

Boat Trader®

PRODUCT CATALOG 2022

Exclusive & Limited Advertising Opportunities

AMERICA'S LARGEST BOATING MARKETPLACE



www.boatsgroup.com/our-brands/boat-trader

Welcome

Boat Trader delivers more boat buyers to dealers than any other advertising source in America.

With the highest consumer interest for boats under 40 feet, Boat Trader reaches 9 million boat shoppers each month. We deliver more leads than any other source – over 170,000 leads each month – of which, 1 in 5 ultimately purchases a boat.

Contents

1 Hero Ad

2 Featured Dealer

3 Mobile Search Sponsorship

4 Sponsored Boats

5 Branded Enhanced Listings

6 Spotlight Listings

7 Boat Details Page Takeover

8 Promoted Listings

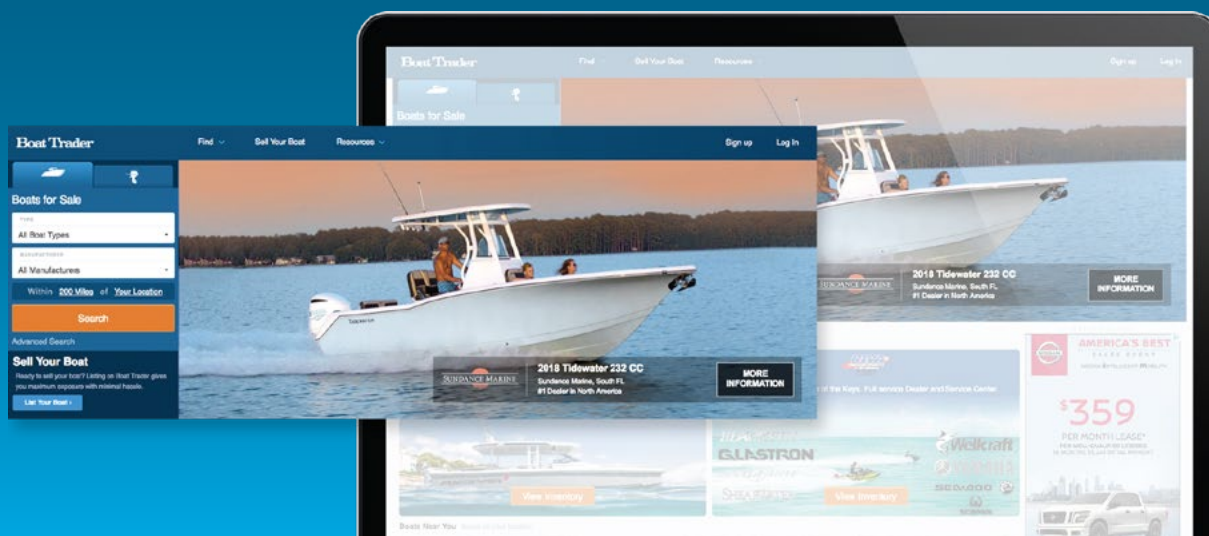
9 Listings 360

10 Boat Trader App Sponsorship

11 SNapp Ad

12 Category Sponsorship

13 Power Pack Display Ads



Hero Ad

Be *the* Brand on the Boat Trader Homepage

Here's how it works:

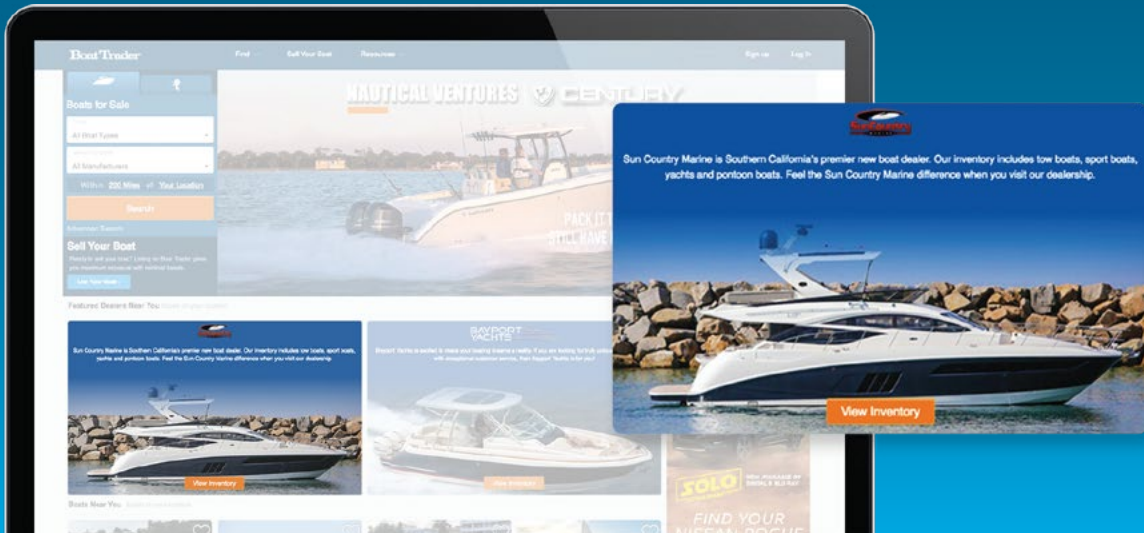
- 1 Select the DMA and month in which you would like to appear on the Boat Trader homepage.
- 2 Provide your ad image, logo, and click-through URL and our team of designers will build your ad.
- 3 Your ad will be served to 50% of the homepage visitors in your selected DMA, during your selected month.
- 4 Take center stage on the homepage of BoatTrader.com.

