



**ADVERTISING WITH** **American**  
**Boat Listing**

[www.ablboats.com](http://www.ablboats.com)

## Ablboats.com 2006 Ad Rates & Specifications

Ablboats.com offers advertising options to fit any budget. All ad locations have a fixed number of "slots". "The number of slots defines the number of banners that share the space, with a new banner displaying each time the page is viewed. Advertisers may purchase multiple slots.

Website Banners			
NAME	SIZE (in pixels)	SLOTS	PRICE (per month)
Home page		Guaranteed 100,000 impressions per slot	
(a) Banner	300x250	8	\$400
(b) Skyscraper	120x600	8	\$400
Search Results Page		Guaranteed 80,000 impressions per slot	
(c) Top Banner	468x60	8	\$350
(d) Mid Banner	468x60	8	\$350
(e) Left Banner	125x125	8	\$150
Details Page		Guaranteed 80,000 impressions per slot	
(f) Top Banner	468x60	8	\$350
(g) Mid Banner	468x60	8	\$350
(h) Left Banner	125x125	8	\$150
Text Links (Featured Partners) Run of Site			
3-4 Words - 30 Characters	24	20	\$200
		Guaranteed 80,000 impressions per slot	

## Banner Specifications

Acceptable file types for banners include: GIF (with or without animation), JPG and Flash, with files sizes up to 50kb. Clients designing Flash banners must request a tracking URL from Ablboats.com in order to count click-throughs. Ablboats.com banners should be emailed directly to [advertise@ablboats.com](mailto:advertise@ablboats.com). Ablboats.com has a team of in-house designers that can create the banners for you at an additional fee.

E-mail Newsletter (not shown)			
NAME	SIZE (in pixels)	SLOTS	PRICE (per month)
(a) Banner	300 x 250	1	\$400
(b) Skyscraper	120x600	1	\$400
Text Links	3-4 Words	3	\$50

## E-mail Newsletter

The e-mail newsletter is an HTML formatted e-mail delivered bi-monthly to over 40,000 boat enthusiasts who have requested a subscription. (Price listed is the monthly rate based on number of months.)

## Banner Specifications

Acceptable file types for banners include: GIF (with or without animation) and JPG, with files sizes up to 50kb.

## Sponsorships and Packages

Ablboats.com can offer a range of custom campaigns and packages to fit your advertising needs. We Encourage creativity. Do not hesitate to contact us for a proposal.

(h)

# About Ablboats.com

Your guide to buying and selling used boats since 1983

For over 20 years American Boat Listings (“ABL”, “ABLBoats.com”) has been serving the new and used boat markets with its “For Sale By Owner”, commission free sales strategy. In order to successfully carry out this mission, it became necessary ABL would have to build a large network of boat sellers and boat buyers.

In the eighties and early nineties, the Internet was non-existent. ABL carried out its mission largely by attending boat shows with reams and reams of paper with boat listings. The success of this method is what allowed us to continue on with the business and continue to tailor it to people looking to sell a boat and buy a boat.

## And Then Came The Internet!

The late nineties brought about the Internet and the benefits to us were clear. The boat broker lost their main advantage, their exclusive network of buyers and sellers. Now the internet offered an easy to browse marketplace, where no commission based middle man was required. This made the “Boats For Sale By Owner” that much more of a viable strategy for everyone. By establishing a web presence we can offer boat buyers and sellers an efficient channel to post and view boats for sale.

As bandwidth and technology becomes more readily available, we are able to offer more and more features. Currently we allow boat sellers to post large, detailed images and list an infinite amount of textual detail about their boat.

## Who Is Visiting Ablboats.com?

ABLBoats.com is proud to have a highly focused group of website visitors to offer to our Advertisers. This results in higher campaign success than traditional blanket advertising, making ABLBoats.com a great place to advertise.

ABLBoats.com traffic is derived from both online and offline campaigns, and consists of Boat Buyers, and Boat Sellers. Our dedication to website traffic provides an ideal marketplace for boat sellers to effectively list and sell their boat. On the flip side, boat buyers have an extensive, broad inventory which to browse from, making it an ideal marketplace.

## The ABL Advertising Guarantee

### Slot Pricing and the ABL Advertising Guarantee

ABLBoats.com offers ‘slot’ pricing (instead of traditional CPM) in order to reward our paid advertisers with time based advertising. As the website grows and traffic increases, advertisers will see an increased amount of impressions. Additionally, in cases when all slots are not filled, paid advertisers will be distributed additional time.

The ABL Advertising Guarantee is put in place to ensure our advertisers maintain a minimum amount of impressions. Our guarantee is simple; ***If we fail to meet your minimum guaranteed impressions, we will extend your contract for 1 month at no charge.***

## STATISTICS

With over 2.5 million pages viewed per month, it's no surprise that Ablboats.com is on of the leading internet destination for locating all types of boats for sale

### Monthly Site Traffic

Monthly Impressions	2,500,000+
Homepage Impressions	800,000+
Unique User Sessions	175,000+

### User Visit Statistics

Avg. Pages Per Visit	8.8
Average Session Length	8 min+

### Additional Statistics

Number of Listings	20,000+
Average Boat Price	\$55,287
Newsletter Subscribers	40,000+

### Demographics

Mostly Male
Discretionary Income
Higher Than Average Net Worth
Average Age Over 35

## ADVERTISING INQUIRIES

Fli Digital, Inc. is the agency in charge of the Ablboats.com advertising inventory.

For more info, please contact:

Scott Teger  
Fli Digital, Inc.  
advertise@ablboats.com  
631-913-0200 ext 103

For all boat listing inquiries contact:  
1-800-875-BOAT or info@ablboats.com