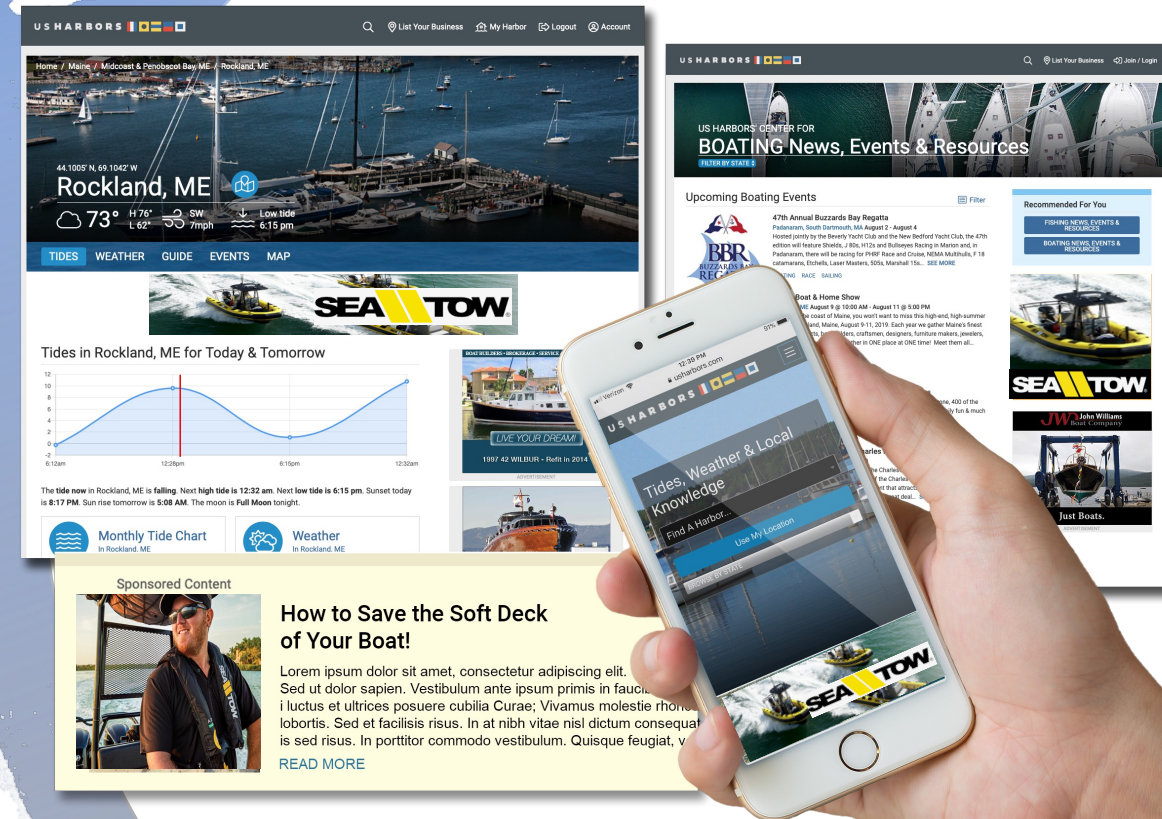




US HARBORS

MEDIA KIT 2023

The #1 Coastal Weather Resource: Used by Over 10 Million Boaters & People Who Love the Coast





US HARBORS

What is US Harbors?

US Harbors is the premier shoreline resource for boaters planning their time on the water.

- We provide tides, weather, boating & fishing news, online nautical charts, and other harbor-specific information on over 1,500 coastal harbors in the U.S., including 200 in the Great Lakes.
- Our site is **used by over 10 million boaters** each year, both recreational and commercial, of whom **80% own their own boats**. They check the site daily to make decisions about being out on the water.
- We're the only weather and tides platform designed specifically for boaters, by boaters: the reason why we have 10M+ devoted users.



US HARBORS

Why is US Harbors Different?

"Our recent ad with you sent more traffic to our site than any other advertising source we've ever used."

Well-known Boat Manufacturer

Our platform is unique in providing access to a huge audience of very active boaters, literally where they are--on the water.