Maximum Brand Awareness

Lift your exposure by
400K monthly visits*

Sold:

- Monthly
- 89 Designated Market Areas (DMA)
- 50% Share of Voice (SOV)
- Clicks Off-Site



Featured Dealer

Your Dealership on the Homepage Of Boat Trader

Here's how it works:

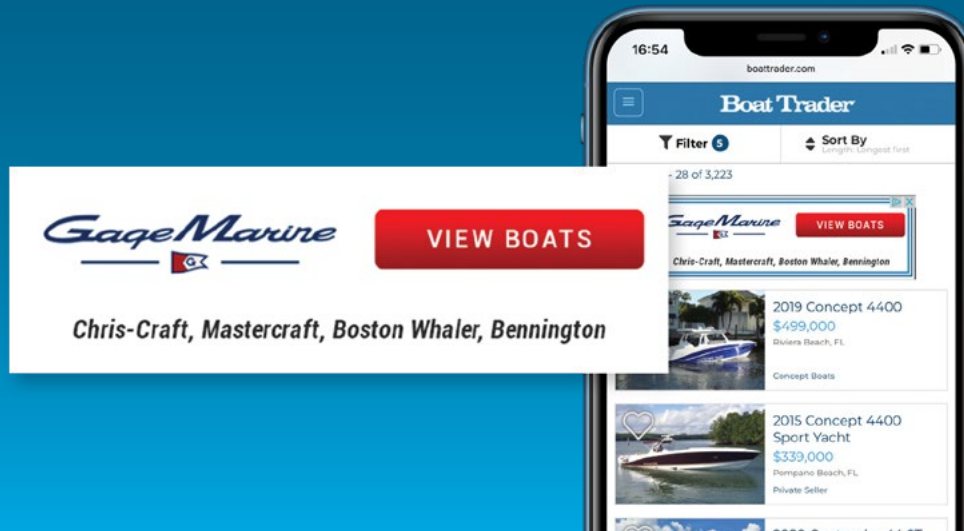
- 1 Select the DMA in which you would like to advertise your dealership on the Boat Trader homepage.
- 2 Provide your ad image, ad text, logo, and click-through URL and our team of designers will build your ad.
- 3 Your ad will be served to all homepage visitors on Boat Trader in your selected DMA.
- 4 Your brand is now featured on the homepage of BoatTrader.com.

Increased Exposure & Brand Awareness

Position your brand as the market leader with
400K monthly visits*

Sold:

- Monthly
- 89 Designated Market Areas (DMA)
- 2 Ad Spots, 100% Share of Voice (SOV)
- Clicks Off-Site



Mobile Search Sponsorship

Own the Mobile Search Results Page in Your DMA

Here's how it works:

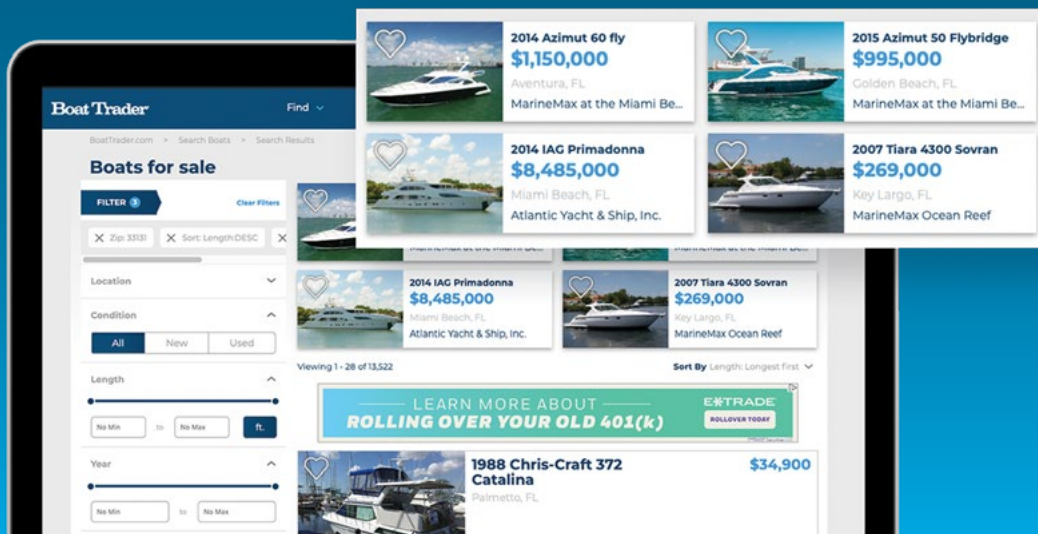
- 1 Select the DMA in which you would like to appear on the Boat Trader mobile search results page.
- 2 Provide your JPEG or PNG logo (min. height of 44 px), click-through URL, and ad copy (45 character limit) and our team of designers will build your ad.
- 3 Your ad will be served to your share of the mobile search result page visitors in your selected DMA.
- 4 Occupy the best advertising real estate on BoatTrader.com mobile devices.

