

ONLINE ADVERTISING

WATERWAY GUIDE™

THE CRUISING
AUTHORITY



Our marina partners, staff of on-the-water cruising editors, and users work together to provide thousands of data points, including:



NAVIGATION ALERTS



BRIDGE DETAILS



LOCK SCHEDULES



MARINAS



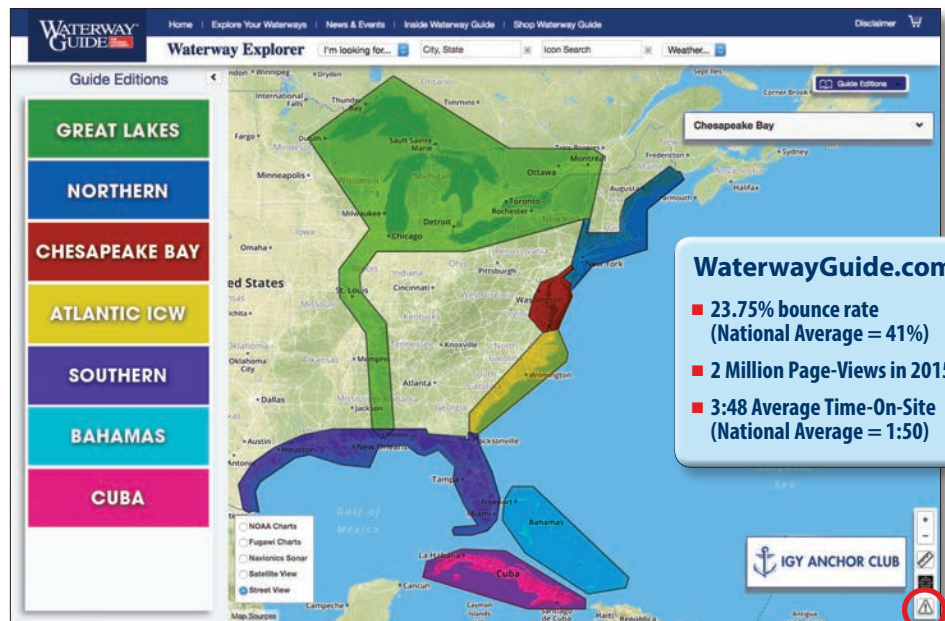
ANCHORAGES



FUEL PRICES

The Waterway Explorer

Reach your target audience by joining the most comprehensive online resource for boaters from the Bahamas to Maine, and including the Great Lakes and the Gulf of Mexico. Designed as the highest quality waterway trip planner that exists on the internet, the Waterway Explorer is a map-based website application that uses different views, including charts, street, and satellite to overlay specific points of content relevant to boaters.



Users can provide feedback within the Waterway Explorer regarding the status of the waterway conditions, including depths, bridge heights and other content that would be helpful to other boaters.



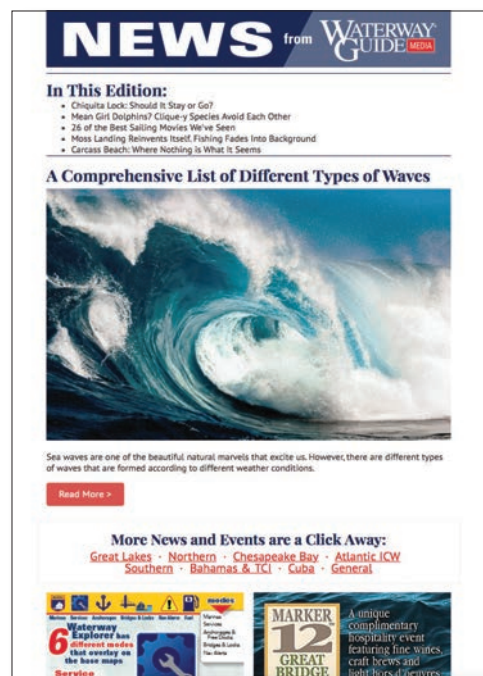
Boaters Sharing Experiences
Marina & Anchorage Reviews

Waterway Guide Sponsorships

Newsletter Sponsorship

Sponsorships are available for our popular weekly newsletter. A readership with tens of thousands of readers and a 40% open rate, you get maximum exposure to the boating community. You choose the location: top leaderboard, bottom leaderboard or skyscraper.

