



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 centerstage on the homepage of BoatTrader.com

**Maximum
Brand Awareness**

**Lift your exposure by
400K monthly visits***

* Based on average monthly visits. Results may vary by market, Google Analytics

Sold:

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