Exclusive Brand Exposure

Put your brand in front of the
**5M mobile shoppers visiting
Boat Trader each month***

Sold:

- Monthly
- 3 Advertisers Per Market (33% SOV)
- 89 Designated Market Areas (DMA)
- Clicks Off-Site



Sponsored Boats

Your Listings at the Top of the Search Results Page

Here's how it works:

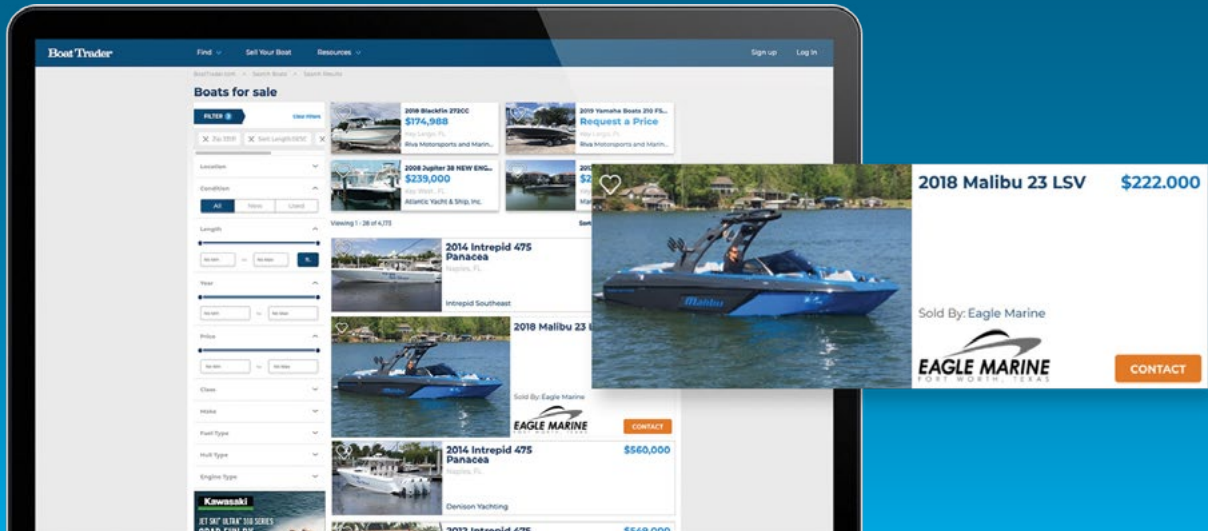
- 1 Select the listing(s) you would like to promote.
- 2 Your listing(s) will be served to shoppers who are searching for your class of boat - in your DMA - at the top of the search results page.
- 3 Watch your listings rank at the top of the search results page.

Increase Listing Views

Achieve top placement and generate
20,000 additional monthly impressions*

Sold:

- Monthly
- SOV based on number of advertisers
- 89 Designated Market Areas (DMA)
- Clicks On-Site



Branded Enhanced Listings

Promote Your Dealership and Drive More Clicks

Here's how it works:

- 1 Select the listings you would like to enhance.
- 2 Your listings will now appear 2X larger and with your logo.
- 3 Experience increased market branding and listing interaction.