- Contextual: we allow you to reach boaters in the context of their daily boating activities.
- We have highly configurable geo-targeting, allowing you to reach users in specific harbors, regions, and states.
- We communicate directly with our audience by sharing relevant content on multiple channels, and host highly engaged campaigns directly related to boating and coastal activities.
- We're a community--a coastal 'family'—and we care about your success in ways that big tech doesn't.



US HARBORS

Advertising with US Harbors

STANDARD PROGRAMS

US Harbors has standard advertising programs with CTRs well above industry standards. We follow industry best practices and have a dedicated ad tech team to ensure ads are optimized.

- Targeted Display Advertising
- Content Sponsorship
- Email Sponsorship
- **NEW** : Video Display Ads

EXCLUSIVE PROGRAMS

Our platform allows advertisers to reach users in harbor-specific locations; locations in strategic markets with specific demographics, such as high net worth audiences, as well as through exclusive programs.

- Event Sponsorship
- Custom Audience Segments



US HARBORS

Display “Banner” Advertising

“Advertising with you makes more sense to us: big tech doesn’t care about our business or help our community in any way.”

Boat Broker

Our most popular ad product;
best for brand awareness & engagement.

- Geo-target Audiences: National or select high-value markets (as desired)
- Ad details:
 - Ads display on all harbors (~1,500), region, and state pages as well as on US Harbors’ primary pages (home, news/event feeds, etc.)
 - 3 differently sized ads to insure maximum exposure on all devices: 300x100, 300x250, 728x90

IMPRESSIONS	Configurable; Recommend 100K-150K per month
COST	\$6 CMP with annual buy; Discounts available for annual buys over \$14,000.
OPTIONS	A/B testing (\$200 per setup)



US HARBORS

Sponsored Content & Emails

*"Incredible results. Really helped us
reach a completely new audience."*

Boat Manufacturer

Custom, topic-specific articles and/or emails about your business and its importance.

- Sponsored Content
 - Article featured prominently for 7 days throughout US Harbors multiple harbor, state, and region pages. (~8000 pages on site)
 - Transition to 'evergreen' article after initial run; supports long-tail readership engagement and SEO benefits.
 - For established advertisers, includes coverage in email newsletter.
- Sponsored Emails
 - Email with your brand and content sent to our over 31K registered users with specific interest in boats.
 - Targeting of sub-groups available (e.g. Harbormaster mailing list, People with indicated interest in Boats, etc.)

COST	Evergreen Sponsored Content: \$500/article Sponsored Email: \$500/email
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US HARBORS

Video Ads

*Video ads get 7.5 times more clicks
than standard display ads.*

*(From a study done by Smoot and Liftoff, marketing
performance and analytics platforms)*

NEW: VIDEO ADVERTISING

Short, exciting video ads, displayed throughout US Harbors, feature your boats and products.

- Details:
 - Aspect ratio: 3: 2.5 (as our Ad-unit size is 300x250)
 - Resolution: 720p or 480p
 - Max length: 30 Seconds
 - Max file size: 5 Mb

COST	\$10 VCPM (cost per 1,000 impressions)
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US HARBORS

Annual Event Sponsorships

US HARBORS' ANNUAL EVENT CAMPAIGNS

Reach Boaters Around the Country Through Our Unique Annual Events

- ["Best Harbor" in the US](#) – An annual contest reaching over 250,000 people around the country with significant engagement rates across a wide variety of channels.
- [National Harbormaster Appreciation Day](#) – An annual event – celebrated each year on Oct. 8th--created and run by US Harbors. Reaches over 100,000 people annually, runs both online and on-shore in local communities, and cements an already deep relationship US Harbors has with local Harbormasters around the country.

COST	Please Refer to Event Sponsorship Materials
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US HARBORS

Custom Audience Development

CUSTOM AUDIENCES FOR RETARGETING

US Harbors can develop custom segments of user data for your retargeting.

- Suggested Focus: Audience retargeting; growing new audiences
- Suggested Duration: 1-2 months minimum
- Target: High-value Markets for your business.
- Details: Standard approach is for US Harbors to aggregate visitor data on key areas on our site, which is then enabled by retargeting on the platforms you use.

COST	TBD Depending on Program Design (minimum: \$3000)
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USHARBORS

Join Us:
Reach 10+ Million Boaters!

CALL or EMAIL:
207-318-9482 | anastasia@usharbors.com

TIDES | WEATHER | LOCAL KNOWLEDGE™