marketing help from our team, and tools to build traffic to your website.

**A Harbor Ad and your own web page in our Coastal Directory costs just \$50 per month!**

*All prices shown above are based on a 12-month contract.*



Coastal Directory



**Call (207)594-8622 and ask for John Hanson or Dave Getchell, or contact them via e-mail:**

**john@maineboats.com  
dave@maineboats.com**

**Maine Boats, Homes & Harbors, P.O. Box 566, Rockland, ME 04841**

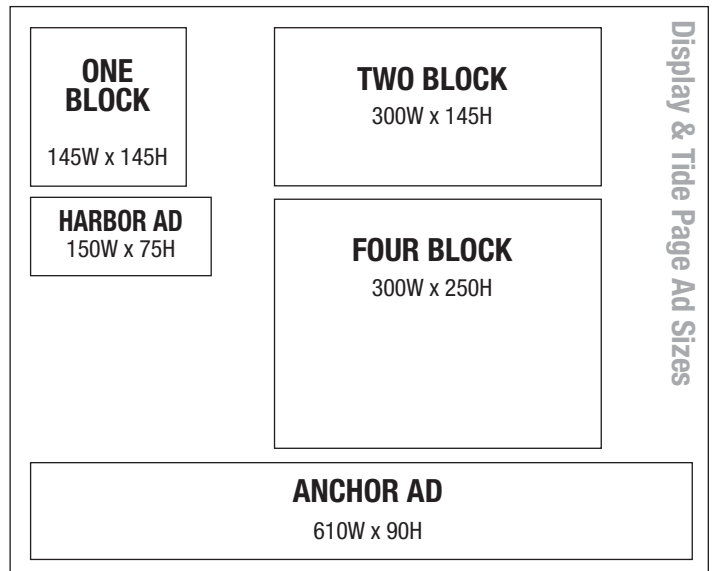
## Online Display Advertising (ROW)

Maineboats.com brings the world to you for as little as \$162.50 per month!

FEATURE PAGES are located just ONE click away from the Home Page. To ensure that your message is seen, these ads are fixed, and limited to just five per section.

- Once you purchase your slot, your ad remains there as long as your account is in good standing. Four one-block ad spaces (may be combined) are available down the right-hand column, plus one full horizontal banner below.
- BONUS! All active Feature Page advertisers rotate through the Home Page. This is the gateway to the site and highly visible. Each time the Home Page loads, a new set of five advertisers will appear.
- Ads also rotate through all Back Issue (archive) pages.
- A Coastal Directory Listing complete with Google Map placement is included for all advertisers at NO additional charge.

## Online Display Ad Sizes (in pixels)



## Display (ROW) Rates

Size / Width x Height	Per Month Rate <i>with an annual contract</i>
One Block / 145 x 145 pixels	\$162.50
Two Block / 300 x 145 pixels	\$262.50
Anchor Ad / 610 x 90 pixels	\$350.00
Four Block / 300 x 250 pixels	<i>Call for custom pricing</i>

*Location: Feature Page Fixed plus Home Page Rotation*

## Harbor Page Advertising

HARBOR PAGES provide essential harbor-specific information for locals and visitors alike. Each harbor page provides a list of Coastal Directory businesses and ONE-CLICK access to harbor weather, tides and nearby buoy data.

## Harbor Ad Rate

Size / Width x Height	Per Month Rate <i>with an annual contract</i>
Harbor Ad / 150 x 75 pixels	\$50.00

Uses the same graphic as the fixed size logo on your coastal directory page.

## Tide & Weather Page Advertising

Includes rotation on maineboats.com and the Maine pages of USHarbors.com. Starting at just \$200 per month!

Our very popular TIDE CHARTS offer tidal data for the entire coast of Maine organized into three local territories.

- DOWNEAST (Eastport to Stonington)
- MID-COAST (Castine to Fort Popham)
- SOUTHERN MAINE/CASCO BAY (South Harpswell to Seavey Island)

## Tide & Weather Page Ad Rates

Size / Width x Height	Per Month Rate <i>with an annual contract</i>
One Block / 145 x 145 pixels	\$200
Two Block / 300 x 145 pixels	\$425
Anchor Ad / 610 x 90 pixels	\$475
Four Block / 300 x 250 pixels	<i>Call for custom pricing</i>

*Location: Local Territory Pages (Downeast, Mid-Coast, OR Southern Maine/Casco Bay) plus Home Page Rotation.*

## Closing Date

All materials must be received by 15th of the month for posting by the 15th of the next month.



Maine Boats, Homes & Harbors, P.O. Box 566, Rockland, ME 04841

## Harbor Ad *plus* Coastal Directory: Web page dedicated to your business

Just \$50/month!

Our viewers rely on our fixed-format, fully searchable directory of companies to make their lives on the coast more beautiful and more fun. This rapidly expanding section is our guide to Local Knowledge® about the Maine coast. It's a fixed format, fully searchable directory of companies organized by category (Boats, Harbors) or by location. The directory is easily viewed by either business category or by map view—for a concentrated look at organizations in a specific region—so that viewers can find the services YOU provide, and find them quickly:

- **BOATS:** From boatbuilders (power, sail, small, large) to charter companies and from marine gear and nautical gifts to electronics
- **HARBORS:** From art galleries, artists, and jewelry stores to architects, B&Bs, furniture makers, and inns, and from home suppliers and harbormasters to restaurants

These are just a few of the many categories we offer. Ask us about the best categories (up to three per business) for YOUR business....

A single click from the Coastal Directory Home Page brings viewers straight to your Coastal Directory Listing, which functions as an online brochure for your business. We create this page for you, and it includes your logo, a 250-word description of your business, a custom photo gallery, and full contact information. There is **NO PRODUCTION COST TO YOU**—the creation of the listing is part of the package. (Note: you supply the logo, photos, and text. Copy is subject to editing for style, length, and clarity; update costs will be passed on to each advertiser).

An interactive Google Map is part of all Coastal Directory Listings (if desired).

**\$50/month—it couldn't be easier to improve  
your exposure to our qualified audience**



Company  
Logo

Contact  
Information

Photo Gallery  
(6 images)

Google Map

Company Description  
(250 words)

**FREE  
National  
Upgrade**

**All businesses that sign up  
for a Harbor Ad (one-year  
contract) receive NATIONAL  
exposure on USHarbors.com,  
our national coastal guide.  
Call for details.**



**Call (207)594-8622 and ask for John Hanson  
or Dave Getchell, or contact them via e-mail:**

**john@maineboats.com**

**dave@maineboats.com**

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