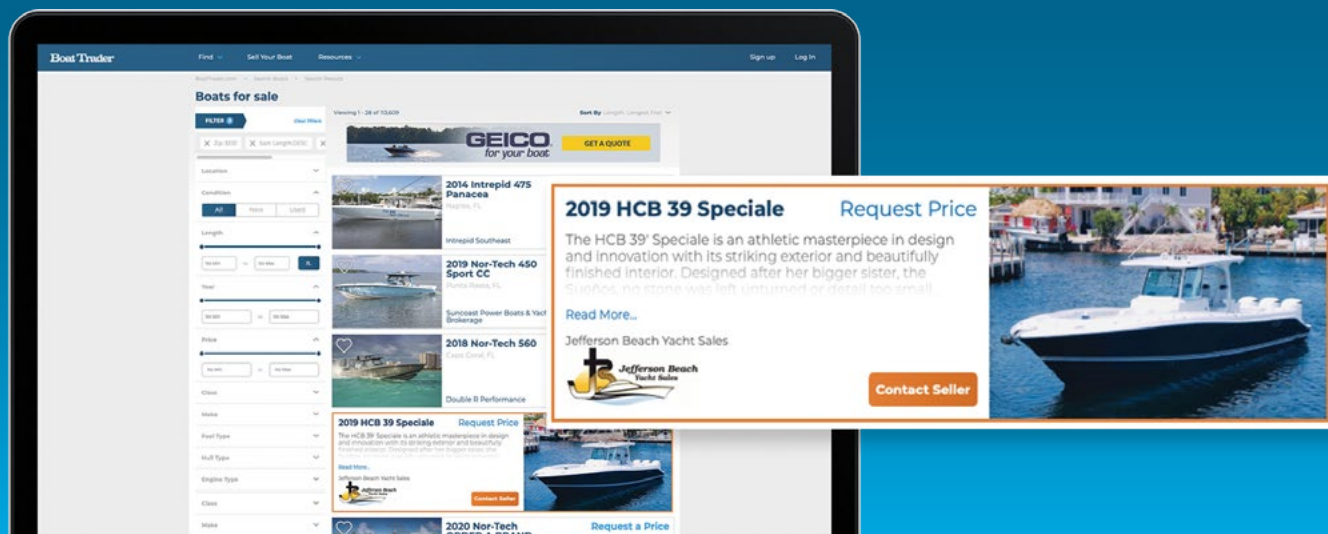
Accelerate Listing Performance

25% more listing views and leads*

275,000 logo impressions per month*

Sold:

- Monthly



Spotlight Listings

Own the Most Prominent Listing on The Search Results Page

Here's how it works:

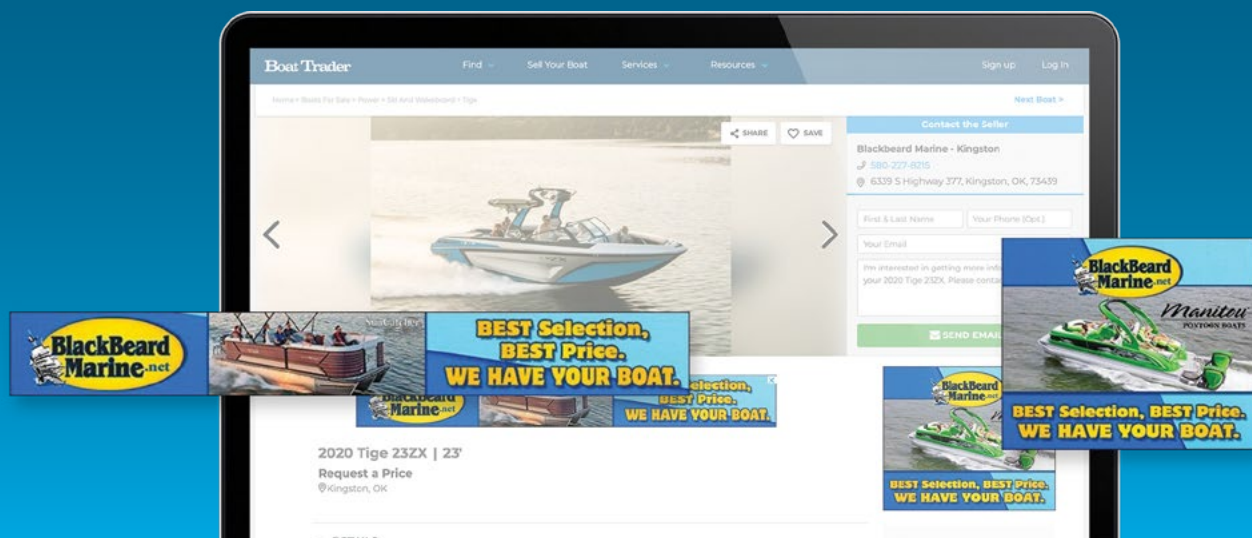
- 1 Select the DMA and Class that you would like to target. You may select up to 3 listings per month to rotate to that audience in the Spotlight Listing.
- 2 Our team of designers will build your ad, including your logo.
- 3 Your ad will be served to shoppers who are searching for the class your boat is listed in (within your DMA) on the search results page.
- 4 Become the most prominent seller in your market.

