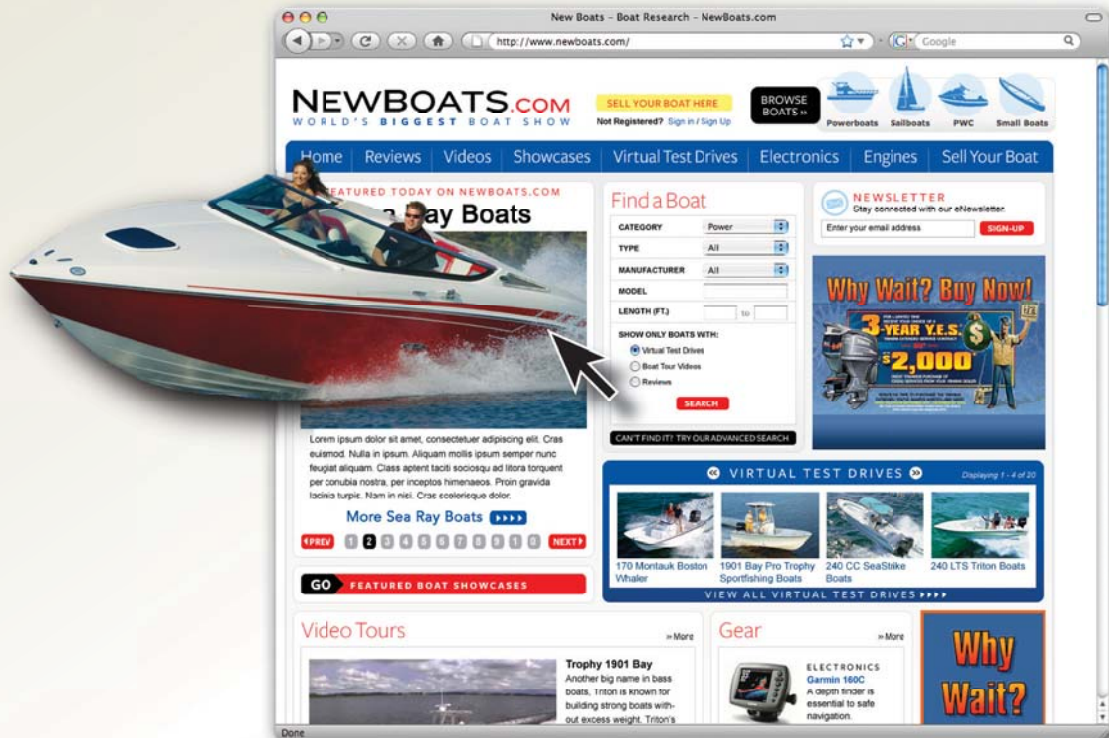


THERE'S NEVER BEEN A BETTER TIME TO BUY A NEW BOAT!

AND THERE'S NEVER BEEN A BETTER PLACE TO FIND THE RIGHT BOAT FOR YOU – **NEWBOATS.COM**



NewBoats.com is an essential resource portal for boat buyers. With editorial boat reviews, boat tests and boat videos from your favorite boating, sailing and fishing brands, NewBoats.com offers the ultimate consumer boat shopping experience.

- Over 5,000 production new boat listings –
- Hundreds of boat tests from your favorite editors –
- Hundreds of boat videos and Virtual Test Drives –

NEWBOATS.COM

WORLD'S BIGGEST BOAT SHOW

Yachting

BoatingLife

SPORT
FISHING

SaltWater
SPORTSMAN

CRUISING
WORLD

Marlin

MotorBoating

Sailing
WORLD

FLY
FISHING

2009 Media Kit

NEWBOATS.COM
WORLD'S BIGGEST BOAT SHOW

The next big idea from Bonnier is NewBoats.com. Launched in January 2009, NewBoats.com offers viewers and the industry a site that has listings of over 5,000 production boats, magazine boat tests, boat videos, as well as new content every month created by the best editors in the marine business. Boaters find the best deals and latest information on NewBoats.com to help them make a decision to buy a boat.

Ask about our
Special Launch
Discount!

