



Featuring



2025 Advertising Plan

Below are the details for the campaign managed by NMTA and the Anacortes Chamber of Commerce. Trawlerfest/Firecrown is running a similar campaign with similar reach and frequency in addition to this plan (details below). 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”.

NMTA Advertising Budget: \$20k

Firecrown Advertising Budget: \$20k

NMTA Advertising Buy Overview

TOTAL BUDGET: \$23k

Flight 1: Week of April 1

Flight 2: April 24

DIGITAL: \$19,000

Summary: This year’s NMTA digital advertising plan focuses on boaters from Alaska to Southern California, and east to northern Idaho, with the bulk of the campaign focused between Bellingham and Olympia, WA and Seattle-Tacoma DMA. We will also run a small campaign to Canada markets this year. These audiences include boaters and watercraft owners as well as others who show signs of being interested in similar activities.

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

WEB (DISPLAY) ADS: \$4,000

- SBS & AB&YS Website Visitors, Social Media Profile Visitors, Email List Retargeting
- Retargeting List Lookalike Audience

- Demographic & Interest Targeting: Boating & Watercrafts
 - Seattle-Tacoma DMA/Western WA
 - Eastern-WA/Northern Idaho
 - Portland DMA
 - Alaska
 - Canada – Saltwater including Vancouver Island destinations, Victoria, Vancouver
 - California Coast, (High Net Worth, Low Bid Cap)
 - USA (High Net Worth, Low Bid Cap)
- Anacortes (50 miles) – High Net Worth
- Outdoor Recreation Enthusiasts – Seattle-Tacoma DMA – (if budget allows)

FACEBOOK ADS: \$7,000

- Demographic & Interest Targeting: Boating & Watercrafts
 - Seattle-Tacoma DMA/Western WA
 - Eastern-WA/Northern Idaho
 - Portland DMA
 - Alaska
 - Canada – Saltwater including Vancouver Island destinations, Victoria, Vancouver
 - California Coast, (High Net Worth, Low Bid Cap)
 - USA (High Net Worth, Low Bid Cap)
- Boaters Lookalike Audience
- NMTA and SBS Page Fans, Email List, Website Visitors (Retargeting)
- Event Responses & Boosted Posts to Page Fans
- Anacortes within 40 miles High Net Worth broad reach (no interest targeting)

GOOGLE SEARCH: \$3,000

- 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.

YOUTUBE: \$5,000

- Targeting boaters and exhibitor list/brands in the Pacific Northwest.

TRADITIONAL/DISPLAY: \$4k

PRINT:

- 48 North
 - April & May: ½ pg 4C Island
- Pacific Yachting – April and May issues, Full Page Color

+ Waggoner ENews Newsletter

Firecrown Media \$20k Advertising Buy Overview

This campaign is advised by NMTA, but delivered by Firecrown Media (formerly Active Interest Media) on Firecrown Media platforms.

Trawlerfest and Firecrown not only bring a robust boating education series to the show that by itself attracts attendees, but also the ability to greatly expand the show’s reach across Firecrown’s many publications. Trawlerfest is owned and operated by Firecrown, 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.

Anacortes Boat & Yacht Show		Show Starts	Days Until		
		5/13/2025	64		
Products & Services	Title/Target	Goal	Price	Status	End
Web Display - Off-site w/ Interest layers	N/A	850K Imp	\$2,500		
Web Display - ROA Targeting	PMY, PSM, SND	850K Imp	\$3,500		
Web Display - Look-A-Like, Programatic Modeling w./ Geo	N/A	900K Imp	\$2,500		
Newsletter - Sponsored Content & Banner Ads	PMY, PSM, SAL, SND	300K Imp	\$3,100		4/31/2025
Newsletter - BOTM Banners (March)	PMY, PSM, SAL, SND, TOT	80K Imp	Value Added		3/31/2025
Eblasts - Save The Date Early Bird Seminars VIP					
Tickets - Resend to non openers and Oyltics play	PMY, PSM, SAL, SND	TBD	\$3,400		5/13/2025
Paid Social - FBCA (heavy geo as we get closer to show)	PMY, PSM, SAL, SND	800K Imp	\$6,500		5/17/2025
Trawler Talk Podcast Sponsorship	Passagemaker	N/A	\$1,100		TBD
			\$22,600		
Additional 10% Discount			\$2,600		
Total:			\$20,000		
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Total:			\$20,000		

EMAIL:

- Four Designated Eblasts promoting the event to SBS and ABAYS past attendees list of 52k+ emails beginning 4/2.
- Email Sent promoting Trawlerfest and ABAYS to past Boat Show University & Boating Seminar Classes
- Emails sent to regional Trawlerfest and Firecrown 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: 30 to Anacortes Chamber of Commerce, 137 to WA & OR NMTA businesses for display, 13 to West Marine stores, 122 to NMTA members likely to display including members that have previously exhibited at ABAYS 18, 19, 20, 21, 22, 23,

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

Adventures Begin Here



Discover new and brokerage boats from the top brands, dealers, and brokers, alongside accessories and services, all in one stunning location. Immerse yourself in expert boating seminars and evening rendezvous activities. It's the ultimate spring boating destination! Get your tickets today.

BOAT SHOW: MAY 15 - 17
SEMINARS: MAY 13 - 17
 CAP SANTE MARINA | ANACORTES, WA

WWW.ANACORTESBOATANDYACHTSHOW.COM

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