

## 2007 Online Packages

### Maximum Branding Package (3-, 6- and 12-Month Programs)

- Mixed premium Leaderboard, 160 x 600 Skyscraper, and 180 x 150 Run-of-Site (ROS) banners during the campaign ensures your message will be seen every day, on every page of the website, in a variety of locations
- Ad spot (3x) in each monthly eNewsletter issue
- Text link to iSpecial Offeri on all pages (located in the right column)
- (1x - 30 days) 180X150 Forum banner ad
- (1x - 30 days) Custom poll iSponsored byi with Advertiser logo on all pages of the website
- (1x - 30 days) 468X60 Photo Gallery Window sponsorship banner

**\$13,650 per quarter (\$19,500 value)**

### Lead Generation Package (90 Days)

- 90-day Contest or Sweepstakes promo hosted on the appropriate site with an Advertiser-customized look, feel and prize; any number of required entrant fields
- ROS banner ad and eNewsletter ad (3x) for the duration of the campaign
- Special homepage promo for campaign (1x) during launch month
- Database of contest participants provided at end of contest
- Winner announcement on website and in eNewsletter (1x)
- Premier Annual Listing in the Business Directory with built-in lead generation direct response form and lead-enabled links to your website

**\$4,500 per quarter (\$6,000 value)**

### Content Section Sponsorship (3-, 6- and 12-Month Programs)

- Branded content section (Racing, Sailboats, Sailing Gear, From the Experts, NOOD) with Advertiser logo and "This Section Sponsored by" combined with 180 x 150 section banner and links to Advertiser website
- Advertiser-supplied advertorial or PDF whitepaper available for download
- Advertiser-supplied video clip for user download

**\$4,500 per quarter (\$6,000 value)**

### Email Outreach Package (90 Days)

- 90-day (3x) Ad spot in the brand eNewsletter to a targeted opt-in list of enthusiasts, linking to Advertiser website for product promotion or special offer
- Custom Advertiser email (1x) 100% SOV Advertiser email message to our list (special offer or targeted product promotion recommended)
- Specific product or event press release within 1 of 3 monthly eNewsletters

**\$2,800 per quarter (\$3,750 value)**

### Community & Forums Package (90 Days)

- Forum/Members Photo Gallery Leaderboard banner ad (all forum pages)
- Forum Poll (1x) to solicit feedback from all forum members
- Optional exclusive Advertiser forum for communicating directly with our Forum members

**\$2,250 per quarter (\$3,000 value)**

*All rates are net*