



Featuring



## 2023 Advertising & Marketing Plan

Anacortes Boat & Yacht Show and Trawlerfest have once again joined forces for this year's event! What does this mean for your business? **Twice as much advertising!**

Below are the details for the campaign managed by NMTA and the Anacortes Chamber of Commerce. Trawlerfest/AIM is running a similar campaign with similar reach and frequency in addition to this plan. Ads delivered by Trawlerfest appear as "Trawlerfest at Anacortes Boat & Yacht Show" and ads delivered by NMTA & the Anacortes Chamber of Commerce appear as "Anacortes Boat & Yacht Show featuring Trawlerfest".

### **DIGITAL: \$14k**

**Summary:** This year's digital advertising plan focuses on boaters from British Columbia to Southern California, and east to northern Idaho, with the bulk of the campaign focused between Bellingham and Olympia, WA and the Seattle-Tacoma DMA. These audiences include boaters and watercraft owners as well as contextual display ads alongside content that matters to our ideal customer including on websites related real estate, retail, sports, travel, finance, outdoors, food & drink, and news.

In addition to the above, our partnership with Trawlerfest and Active Interest Media Group not only brings a well-planned boating education series back to this year's event that by itself brings in attendees, but also the ability to greatly expand the show's reach across AIM's many publications. Trawlerfest is owned and operated by Active Interest Media, a media company that produces consumer and trade events, websites, films and TV shows, and magazines including boating publications such as Power & Motoryacht, Soundings, SAIL, Yachts International, Anglers Journal, Soundings Trade Only and Passagemaker.

Below you can find an overview of the advertising spend across all platforms.

## **WEB (DISPLAY) ADS: \$6,500**

- SBS & ABAYS Website Visitors, Social Media Profile Visitors, Email List Retargeting
- Retargeting List Lookalike Audiences
- Contextual (Site Targets: Real Estate, Outdoors, Sports, Finance, Tourist Destinations & Travel, Photography, Fine Art, Restaurants/Cuisine/Cocktails/Food, Vacation Rentals, News, Health & Fitness, Automotive, Government & Law)
- Demographic & Interest Targeting: Boating & Watercrafts

## **FACEBOOK ADS: \$5,500**

- Demographic & Interest Targeting: Boating & Watercrafts
  - Everett to Bellingham
  - 50 Miles Around Anacortes
  - Seattle-Tacoma DMA/Western WA
  - Canada – Saltwater including Vancouver Island destinations, Victoria, Vancouver
  - California Coast
- Boaters Lookalike Audience
- NMTA and SBS Page Fans, Email List, Website Visitors (Retargeting)
- Event Responses & Boosted Posts to Page Fans
- Anacortes within 20 miles High Net Worth broad reach (no interest targeting)

*Digital Ad Creative Examples on last page of this document.*

## **GOOGLE SEARCH: \$2,000**

- Bidding on hundreds of Google search keywords and phrases such as “boats”, “boating”, “boat show”, “boats for sale”, “sailboat”, “fishing boat”, “trawlers for sale”, etc.

## **TRADITIONAL: \$6k**

### **PRINT:**

- NW Yachting - April & May issues, ½ page 4C
- 48 North
  - January & February: ¼ page
  - April & May: ½ pg 4C Island
- NEW: Pacific Yachting – April and May issues, Full Page Color

## **TRAWLERFEST/Active Interest Media Ad Buy: \$20k\***

*\*This campaign is advised by NMTA, but delivered by AIM on AIM platforms. Trawlerfest/AIM is also running a complementary campaign of similar scale on its platforms branded as "Trawlerfest at Anacortes Boat & Yacht Show".*

- Regional Target (Search & Social) + Eblasts to 10k Subscribers/Followers in this area: All Titles – (\$11k)
- Facebook Custom Audience Event Target: Targeting actively engaged boaters that have connected to AIM Marine group via the magazine, websites(s), newsletters, social channels, etc within the past 6 months. + Layered Lookalike Audiences (\$3k)
- Press Announcements & Events in Passagemaker, Sail, Power & Motoryacht, Soundings: (\$3,200)
- ROA (Run of Audience)/ROS (Run Of Site) – Display ads including pop-ups on all AIM publication pages. (\$3k)
- Trawler Talk Podcast Sponsorship (\$2k)
- AIM Regional Companion Emails (s) (\$0)

10% discount (-\$2,200)

## **EMAIL:**

- Four Designated Eblasts promoting the event to SBS and ABAYS past attendees list of 55k+ emails
- Email Sent promoting Trawlerfest and ABAYS to past Boat Show University & Boating Seminar Classes
- Promotion in emails going out to more than 105k+ addresses for NW Travel & Life and Experience Anacortes
- Emails sent to regional Trawlerfest and AIM subscribers

## OTHER

- Social Media Promotion on ABY&S, Seattle Boat Show, NMTA, Anacortes Chamber & Experience Anacortes Facebook and Instagram accounts.
- Approximately 2k printed Show Guides for distribution at the event.
- 300 Posters printed and distributed to 111 WA & OR NMTA businesses for display, 15 West Marine & Cabela's stores, 119 NMTA members that have previously exhibited at ABAYS 18, 19, 20, 21, 22

### Ad Creative Examples

Note: We have both static banner ads and animated GIF ads running. These are just a few examples of the ad creative we are running.



**ADVENTURES BEGIN HERE**

BOAT SHOW: MAY 18 - 20  
SEMINARS: MAY 16 - 20  
CAP SANTE MARINA  
ANACORTES, WA

ANACORTES BOAT&YACHT SHOW *Featuring* Trawlerfest  
BOATSHOW • EDUCATION • RENDEZVOUS

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