Available in four week increments



Explorer Chapter Sponsorship

Waterway Guide is split into 7 regions, with 111 chapters that can be sponsored with your logo or message. This allows for regionalized advertising, making our Explorer Sponsorships a great branding opportunity to reach a very targeted audience. The chapters correspond to our printed guides so readers can follow along online. Your logo is on the top layer of the site, keeping you up-front and prominent on the page; providing maximum visibility for your business.



News Section Sponsorship

We show regional news, weather, events, boat shows and industry related articles. Monthly sponsorships ensure your business is prominently displayed for every boater who accesses the news for a particular region, giving you a built-in target audience! Waterway Guide's popular newsletter articles are archived and easily searchable here.





Marina Close-Up Advertising

Waterway Guide's Online Marina Close-Up is a detailed and interactive presentation of your marina, that includes photos, in-depth descriptions and live links. Marina Close-Ups are accessible through our customized Waterway Explorer, which overlays content on navigation charts and maps, making your facility highly visible for boaters when planning their trip on the water. Marina Close-Ups are a dynamic, comprehensive tool for better exposure on the web.

[Click Here Featured Marina](#)



Mobile App

This one-of-a-kind app is simple and straightforward, yet powerful – it has all the information a boater needs when looking for a place to dock, stop in for fuel, or get supplies, repairs or other services. Ask about how to sponsor within the marinas app!

Marina Close-Ups offer the following:

- 1 Increased visibility via our navigable Waterway Explorer at waterwayguide.com
- 2 Photos of your marina, its amenities and employees
- 3 In-depth descriptions of your facility, staff and nearby places of interest
- 4 Promote special offers and events
- 5 Link to your website, embed videos, marina cams and social media. Promote slip reservations.

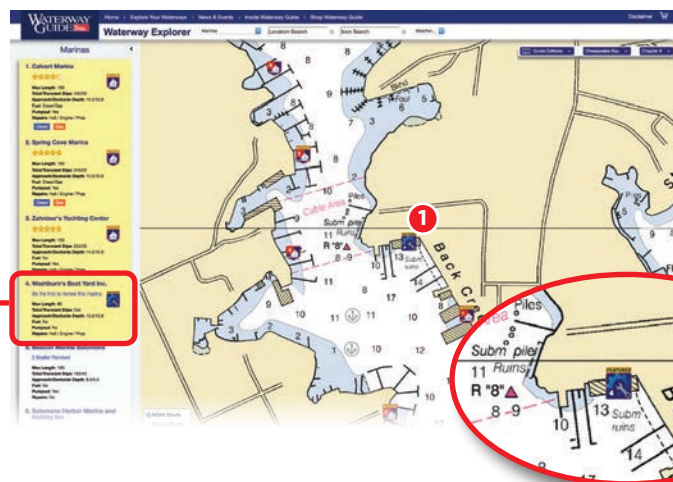


Your marina will appear featured on our Explorer and in our Marinas App, making you stand out next to your competitor.



weighted search results for service spotlights, you show up first

Service Spotlights are "hot" in every mode.



Service Spotlight Advertising

Waterway Guide's online service spotlight is a detailed interactive presentation of your service yard, that includes photos, in-depth descriptions and active links. Your service yard stands out through our Waterway Explorer, which overlays content on charts, making your facility highly visible for boaters when seeking needed services. Service spotlights are a dynamic, comprehensive tool for better exposure on the Web.

[Click Here Featured Service Spotlight](#)

Service Spotlights offer the following:

- 1 Increased visibility via our navigable Waterway Explorer at waterwayguide.com
- 2 Photos of your service yard, its amenities and employees
- 3 In-depth descriptions of your facility, staff and nearby places of interest
- 4 Highlight products that you are the certified dealer for and include their logos so boaters can easily find the brands they prefer
- 5 Promote special offers and events
- 6 Link to your website, embed videos, and social media.

