

USHARBORS 

Tides, Weather & Local Knowledge™

# Media Kit

## SUMMER 2019

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

TEL: (207) 593-0011

[advertise@usharbors.com](mailto:advertise@usharbors.com)



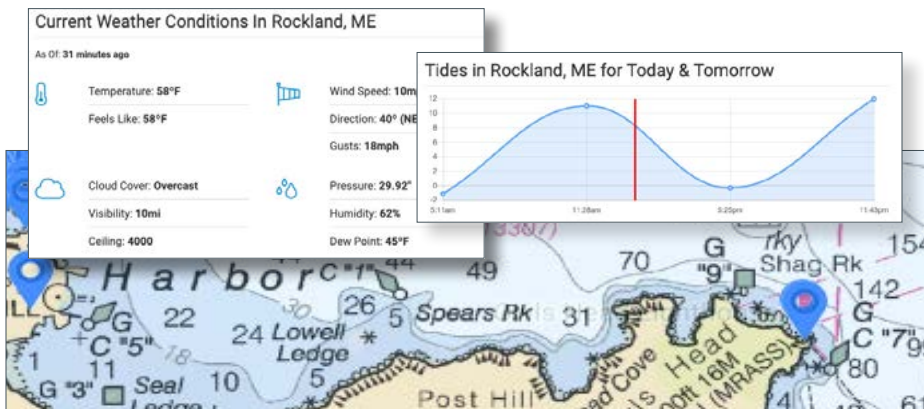
Used by over 4 million people in 1,300 Harbors in 23+ States



## Our Mission

Tides, Weather & Local Knowledge™

US Harbors is committed to promoting vital, sustainable coastal communities, - economically and environmentally - while providing tools to help people make good decisions when they're on the coast.



