



**Yellow Pages**  
marineyellowpages.com

**2022 Media Planner**



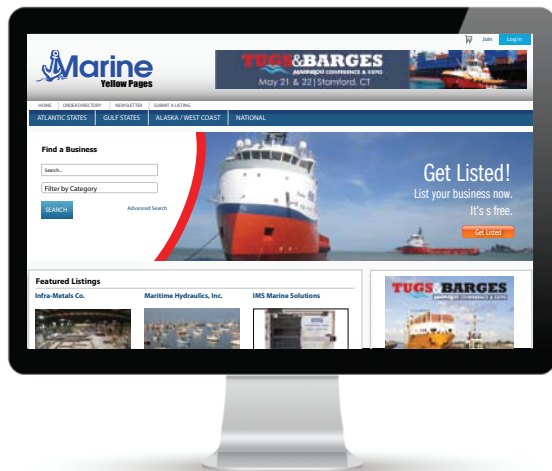
# Marine Yellow Pages Brand

**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.

Three separate editions of the Marine Yellow Pages: Atlantic States, Gulf States and Alaska / West Coast are distributed nationally each year. 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

Distributed annually in print and digital form, we offer the exposure you seek at a cost that fits within your budget. Marine Yellow Pages is distributed yearly to industry professionals and Marine Log magazine subscribers. It is also circulated through major marine-related trade shows and port authorities.

**BONUS DISTRIBUTION:** International WorkBoat Show and the Pacific Marine Expo.

## 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.

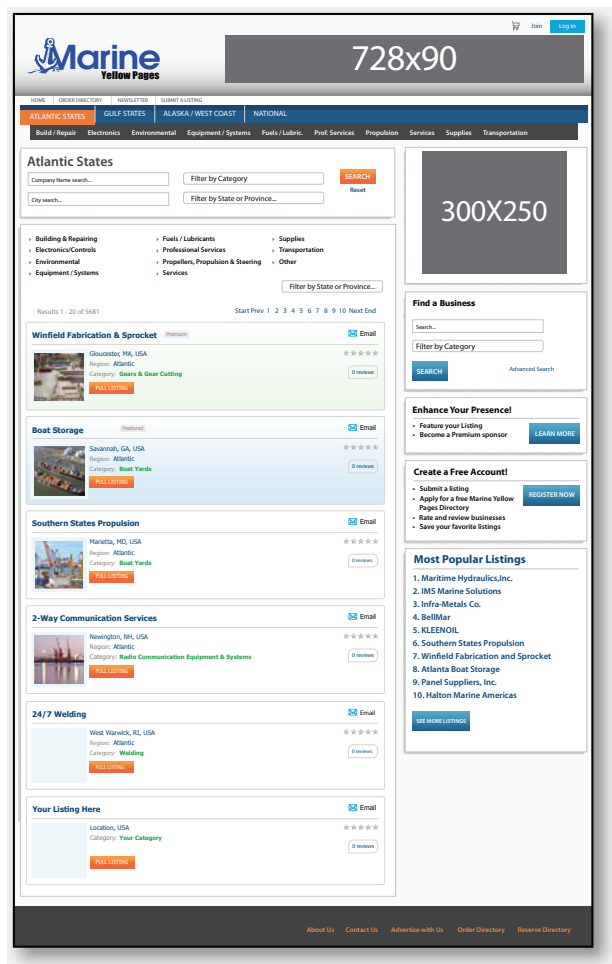
## NEWSLETTER & CUSTOM EMAILS

The **Marine Yellow Pages Newsletter** is a weekly 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

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

## NON-EXCLUSIVE CATEGORY SPONSORSHIP

728 x 90 and 300 x 250

Includes Featured Listing

PLUS: Run-of-site and homepage positions

\$149/month or \$1,490/annual

## RUN-OF-SITE & HOMEPAGE ONLY

728 x 90 and 300 x 250

Includes Featured Listing

\$99/month or \$999/annual

## ENHANCED LISTING OPTIONS

Our 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.

### FEATURED LISTING

- ✓ Placement above free listings with colored shading and featured icon
- ✓ Listing displayed in up to 2 categories on website
- ✓ Three images or logos
- ✓ Lead generation: visitors can contact you via site
- ✓ One resource (case study, white paper or other collateral)
- ✓ Video displayed on listing page

\$49/month or \$490/annual

### PREMIUM LISTING

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

\$125/month or \$1,250/annual

# Advertising Rates & Specs

## 2022 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	Digital	B & W	Color
Full Page	\$999	\$2,541	\$3,207
2/3 Page	\$880	\$2,208	\$2,735
1/2 Page Horizontal or Vertical	\$755	\$1,888	\$2,208
1/3 Page	\$570	\$1,432	\$1,732
1/4 Page	\$480	\$1,202	\$1,361
1/6 Page	\$400	\$1,035	\$1,159

Annual In-Column Ad Rates	Digital	B & W	Color
All in-column ads are designed only by our in-house creative team.			
3" Tall (2 pieces of art included)	\$365	\$912	\$1,094
2.5" Tall (2 pieces of art included)	\$325	\$808	\$976
2" Tall (1 piece of art included)	\$290	\$729	\$911
1.5" Tall (1 piece of art included)	\$244	\$612	\$768
1" Tall (Text only)	\$205	\$521	\$696
Trade Bold Listing	\$115	\$213	\$259
Bold Listing	\$98	\$197	\$248
Extra Lines (Fax, web, slogan)	\$49	\$123	\$143

Email Advertising Solutions	3x	6x	12x
Top Position with Image	\$1,500	\$2,550	\$4,500
1 of 3 Positions with Image	\$900	\$1,530	\$2,700
News Item	\$600	\$1,020	\$1,800
Banner (300 x 250)	\$1,125	\$1,913	\$3,375
Banner (594 x 73)	\$900	\$1,530	\$2,700

All rates are at net cost.

### Email Banner Specs

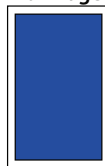
- Ads may be in the following formats: JPEG, GIF. Please note some email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must include the clickthrough URL the ad should link to and optional alt text.
- Ad materials should be submitted to [art@davisonpublishing.com](mailto:art@davisonpublishing.com).

## Mechanical Requirements

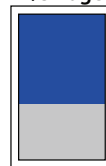
### Display Ad Sizes (width x height)

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"

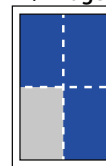
Full Page



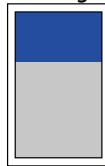
2/3 Page



1/2 Page



1/3 Page



1/4 Page



1/6 Page



### 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: PO Box 560941, Orlando, FL 32856, or email it to [art@davisonpublishing.com](mailto:art@davisonpublishing.com).

**Listings Include:** Company name, address and phone number

### Publication Date:

The anticipated release of the 2022 editions is November/December 2021.

### 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](mailto:art@davisonpublishing.com).

For Advertising Sales, contact:

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