Build Brand Awareness & Increase Listing Views

Expand your reach with
14K more views
to your listings*

Sold:

- Monthly
- 1 Advertiser Per Market (100% SOV)
- 89 Designated Market Areas (DMA)
- 8 Classes:
 - Center Console, Cruiser, FW Fish, Motor Yacht, Pontoon, PWC, Sail, Ski Wake
- Clicks On-Site



Boat Detail Page Takeover

Own the Real Estate on Your Boat Detail Page

Here's how it works:

- 1 Based on your listing count, you will receive your BDP takeover package.
- 2 Provide your ad image, logo, and click-through URL and our team of designers will build your ads.
- 3 Your ads will surround your listings on all your boat detail pages.
- 4 Brand your listings and business to in-market shoppers looking for you.

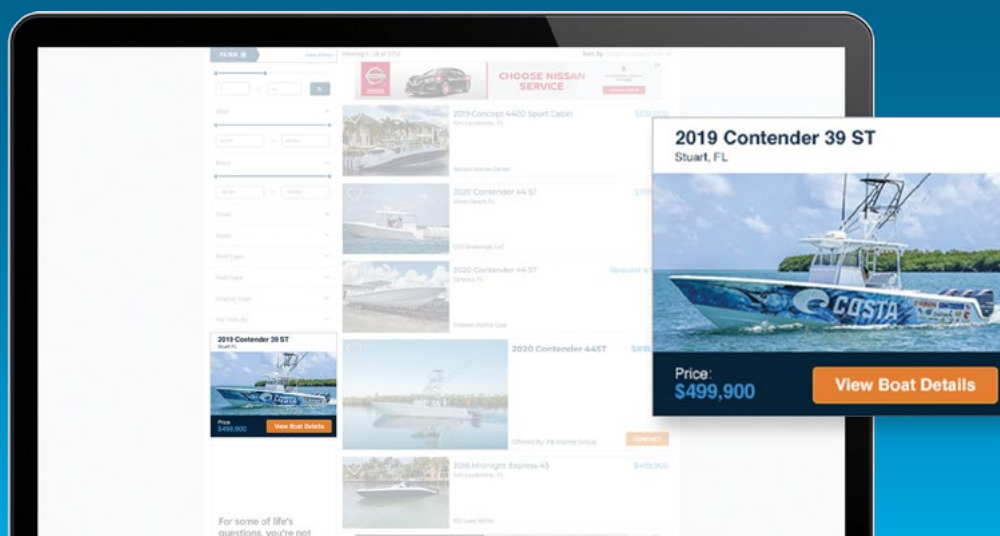
**Increase Listing Activity and
Maximize Brand Awareness**

Capture 100% of the page exposure

Maximum Lead Conversion

Sold:

- Monthly
- Clicks Off-Site



Promoted Listings

Capture Your Competitors' Audience

Here's how it works:

- 1 Select the boat you would like to advertise and your budget.
Ex. Standard package, \$500 will yield 100,000 impressions and an estimated 150 listing views.
- 2 Our team of designers will build your ad and targeting based on your boat listing photo, details, class, and DMA.
- 3 Your ad will be served to shoppers who are searching for the class your boat is listed in (within your DMA) across the Boat Trader website.
- 4 Advertise your listings prominently across BoatTrader.com.

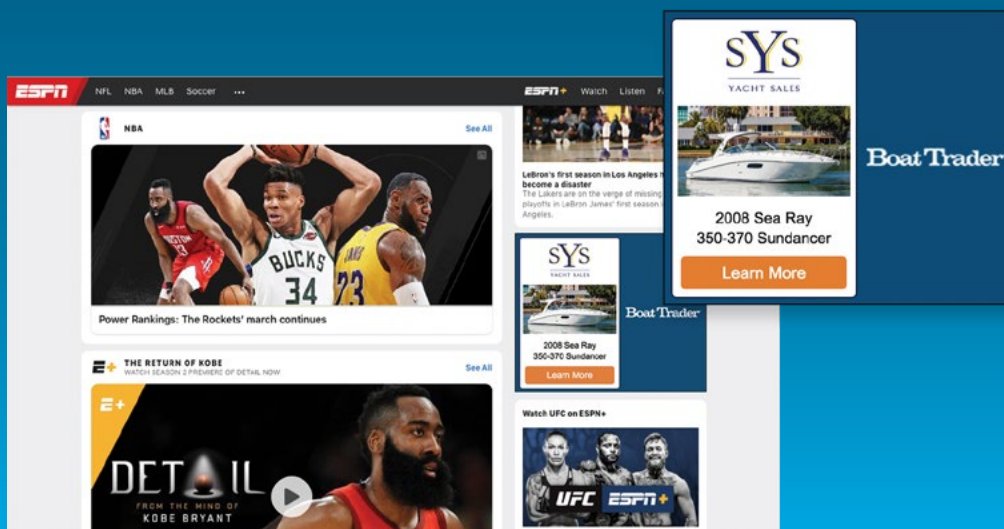
Increase Listing Activity & Brand Awareness in Your Market

