

## DAILY EMAIL NEWSLETTER

### IBI-plus daily email newsletter

- World's leading news service for the recreational marine industry
- 13,000 confirmed, request-only subscribers in over 130 countries \*
- No. 1 international marine recruitment email newsletter

\* Source: Campaign Monitor

The newsletter provides a very proactive form of advertising – time-sensitive and flexible. Your message is sent straight into the inboxes of key decisionmakers 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
- Publicise a new product launch or your presence at a boat show

### 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.

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## DIGITAL ADVERTISING RATES

AD TYPE		AD TYPE	
<b>LARGE BANNER 1</b>	<b>BUTTON</b>	<b>LARGE BANNER 2-5</b>	<b>RECRUITMENT/SPECIAL ANNOUNCEMENT</b>
<b>per day</b> €485	<b>per day</b> €150	<b>per day</b> €375	<b>per day</b> €550
<b>5 days</b> €1940 (-20%)	<b>5 days</b> €600 (-20%)	<b>5 days</b> €1500 (-20%)	<b>5 days</b> €2200 (-20%)
<b>10 days</b> €3635 (-25%)	<b>10 days</b> €1120 (-25%)	<b>10 days</b> €2810 (-25%)	<b>10 days</b> €4125 (-25%)
<b>pixel dimensions</b> 468x60	<b>pixel dimensions</b> 120x60	<b>pixel dimensions</b> 468x60	<b>pixel dimensions</b> 458x100
<b>max file size</b> 15kb	<b>max file size</b> 7kb	<b>max file size</b> 15kb	<b>max file size</b> logo plus 100 words of text
<b>format</b> jpg/gif	<b>format</b> jpg/gif	<b>format</b> jpg/gif	<b>format</b> jpg/gif
<b>LARGE BANNER 2</b>	<b>SPONSORSHIP</b>	<b>SKYSCRAPER</b>	
<b>per day</b> €415	<b>per month</b> €3750	<b>per day</b> €1660 (-20%)	
<b>5 days</b> €1660 (-20%)	<b>pixel dimensions</b> 728x90	<b>5 days</b> €3110 (-25%)	
<b>10 days</b> €2810 (-25%)	<b>max file size</b> 25kb	<b>10 days</b> €4680	
<b>pixel dimensions</b> 468x60	<b>format</b> jpg/gif	<b>pixel dimensions</b> 120x400	
<b>max file size</b> 20kb		<b>max file size</b> 20kb	
<b>format</b> jpg/gif	No flash files accepted	<b>format</b> jpg/gif	



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AD TYPE		AD TYPE	
<b>LEADERBOARD</b>		<b>DOUBLE MPU</b>	
<b>1 month</b> €2250		<b>1 month</b> €2250	
<b>3 months</b> €5600		<b>3 months</b> €5600	
<b>6 months</b> €11200		<b>6 months</b> €11200	
<b>12 months</b> €22400		<b>12 months</b> €22400	
<b>pixel dimensions</b> 970 x 90		<b>pixel dimensions</b> 300 x 600	
<b>pixel dimensions for mobile viewing</b> 320 x 50		<b>pixel dimensions for mobile viewing</b> 300 x 250	
<b>max file size</b> 75kb		<b>max file size</b> 75kb	
<b>format</b> jpeg/gif or animated gif		<b>format</b> jpeg/gif or animated gif	
*Maximum of 10 advertisers per position		*Maximum of 10 advertisers per position	
<b>MPU</b>			
<b>1 month</b> €1680			
<b>3 months</b> €4480			
<b>6 months</b> €8960			
<b>12 months</b> €17 920			
<b>pixel dimensions</b> 300 x 250			
<b>max file size</b> 75kb			
<b>format</b> jpeg/gif or animated gif			
*Maximum of 10 advertisers per position		We do not accept flash banners	

### FEATURED COMPANY POSITION

Appearing at the top of home page. Links to company profile textedited by IBI Editorial team to include videos and/or photos.

### PRICES

**6 months on home page** €8960  
**12 months on home page** €14336

\* Maximum of 10 Companies featured at one time.

### MICRO SITE POSITION

Link appearing on the home page. Micro site produced by IBI team in conjunction with client.

### price on application



38,000 average unique users per month

105,600 average page impressions per month

(Aug 2019 - Aug 2020)  
 50% growth since Oct 2018 launch

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