



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.

Top Positioning

Premium viewability to
5M monthly boat shoppers*

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

Sold:

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