100,000 monthly ad impressions*

150 more listing views per month*

Sold:

- **Monthly**
- **89 Designated Market Areas (DMA)**
- **9 Classes:**
Saltwater Fishing, Freshwater Fishing, Ski and Wakeboard, Center Console, Motor Yacht, Express Cruiser, Pontoon, Cruiser, PWC
- **Clicks On-Site**



Listings 360

Display Your Listings Across the Web & Bring Your Hottest Prospects Back

Here's how it works:

- 1** Dealers with the qualifying amount of monthly boat detail pageviews, select the retargeting product - Listings 360.
- 2** Participating dealers will have their listings appear across the internet to visitors who previously viewed their boats.
- 3** Shoppers who are retargeted with these ads are more likely to convert to a lead.
- 4** Bring back your hottest prospects.

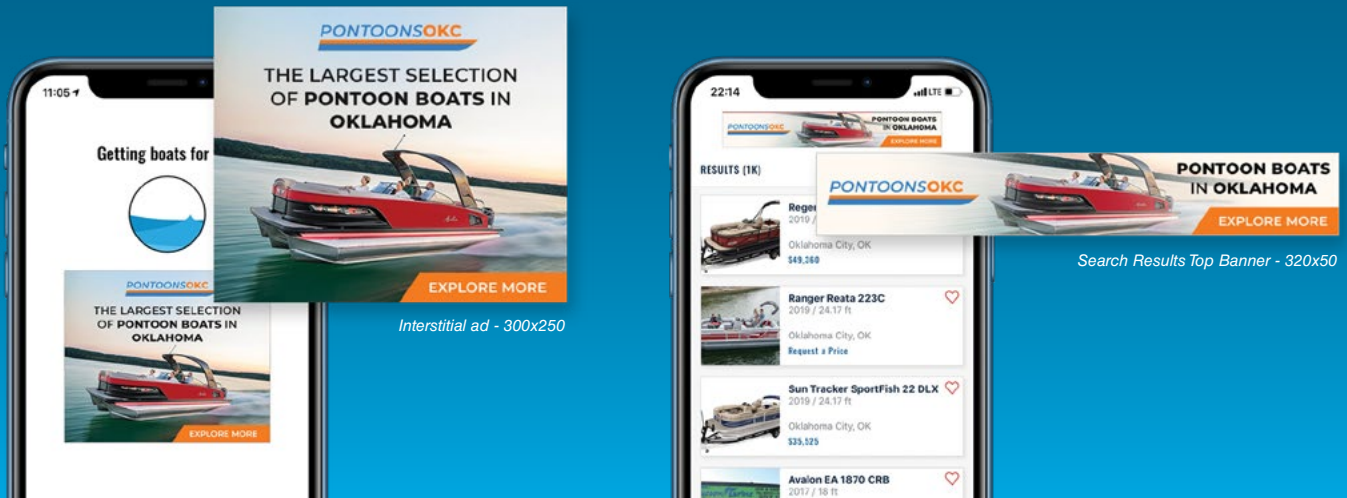
Remarket Your Brand to an Engaged Audience to Increase Conversions

50,000 monthly ad impressions*

150 more listing views per month*

Sold:

- Monthly
- Clicks Off-Site



Boat Trader App Sponsorship

Put Your Dealership in Front of Every App User in Your Area

Here's how it works:

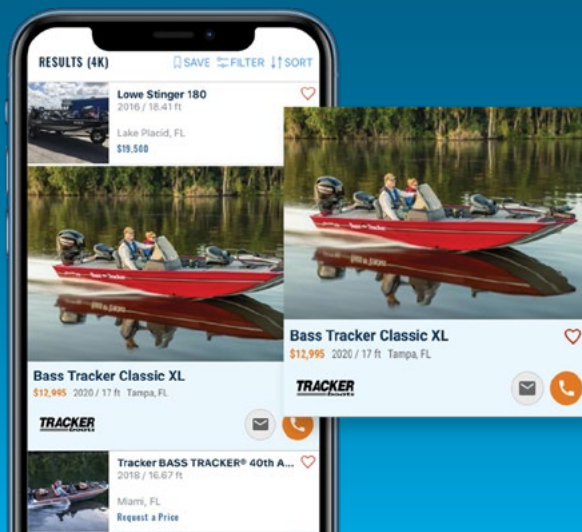
- 1 Select the DMA in which you would like to sponsor the app.
- 2 Provide your ad image, logo, and click-through URL and our team of designers will build your ads.
- 3 Your ads will be served during every search and at the top of every search results page.
- 4 Be the brand known on the Boat Trader app.

