

2011 media planner

the Reference int
A MARINE INDUSTRY STANDARDS AND TECHNICAL EDUCATION JOURNAL



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ABYC
Setting Standards for Safer Boating

abycinc.org

Why choose the Reference Point?

2011



The American Boat and Yacht Council (ABYC) has weathered the ups and downs of the industry for more than 55 years, and we want to help you do the same! As your media partner, ABYC can help you communicate your message to the **\$37.5 billion recreational boating industry**. *the Reference Point* print journal and *the Reference Point* journal digital edition can provide a direct pipeline to the market you are trying to reach. Inform the marine manufacturers, surveyors, repair facilities, retailers, insurance companies, trade associations and education institutions that your business is continuing to provide excellent products and services that they should be considering. By advertising with *the Reference Point*, you can **reach key industry leaders and decision makers** and demonstrate your commitment to the future of the marine industry!

the Reference Point is mailed directly to ABYC's membership of **more than 4,500**. It is also distributed in a digital format where you can access an exact replica online and have your ad activated to link to your company Web site. **Additional copies** will also be used as marketing tools and are distributed at various national and international trade shows and conferences throughout the year.

Who We Are

For more than 55 years, the American Boat & Yacht Council has set the standards for boat building and repair. Members turn to ABYC for education, certification and the latest technical standards and information that affect all segments of the boating industry. Placing your company in the pages of *the Reference Point* is a cost-effective way to let members know about your products and services while showing your support for ABYC.



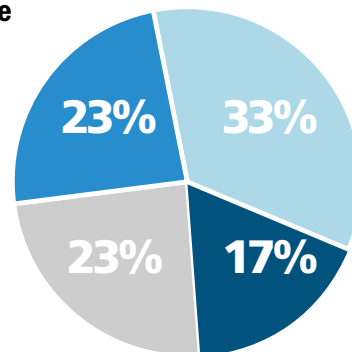
Praise for the Reference Point...

"We appreciate the opportunity to advertise inside the Reference Point. As a marketing person, I am always looking for some sort of traceable results from print advertising, and I get more comments stating 'I read about you in the ABYC magazine' than any other publication. That makes me happy!"

-Greg McManis, Dairyland Electrical Industries

ABOUT *the Reference Point* and OUR READERS

- 72%** are the chairman, CEO, president or owner of their company
- 52%** share their copy with other readers
- 71%** are more likely to consider purchasing products/services from companies who advertise products in the magazine
- 45%** have visited an advertiser's Web site
- 23%** work for a boatyard/
marina repair company
- 33%** work for a survey/
insurance company
- 17%** work for a manufacturer
company
- 23%** other



*Results based on the 2009 ABYC Readership Survey.

DIGITAL EDITION

In addition to print, *the Reference Point* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's Web site.

Extend your print advertising investment with the unique benefits of digital media:

- **Bookmark pages and insert notes**
- **Perform a keyword search of the entire magazine**
- **Navigate and magnify pages with one click**
- **View issues instantly from most smart phones**
- **Read the issue online or download and print for later**
- **Share articles on third-party news and social networking sites**
- **Use tabs to view archives, find a list of articles for one-click access and more**

Members and readers receive each issue via e-mail, and each new issue is posted on the association's Web site. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

Digital edition branding opportunities are exclusive and awarded on a first-come, first-served basis.



Exclusive Advertising Opportunities in the Reference Point Digital Edition

1 eSponsorship

Make sure your ad is the first one that readers see! Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

| | |
|------|---------|
| 1x | \$1,500 |
| 2-3x | \$1,350 |
| 4x | \$1,200 |

2 eSkyscraper

The eSkyscraper ad displays the entire time the digital edition is open.

| | |
|------|---------|
| 1x | \$1,500 |
| 2-3x | \$1,350 |
| 4x | \$1,200 |

3 eToolbar

Your company name is displayed on the toolbar found in the top right corner of every page of the digital edition.

| | |
|------|-------|
| 1x | \$750 |
| 2-3x | \$675 |
| 4x | \$600 |

All rates are net and per issue. Invoiced upon publication.

The Marine Industry

ONLINE GLOBAL PURCHASING DIRECTORY

A Standards-Based Guide to Locating Products & Services

The ABYC Foundation's *Online Global Purchasing Directory* will provide your customers with the capability to find standards-based products and services by simply clicking on a button. Visitors to the online directory can search for your company in multiple ways to include by name, location, product category, by ABYC Standard and keyword.

