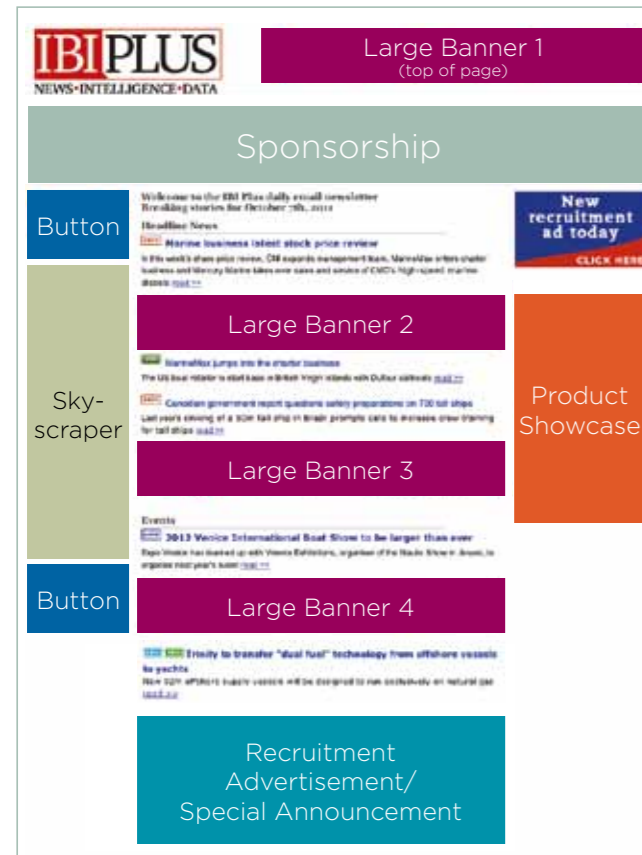


# ONLINE ADVERTISING

INDUSTRY BUYERS FOR YOUR PRODUCTS OR SERVICES WILL BE ACCESSING THEIR EMAIL AND GO ONLINE EVERY DAY OF THE WEEK. REACH THEM 24/7 WITH IBI'S TARGETED ON-LINE OFFERINGS - THE IBINEWS DAILY EMAIL NEWSLETTER, [WWW.IBINEWS.COM](http://WWW.IBINEWS.COM), AND [WWW.IBI-PLUS.COM](http://WWW.IBI-PLUS.COM)

## IBIPLUS DAILY EMAIL NEWSLETTER



- ▶ World's pre-eminent news service for the recreational marine industry
- ▶ 12,500 confirmed, request-only subscribers in over 120 different countries (as of Oct 25 2011, Source; Strategy Eye)
- ▶ No. 1 international marine recruitment email newsletter

It is a very proactive form of advertising - time-sensitive and flexible. Your message is sent straight into the inboxes of key decision makers at boatbuilders, distributors, dealers, designers and equipment manufacturers. It will help you to:

- ▶ Raise your international profile and brand awareness
- ▶ Locate New Dealers or Distributors
- ▶ Recruit for new members of staff
- ▶ Publicise a new product launch or your presence at a boat show

Banners, skyscraper, button, product showcase ads sold on per day basis.

Recruitment /Special Announcement advertising - fill your vacancies for company directors, sales managers, production managers, engineers etc or find international distributors or dealers for your products. Includes one month advertising in the vacancy section of our websites.

**For a free trial of IBI plus - visit [www.ibi-plus.com](http://www.ibi-plus.com)**

IBI newsletter rates					
Ad type	Per day	5 days -20%	10 days -25%	Pixel Dimensions/Max File Size	Format
Large Banner 1	€485	€1940	€3635	468 x 60/15kb	jpg/gif
Large Banner 2	€415	€1660	€3110	468 x 60/15kb	jpg/gif
Large Banner 3-5	€375	€1500	€2810	468 x 60/15kb	jpg/gif
Skyscraper	€415	€1660	€3110	120 x 400/20kb	jpg/gif
Button	€150	€600	€1120	120 x 60/7kb	jpg/gif
Product Showcase <sup>2</sup>	NA	€750	€1350	175 x 300/10kb	jpg/gif
Recruitment/Special Announcement <sup>3</sup>	€550	€2200	€4125	458 x 100 logo/100 words of text	jpg/gif
Sponsorship <sup>4</sup>	Per month €3750			728 x 90/25kb	jpg/gif

<sup>1</sup> No flash accepted  
<sup>2</sup> Plus 1 month on [www.ibinews.com](http://www.ibinews.com)  
<sup>3</sup> Minimum 2 day run, inc 1 month in specific section of [www.ibinews.com](http://www.ibinews.com)  
<sup>4</sup> Plus 1 month large banner on our websites

## WWW.IBI-PLUS.COM



#1 International industry websites provide news, market intelligence, searchable archives, boat show calendar, global marine media listings, and lots more to:

- ▶ 31,650 unique visitors every month
- ▶ 57,200 visits - spending over 6 minutes on the site every visit
- ▶ 112,300 page impressions every month (Average monthly figures from period Nov 2009-Sep 2011. Source: Omniture)
- ▶ Regularly updated to ensure top search engine results

To advertise on both websites					
Ad type	3 Months	6 Months	9 Months	12 Months	Pixel Dimensions/Max File Size/Format
Large Banner	€3000	€5400	€8100	€9600	468 x 60 / 15kb (gif/jpg) or 30kb (Flash)
Button	€1500	€2700	€3750	€4800	120 x 60 / 7kb (gif/jpg) or 10kb (Flash)
Skyscraper	€3750	€6750	€9560	€12000	120 x 400 / 20kb (gif/jpg) or 30kb (Flash)



**For further information** on how on-line advertising with IBI can benefit your organisation please get in touch.

tel: +44 (0) 208 726 8121 | **email: [laurent\\_subra@ipcmedia.com](mailto:laurent_subra@ipcmedia.com)**

## WWW.IBINEWS.COM



Both websites offer continuous branding opportunities - advertising gives you long term access and repeated exposure to marine buyers worldwide.

- ▶ Increase traffic to your website
- ▶ Raise your international brand profile and awareness
- ▶ Reach new geographic markets

Variety of ad position sizes to suit your needs and budget. Prices are for three consecutive month periods.