## Our Audience

People who Boat, Fish, Travel, & Work

**17 million**  
pageviews per year

**4 million**  
users per year

**3.2 million**  
boat owners

**2 million**  
spend 30+ days/year on the water



Stats based on 2018 web traffic and user survey

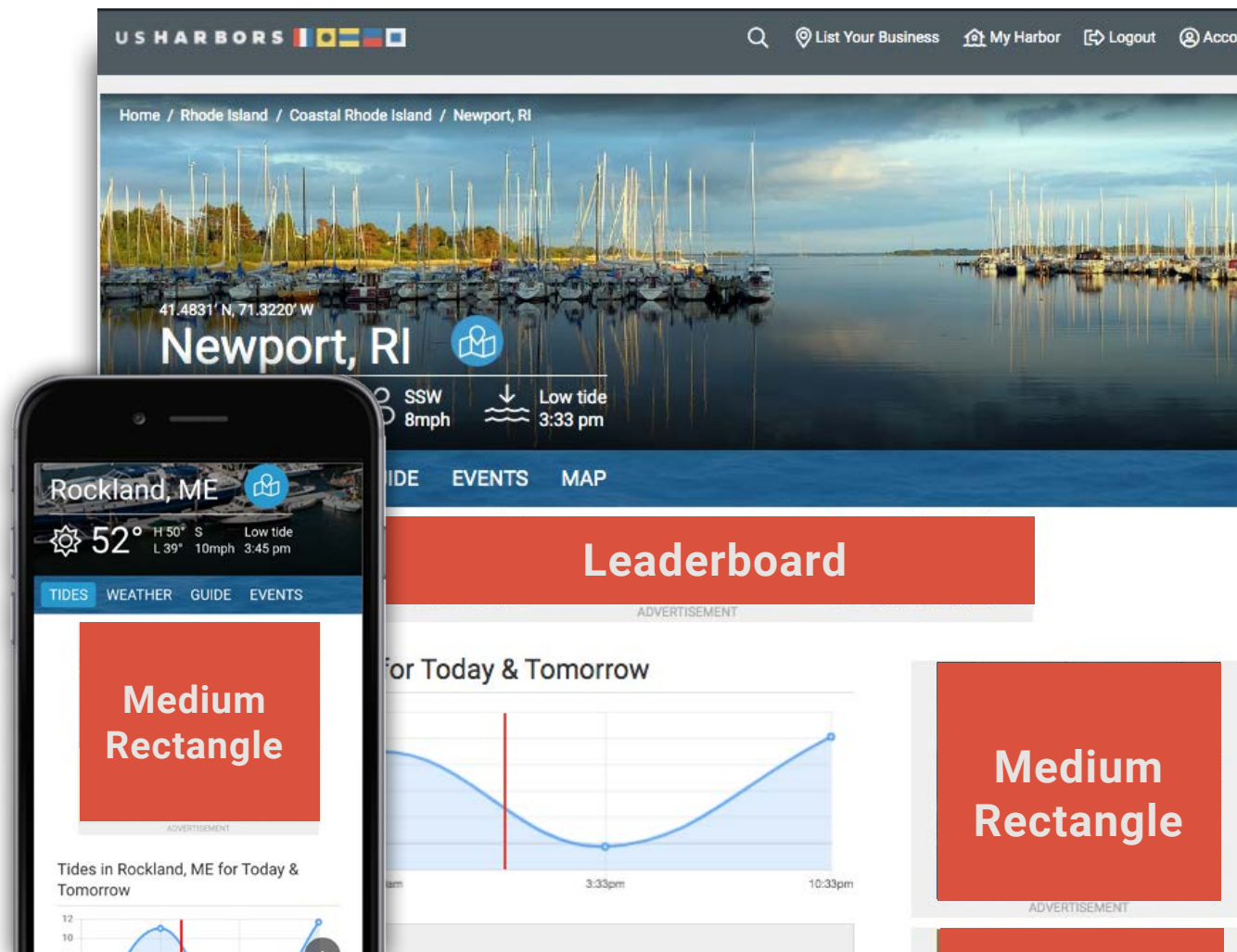
## Partner with US Harbors

Target Harbors, Regions, or States... and Interests.

Our users boat, fish, and spend a lot of time on the water. Your ads make sense in this context.

- Packages start at 25,000 impressions/mo\*
- Target users harbor-by-harbor, state-by-state, or nationally
- Rates start at \$6/1,000 impressions
- 3 ad sizes included in every package:
  - » Medium Rectangle (300x250)
  - » Leaderboard (728x90)
  - » Mobile Leader (300x100)

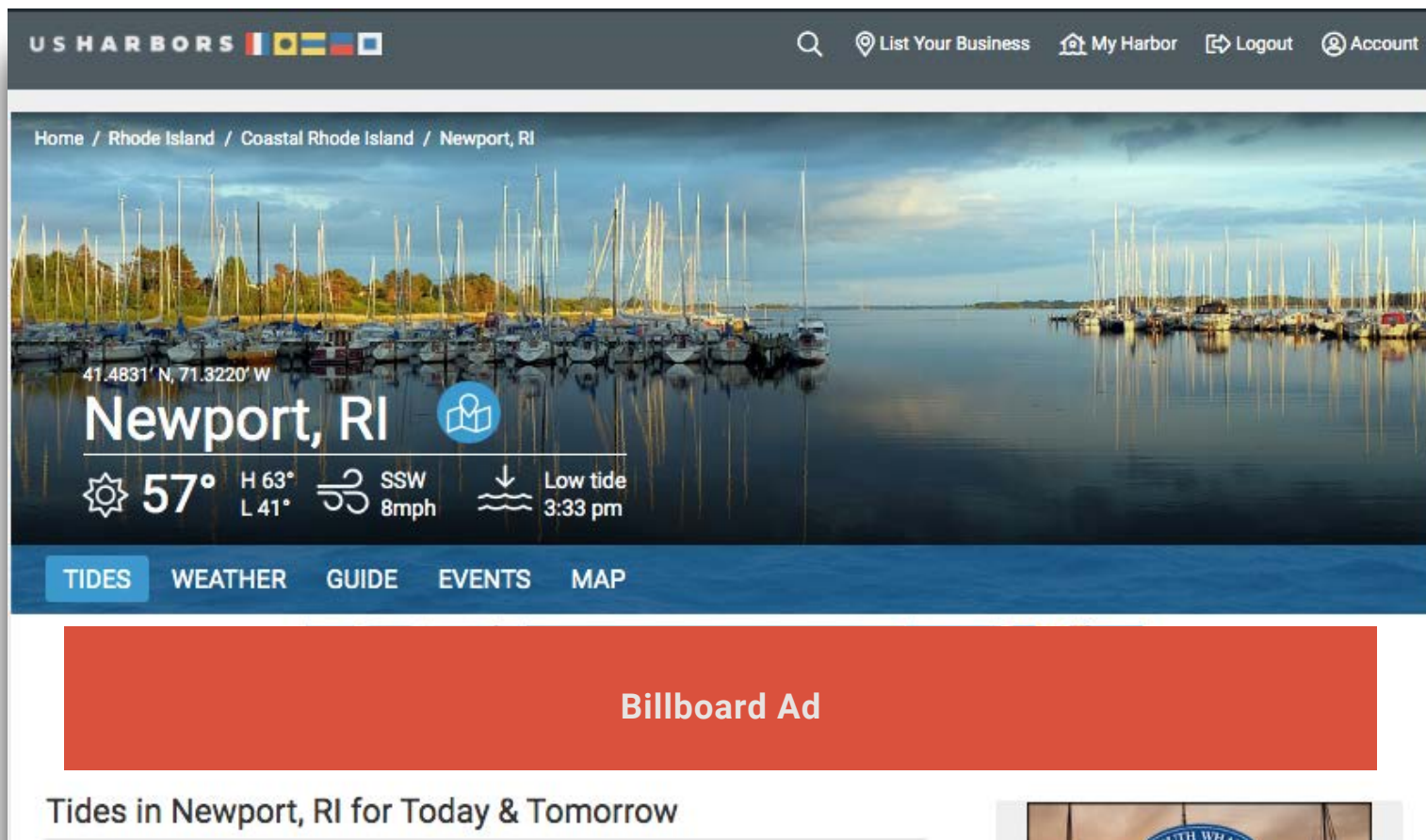
\*Impression = Each and every time a visitor on our site sees a page with your ad on it.