With 70% of traffic being new visitors to the Online Global Purchasing Directory who average more than 3 minute sessions and viewing nearly 4 pages per session, the Online Global Purchasing Directory is becoming the preferred resource to search for potential vendors.

The *Online Global Purchasing Directory* has advertising options for every company, from high profile banner ads to premier listings designed to fit a variety of sizes and budgets.

Extend your message worldwide – make a connection

Advertising Opportunities in the ABYC Foundation's *Online Global Purchasing Directory**



Page Peel

EXCLUSIVE POSITION! 75 x 75 pixels for small peel corner; opens to 500 x 500 pixels, displaying your business uniquely on the home page of the Online Global Purchasing Directory. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your Web site.

| | Member | Non-member |
|------|---------|------------|
| 1 Yr | \$5,000 | \$5,250 |
| 6 Mo | \$2,850 | \$3,100 |
| 3 Mo | \$1,575 | \$1,825 |



Spotlight Tile

125 x 125 pixel tile ad appearing on every page of the site. No matter what page visitors click on, your message will be prominently displayed in the same place, every time! Only two advertisers will be accepted.

| | Member | Non-member |
|------|---------|------------|
| 1 Yr | \$3,500 | \$3,750 |
| 6 Mo | \$2,100 | \$2,350 |
| 3 Mo | \$1,200 | \$1,450 |



Home Page Vertical Banner

120 x 240 pixel vertical banner on the home page of the Online Buyers' Guide (maximum four rotating per position).

| | Member | Non-member |
|------|---------|------------|
| 1 Yr | \$2,000 | \$2,250 |
| 6 Mo | \$1,200 | \$1,450 |
| 3 Mo | \$750 | \$1,000 |



Category Vertical Banner

120 x 240 pixel vertical banner rotating in a specific category and two positions available (maximum one ad per position).

| | Member | Non-member |
|------|---------|------------|
| 1 Yr | \$1,000 | \$1,250 |
| 6 Mo | \$750 | \$1,000 |
| 3 Mo | \$450 | \$700 |



Premier Listing - All of the above display opportunities include a free premier listing.

Includes full color 240 x 120 pixel logo, company name, address, phone number, active Web link and e-mail, complete company description, products and services listing and up to five detailed contacts. **NEW FEATURE—Product photo and description:** Display a full-color product photo and text description to potential customers. You also have the option to hyperlink the photo directly to any page on your company's Web site.

| | Member | Non-member |
|------|--------|------------|
| 1 Yr | \$250 | \$550 |

*Any existing print advertiser may take an additional 15% off the online product of their choice.

NET ADVERTISING RATES*

Full-Color Rates

| Size | 1x | 2-3x | 4x |
|-------------------------|------------|------------|------------|
| Double-Page Spread | \$4,429.50 | \$3,989.50 | \$3,539.50 |
| Outside Back Cover | \$3,499.50 | \$3,229.50 | \$2,969.50 |
| Inside Front/Back Cover | \$3,249.50 | \$2,979.50 | \$2,719.50 |
| Full Page | \$2,659.50 | \$2,389.50 | \$2,129.50 |
| 1/2 Page | \$1,689.50 | \$1,519.50 | \$1,349.50 |
| 1/3 Page | \$1,279.50 | \$1,149.50 | \$1,019.50 |
| 1/4 Page | \$979.50 | \$879.50 | \$779.50 |
| 1/6 Page | \$769.50 | \$689.50 | \$619.50 |
| eSponsorship | \$1,500.00 | \$1,350.00 | \$1,200.00 |
| eSkyscraper | \$1,500.00 | \$1,350.00 | \$1,200.00 |
| eToolbar | \$750.00 | \$675.00 | \$600.00 |

Black-&White Rates

| Size | 1x | 2-3x | 4x |
|--------------------|------------|------------|------------|
| Double-Page Spread | \$3,079.50 | \$2,769.50 | \$2,459.50 |
| Full Page | \$1,759.50 | \$1,579.50 | \$1,409.50 |
| 1/2 Page | \$1,119.50 | \$1,009.50 | \$899.50 |
| 1/3 Page | \$849.50 | \$759.50 | \$679.50 |
| 1/4 Page | \$649.50 | \$579.50 | \$519.50 |
| 1/6 Page | \$509.50 | \$459.50 | \$409.50 |

Position Guarantee: %15 Premium
Revisions and Proofs: \$50

***ALL RATES INCLUDE THE eLINK FEATURE.**

Bonus: All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad. Also, all advertisers receive an Advertiser.com listing. Our cross-reference highlights your company's Web address to increase online traffic.

