



## 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, in 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\*

\*Based on average monthly impressions & performance, Google Analytics

#### Sold:

- Monthly
- 89 Designated Market Areas (DMA)
- 9 Class Containers

Saltwater Fishing	Center Console	Pontoon
Freshwater Fishing	Motor Yacht	Cruiser
Ski and Wakeboard	Express Cruiser	PWC

- Clicks On-Site