Exclusive Branding with a Highly Engaged Audience

Be the partner of choice to 700K monthly shoppers on the app.*

Sold:

- Monthly
- 1 Advertiser Per Market (100% SOV)
- 89 Designated Market Areas (DMA)
- Clicks Off-Site



SNapp Ad

Largest Ad “Snapped” into Search Results on the Boat Trader App, Boasting the Most Active Audience of Boat Shoppers

Here's how it works:

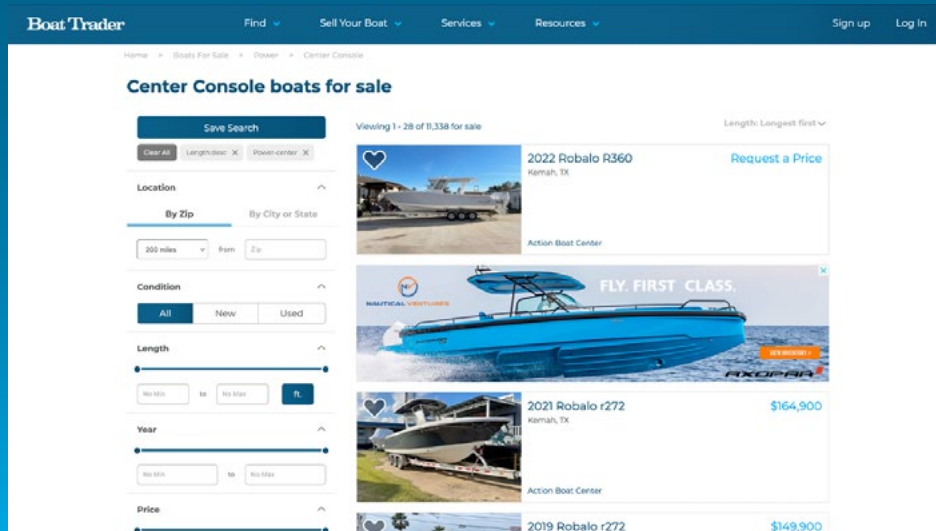
- 1 Select the DMA and class that you would like to target.
- 2 Our team of designers will create your ad using your logo.
- 3 Your ad will be served in the third position* to shoppers in your DMA who are searching within your designated boat class.
- 4 Stand out in the search results and increase your boat listing views.

Increase Brand Awareness & Listing Views

Reach the most engaged audience, viewing **4X more boats than other mobile users****

Sold:

- **Monthly**
- **89 Designated Market Areas (DMA)**
- **8 Classes:**
Saltwater Fishing, Ski/Wake, Cruiser, Pontoon, Freshwater Fishing, Motor Yacht, Sail, and PWC



Category Sponsorship

Top Brand Placement in Your Market

Here's how it works:

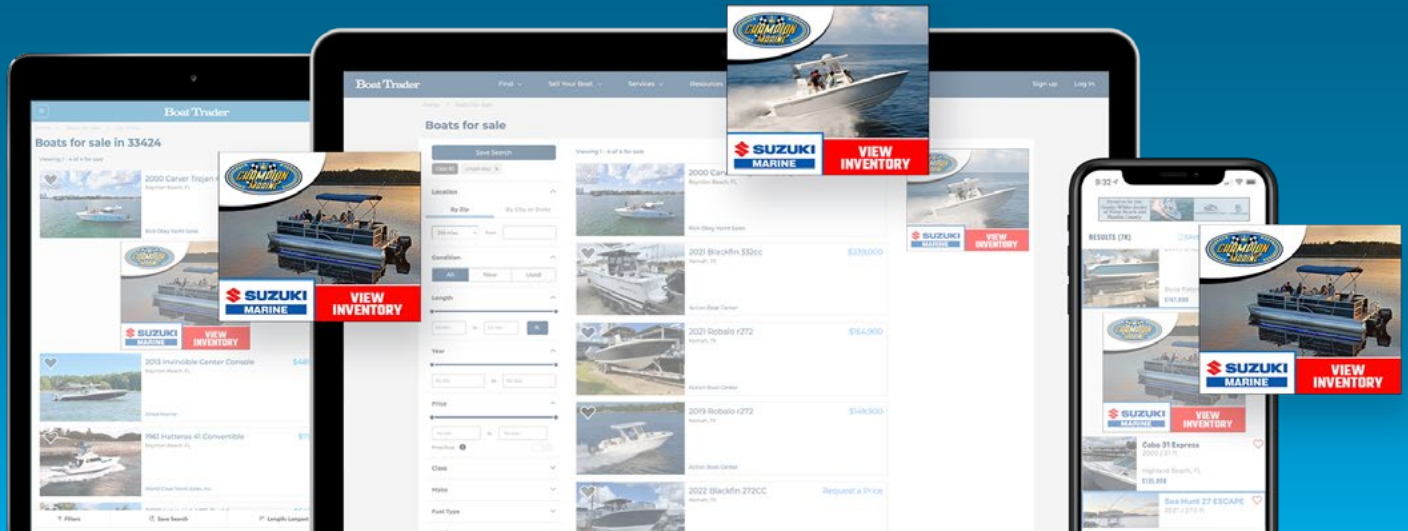
- 1 Select the category that you would like to sponsor on the Boat Trader search results page.
- 2 Provide your ad creative and click-through URL, and our team of designers will build your ad.
- 3 Your ad will be served to all shoppers in your market on the search results page.
- 4 Maximize your brand awareness.