# Ads with the Highest Impact

## Billboards: Site-Wide Sponsorship

Best for short runs and maximum visibility, Billboards are our largest ads. They display persistently at the top of all of our pages. Most clients choose nationwide runs, but you can also target state-by-state. We guarantee that ALL our users will see your ad!






# Sponsored Content

## Precisely Crafted Narratives About Your Company

**NEWS FEED ARTICLES** -- These 500 word articles engage visitors in a way that means they remember your brand. They display on most of our pages and are indexed regularly by search engines, which has the added benefit of improving your website's rank!

**EMAIL MARKETING** -- Short 'teaser' articles with your logo/photo display in emails we send to our list of over 10,000 people who boat, fish, and love our coasts. Our open rate is above industry standards!

Sponsored Content



**Boating 101: Avoid Being Towed**


While Sea Tow membership gives you the peace of mind on the water of knowing towing is included and available 24/7 you should need it, we realize you would prefer to avoid it if possible! For boaters who want to keep their boat off the other end of our tow... [LEARN MORE](#)




**How to Avert Disaster If Your Boat Starts Taking on Water**  
5/15/2019 by US Harbors

[BOATING](#)

By Dave Lisicio. When the Farr PH 56 Monterey sank in May 2017 during the Antigua-to-Bermuda Race, nobody was more shocked than owner and skipper Les Crane. After all, he'd sailed the boat more than 40,000 miles during the previous 14 years and had confidence in its seaworthiness. The center-cockpit... [SEE MORE](#)



**US HARBORS**



At US Harbors we are passionate about the natural world, especially Tides, Weather, and Local Knowledge. Growing up, I loved being with the elders (probably guys in their thirties) who could squint at the sky, and tell me that it was going to blow from the southwest at 2 o'clock. I'd ask how they knew, and they'd shake their heads: they just knew. Today I'm the elder, and when I make such a pronouncement, it's because I read it on [US Harbors!](#)



**Yarmouth Boat Yard's annual Vessel Safety Check and Season Opener Celebration - May 18, 2019**

Don't miss this free event! Come to Yarmouth Boat Yard to have your boat inspected by the [Wawenock Sail and Power Squadron](#). Be ready for boating season by ensuring that your boat is in full compliance with all Federal and State boating laws and have peace of mind knowing that in an emergency you will have the necessary equipment.

# Ready to Get Started?

We'll Design a Solution to Meet Your Needs



CALL 207-593-0011

EMAIL [advertise@usharbors.com](mailto:advertise@usharbors.com)

WEB [usharbors.com/advertising](http://usharbors.com/advertising)

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