Banner Advertising

Max 4 advertisers per position, 25% SOV

728 x 90 Leaderboard

Run of Site, Top and Bottom

\$1,625 per month

120 x 90 Tile

Run of Site, Top

\$650 per month

160 x 600 Skyscraper

Run of Site, Right

\$975 per month

300 x 250 Square

Home page, Right

\$1,300 per month

468x60 Horizontal

Search results pages, Center

\$15 CPM

The screenshot displays the NewBoats.com website layout. At the top, there are navigation links for Home, Reviews, Videos, Showcases, Virtual Test Drives, Electronics, Engines, and Sell Your Boat. A search bar is prominently featured with filters for Category, Type, Manufacturer, and Model. Below the search bar, there are sections for 'Regal Boats' showcase, 'Virtual Test Drives' with video thumbnails, 'Video Tours' featuring a 'Trophy 1901 Bay' boat, 'Latest Boat Reviews' for various models, and a grid of 'Featured Boat Manufacturers' including brands like Albemarle, Four Winns, and Regal. A sidebar on the right contains a 'NEWSLETTER' sign-up form and a '160 x 600' advertisement space. The footer includes site navigation and copyright information for Bonnier Corporation.

2009 Media Kit

NEWBOATS.COM
WORLD'S BIGGEST BOAT SHOW

Ask about our
Special Launch
Discount!

Boat Builder's Showcase

Boat buyers will find photos, videos, and editorial coverage - everything a boat buyer is searching for in one convenient location. Boat detail pages include specifications and the opportunity to locate a dealer or request information.

A showcase on NewBoats.com will educate our visitors, your target audience, with information about each of your products in an engaging layout. Increase brand awareness and drive more boat sales.

Showcase Manufacturers receive:

- Home Page Feature for duration of Showcase
- Featured Placement on the Showcase Landing page
- Exclusive OEM Manufacturer Marketing page
- Premium Partner Video player
- Lead generation for all models
- Dealer locator link back to OEM dealer locator page
- Premium listing at the top of all search results
- Bold listing at bottom of Manufacturer list

Showcase Boat Detail Pages include:

- List of all models
- 468x60 banner ad in Manufacturer section
- Link to Manufacturer web site

Rate: \$1,000 per month (Minimum 6 months)

728 x 90
128 x 90

NEWBOATS.COM
WORLD'S BIGGEST BOAT SHOW

SELL YOUR BOAT HERE
Not Registered? Sign in / Sign Up

BROWSE BOATS

Powerboats Sailboats PWC Small Boats

Search

Reviews

Videos

Showcases

Virtual Test Drives

Electronics

Engines

The Boaters

Boat Builder's Showcase > SEA RAY

PHOTOS

VIDEOS


Sea Ray

Every Sea Ray boat is a reflection of our commitment to precision, innovation and craftsmanship. Spacious cockpits flow into thoughtfully designed cabins. The design, details and materials are tested and approved by the most dedicated group of professionals in the marine industry. The result is a line of boats, from 18 to 60 feet, that continues to set higher standards when it comes to aesthetics, engineering and technology. That's what you can expect from Sea Ray.

Awards

For almost 50 years, Sea Ray® has used forward thinking to design some of the best built, most technologically advanced boats in the industry, which has resulted in our highest accolades ever: the MMA Award for highest satisfaction in sport boats. Read more about us on [www.searay.com](#)

Photo Gallery



SEA RAY 270 Sundancer®
The sleek, contemporary lines of the new 270 Sundancer make it a standout in any marina, but this express cruiser is not meant to sit at the...

468 x 60

Reviews & Articles

Sea Ray 230 Fission Select
The Fission is a special edition of Sea Ray's popular 230 Select. The dashing graphics, amped-up sound system and tricked-out water-sports features target active adults and younger family members. The equally good news for the folks making payments is that underneath the bling there resides a first-rate sport boat built to the same exacting standards as all other Sea Ray models.
[Read Full Review](#)

Sea Ray 300
A luxury runabout with good, old-fashioned muscle.
[Read Full Review](#)

Sea Ray 300 Select EX

[Search our database of over 888 boat reviews](#)

