



## 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 Watch your brand awareness, website traffic, foot traffic, leads, and sales grow!

### Maximum Brand Awareness

On average  
**9,000** monthly ad impressions

On average  
**350** clicks per month

\*averages across all 59 DMAs

### Sold:

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