

2010 media planner

the Reference Point

A MARINE INDUSTRY STANDARDS AND TECHNICAL EDUCATION JOURNAL



contact

Diane Markey
Publication Director

Naylor, LLC

Toll-free: (800) 369-6220 ext. 2746

dmarkey@naylor.com

ABYC
Setting Standards for Safer Boating

abycinc.org

Why choose the Reference Point?

2010

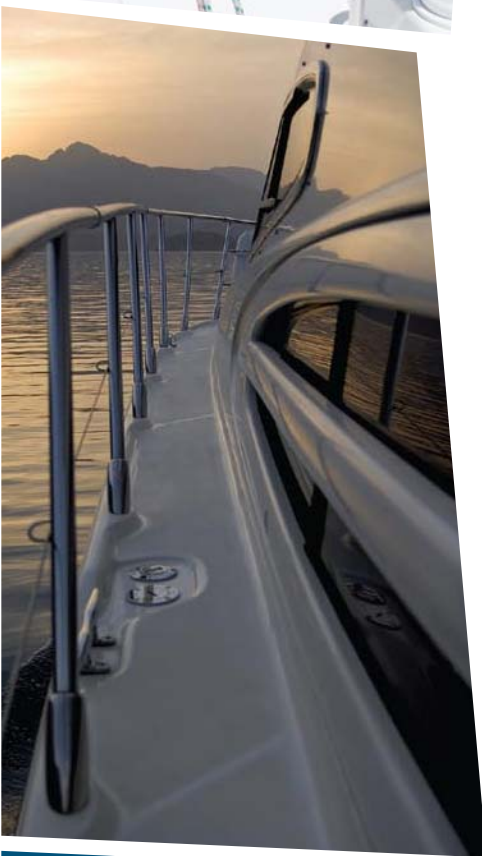


The American Boat and Yacht Council (ABYC) has weathered the ups and downs of the industry for more than 55 years, and we want to help you do the same! As your media partner, ABYC can help you communicate your message to the **\$37.5 billion recreational boating industry**. *the Reference Point* print 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.



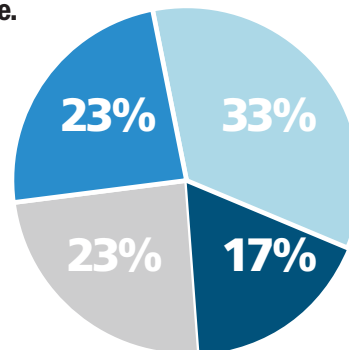
Praise for *the Reference Point*...

"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

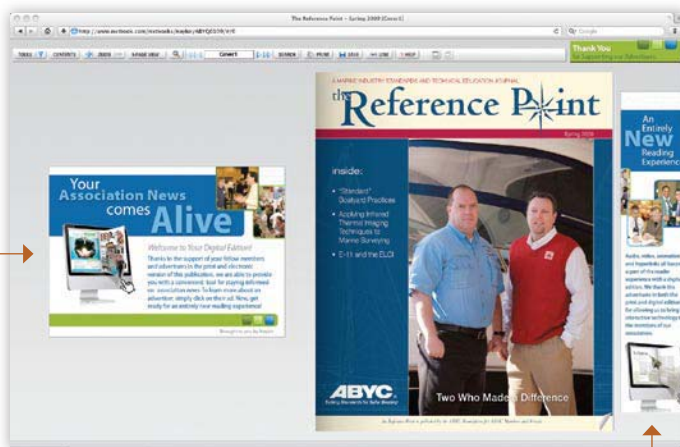
In addition to print, *the Reference Point* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's Web site.

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

- Link your ad to the landing page of your choice
- Increase traffic to your Web site
- Interact with viewers and facilitate the buying process
- Generate an immediate response from customers

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

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

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

eSkyscraper

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

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

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

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.**

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.

NEW FEATURE! 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).

naylor
We build IMAGE.

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.

NEW FEATURE! 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).

naylor
We build IMAGE.

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 traffic averaging 636,000 hits/month, 121,000 page views/month and 9,250 unique visitors/month during 2008, the ABYC Web site is becoming the preferred resource for the marine industry to search for valuable information.

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

Advertise in the ABYC Foundation's *Online Global Purchasing Directory* and reach not only ABYC members, but the vast number of visitors that come to the ABYC Web site to include surveyors, boat manufacturers, engine manufacturers, accessory manufacturers, boatyards, service and repair shops, marinas, lawyers, government agencies, educational institutions, dealers, retailers, yacht brokers, consultants, naval architects, designers, students, associations and boat owners.

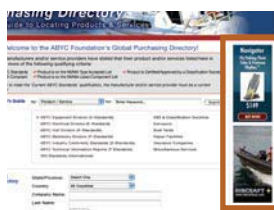
Advertising Opportunities in the ABYC Foundation's Online Global Purchasing Directory



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).

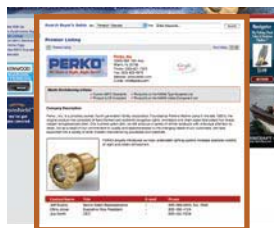
	Member	Non-member
1 Yr	\$2,000	\$2,250
6 Mo	\$1,200	\$1,450
3 Mo	\$750	\$1,000



Super Category Vertical Banner

120 x 240 pixel vertical banner rotating in a specific super-category and all related sub-categories (no rotations).

	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