All Boats
Choose a boat from SEA RAY

- 230 Fission
- 230 Select
- 210 Fission®
- 210 Select
- 205 Sport
- 195 Sport
- 185 Sport
- 175 Sport
- 240 Sundancer®
- 280 Sundancer®
- 310 Sundancer®
- 330 Sundancer®
- 360 Sundancer®
- 270 Ambejacket®
- 290 Ambejacket®

advertisement

160 x 600

Featured Boat Manufacturers

Albemarle Boats	Fontaine Powerboats Inc.	Pathfinder Boats	Starcraft Marine
Alpha Pontoon	Four Winns Boats	PlayCraft Boats	Sun Tracker
Baja Marine	Gekko Sports	Premier Marine	Supra
Bayliner Marine	Glacier Bay	Princecraft U.S.	Sylvia Marine Inc.
Bertrington Marine	Grady-White	Rampage Sportfishing ...	Tahoe Boats
Bertram Yachts	Harris Flotek	Regal Boats	Tige
Bluewater Sportfishin...	Hatteras Yachts	Regulator Marine	Triton Boats
Boston Whaler	Hunter Marine Corp.	Rinker Boats	Venture Marine, Inc.
Cabo Yachts, Inc.	Kayak	Rybovich Spencer Group	Viking Yachts
Caravelle Powerboats	Kemmer Boats	Sailfish Boats	Voyager
Carolina Classic Boat...	Mako Marine Internat...	Sanger Boats	Walkcraft
Carolina Skiff	Malibu	Scout Boats	World Class Catamarans
Cavalex Yachts	Manitou	Sea Boss	
Chaparral Boats	MasterCraft Boats	Sea Craft	
Concord Craft	Maverick	Sea Pro Boats	
Cresliner Inc.	Monterey Boats	Sea Ray Boats	
Doral International	Moomba	Sea View Boats	
Ebbtide Corp.	Nitro	Seaswift Boats	
Formula Boats	Palmetto Custom Boats	Ski Supreme	

728 x 90

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BONNIER CORPORATION Visit Our Bonnier Marine Group Sister Sites
Boating Life | Cruising World | Kitesurfing | Marlin | Motor Boating | Power Cruising | Sailing World | Salt Water Sportsman | Sport Diver | Sport Fishing | Wakeboarding | Water Ski | Wind Surfing | Yachting | NewBoats.com | UsedBoats.com | YachtBroker.com

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2009 Media Kit

NEWBOATS.COM
WORLD'S BIGGEST BOAT SHOW

Ask about our
Special Launch
Discount!

Electronics and Engines Showcase

Showcase Manufacturers receive:

- Featured placement on the showcase landing page
- 3 minute video per product (client supplied)

Showcase Product Detail Pages include:

- List of products
- Features and specifications
- Link to manufacturer web site

Rate: \$100 per month, per product - first three products
\$50 per month, per product - each additional
(Minimum 6 months)

The screenshot displays the NEWBOATS.COM website interface. At the top, there's a navigation bar with links for Home, Reviews, Videos, Showcases, Virtual Test Drives, Electronics, Engines, and Sell Your Boat. Below this, a 'Product Showcase - Electronics' section is active, featuring a list of Furuno products: ED-222, FCV 620 Fishfinder, FI-50 Multi Instrument, FM-3000 VHF DSC, MFD 12, and Navipilot 500. A detailed product page for the 'Furuno - 1834C/NT' is shown, featuring an image of the device and a list of features and specifications. The specifications include a 10.4" color VGA TFT LCD display, 36-mile range, 24' radome antenna, API-cooled high-brightness display, automatic DST, target/echo trails, SD chart memory, enhanced graphics, improved screen redraw, 100 target AIS display, adjustable on/off radar guard zone alarm, picture off-centering, cursor/L/L position display, watchman mode, on-screen vessel position display, wispop listpop, full-functioning infrared remote control, and radar overlay.

WEBSITE DIGITAL REQUIREMENTS

AD	DIMENSIONS	FILE SIZE	FILE TYPE
TOP AND BOTTOM LEADERBOARD	728 x 90 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
TOP TILE	120 x 90 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
PREMIUM SQUARE	300 x 250 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
SKYSCRAPER	160 x 600 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
HORIZONTAL	468 x 60 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf

CREATIVE GUIDELINES

- A click through URL must be supplied
- Creatives cannot have transparent backgrounds.
- Banner expansion must be user-initiated.
- Videos must have pause/stop/play and audio controls.
- Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking.
- All Flash files must be submitted as a .swf file with accompanying back up gif/jpg.
- We accept flash version 6-10
- Include the following action script in all flash banners:
on(release) {getURL(clickTAG, "_blank");}

Contact

For more information on advertising on NewBoats.com please contact your Bonnier Marine Group sales representative or Katherine Garcia.

Online Sales Manager:
Katherine Garcia
212-779-5282
katherine.garcia@bonniercorp.com

Ask about our
Special Launch
Discount!