Ad Specifications

| | | | | | | | | |
|--------------------------|--------------------|------------------|---------------------|------------------------|-----------------|-------------------|-------------------|-------------------|
| | | | | | | | | |
| Double Page Spread (DPS) | Full Page No Bleed | Full Page Bleed | 1/2 Page Horizontal | 1/2 Page Long Vertical | 1/3 Page Square | 1/3 Page Vertical | 1/4 Page Vertical | 1/6 Page Vertical |
| 17" x 11.125" | 7" x 9.5" | 8.625" x 11.125" | 7" x 4.583" | 3.333" x 9.5" | 4.583" x 4.583" | 2.166" x 9.5" | 3.333" x 4.583" | 2.166" x 4.583" |

eToolbar: JPG or GIF: 250 x 50 pixels **eSponsorship:** JPG, GIF, Flash or video: 645 x 465 pixels **eSkyscraper:** JPG or GIF: 228 x 1140 pixels

DIRECT-MAIL RATES (FURNISHED BY ADVERTISER)

Advertise your products and services by including your flyer, rate brochure or postcard in the clear plastic bag in which *the Reference Point* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.

In addition to the printed version, the *Reference Point* is also produced in an identical, interactive digital edition. You now have the option to include your direct mail piece as an attachment to the digital version for a nominal fee. To be included, advertisers must supply the digital file of the direct mail piece to Naylor—high-resolution PDF is preferred. If you would like to re-create your direct mail piece as an animated Flash file, additional charges apply.

| Surfaces | Print Distribution | Print & Digital Distribution |
|----------------------|--------------------|------------------------------|
| 1-Page (2 surfaces) | \$1,599.50 | \$1,749.50 |
| 2-Page (4 surfaces)* | \$1,999.50 | \$2,199.50 |
| Postcard | \$1,599.50 | \$1,749.50 |

*3-Pages/6-Surfaces or more available; quotes supplied upon request.

"In just five business days, our ad has generated more leads than we ever imagined—over 100 in one week, and they are all serious buyers—I would highly recommend that your clients consider the direct mail piece, in addition to their normal display advertising program."

**—Julie Cosens, LocateUnderground.com
Naylor Advertiser, Georgia Rural Water Association**

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



MEMBER ADVERTISING RATES*

Full-Color Rates

| Size | 1x | 2-3x | 4x |
|-------------------------|------------|------------|------------|
| Double-Page Spread | \$3,969.50 | \$3,569.50 | \$3,179.50 |
| Outside Back Cover | \$3,109.50 | \$2,879.50 | \$2,659.50 |
| Inside Front/Back Cover | \$2,859.50 | \$2,629.50 | \$2,409.50 |
| Full Page | \$2,269.50 | \$2,039.50 | \$1,819.50 |
| 1/2 Page | \$1,439.50 | \$1,299.50 | \$1,149.50 |
| 1/3 Page | \$1,089.50 | \$979.50 | \$869.50 |
| 1/4 Page | \$839.50 | \$759.50 | \$669.50 |
| 1/6 Page | \$529.50 | \$479.50 | \$419.50 |
| eSponsorship | \$1,500.00 | \$1,350.00 | \$1,200.00 |
| eSkyscraper | \$1,500.00 | \$1,350.00 | \$1,200.00 |
| eToolbar | \$750.00 | \$675.00 | \$600.00 |

Black-&-White Rates

| Size | 1x | 2-3x | 4x |
|--------------------|------------|------------|------------|
| Double-Page Spread | \$2,619.50 | \$2,359.50 | \$2,099.50 |
| Full Page | \$1,499.50 | \$1,349.50 | \$1,199.50 |
| 1/2 Page | \$979.50 | \$879.50 | \$779.50 |
| 1/3 Page | \$709.50 | \$639.50 | \$569.50 |
| 1/4 Page | \$549.50 | \$489.50 | \$439.50 |
| 1/6 Page | \$429.50 | \$389.50 | \$339.50 |

**Position Guarantee: %15 Premium
Revisions and Proofs: \$50**

***ALL RATES INCLUDE THE eLINK FEATURE.**

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**—Julie Cosens, LocateUnderground.com
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