Premium Positioning

**Premium viewability to
5M monthly boat shoppers***

Sold:

- **3 Shares per Category / Month**
- **8 Categories:**
Saltwater Fishing, Ski/Wake, Cruiser, Pontoon, Freshwater Fishing, Motor Yacht, Sail, and PWC
- **7 Markets:**
Florida, Great Lakes, Mid-Atlantic, Midwest, Northeast, Southeast, Southwest, and West Coast



Boat Trader Power Pack

Promote Your Brand in Front of 50k* Boat Buyers per Month

Here's how it works:

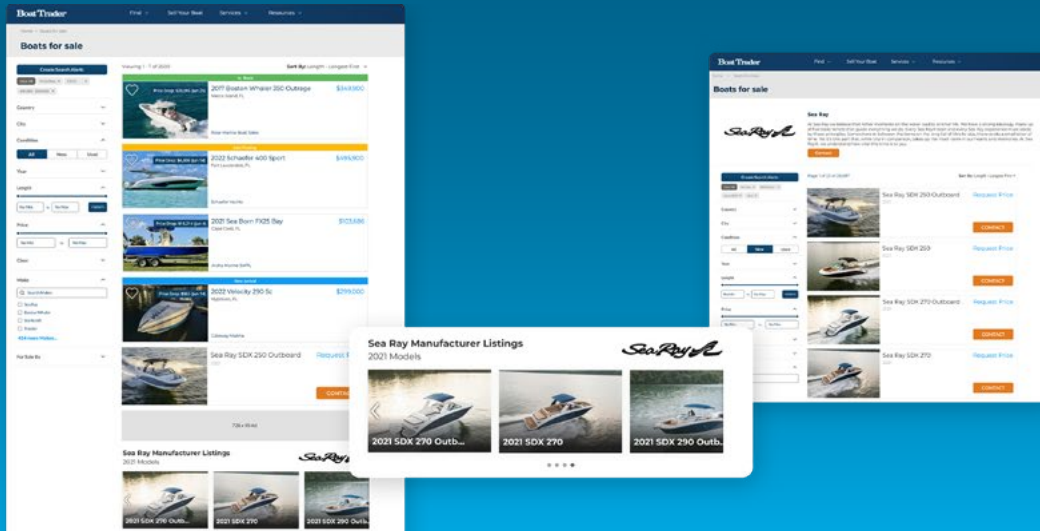
- 1 Select your target market
- 2 Our design team creates brand-building display ads for your business
- 3 Your brand is positioned in front of 50k* boat buyers per month. *(Tip - eliminate the competition by adding markets)*
- 4 Build your brand and drive more customers to your business

Exclusive Opportunity to Promote ANY of Your Offerings

The low-cost Power Pack is designed to build brand awareness and promote your inventory, services or marina amenities **within your specific market** on all devices - the app, desktop, and mobile experiences!

Details:

- 300x250 banner, static or GIF format
- Inventory, services, or marina amenities may be advertised
- Share of voice and impression availability varies by market
- Ability to purchase multiple shares to bump out the competition
- No monthly minimums, ability to purchase multiple months



OEM Preferred Membership

Ultimate Exposure to More New Boat Buyers

Here's how it works:

- 1 Display your logo and boats in rotation on relevant search results pages
- 2 Return all of your brand models in search results, regardless of zip code, search radius or dealership availability
- 3 Ensure listing accuracy for all of your makes and models - because you manage them
- 4 Deliver more exposure and leads to your dealers

Exclusive Builder Opportunity

Put your brand(s) in front of undecided prospects in the research phase

New Value Add

LeadFlow: Lead Routing Made Easy

Purchase the OEM Preferred Membership and get LeadFlow FREE! - **Limited Time Only** -

How LeadFlow works:

- **Lead routing, made easy!** Automatically import Boats Group leads into your CRM
- **Save time** - No more manual entry
- **Immediate lead delivery** to your dealers for seamless and timely follow up