Reach your target audience by joining the most comprehensive online resource for cruisers and 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. Our marina partners, staff of on-the-water cruising editors, and users work together to provide thousands of data points, including:

- **Navigation Alerts**
- **Anchorage**
- **Bridge Details**
- **Fuel Prices**
- **Lock Schedules**
- **Cruising News**
- **Marinas**
- **Regional Events**

At the core of the web design is a relational database that shows users the Waterway Guide editions and chapters they are seeing when exploring the NOAA charts on the site.

**Explorer Chapter Sponsorship**
Waterway Guide is split into 6 regions, with 108 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.

**Newsletter Sponsorship**
Sponsorships are available for our popular weekly newsletter. With a readership of 18,000 plus, you get maximum exposure to the cruising community. You choose the location: top leaderboard, bottom leaderboard or skyscraper. **Available in four week increments.**
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 NOAA charts, 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 for Featured Marina

Marina Close-Ups offer the following:

- Increased visibility via our navigable Waterway Explorer at waterwayguide.com
- Photos of your marina, its amenities and employees
- In-depth descriptions of your facility, staff and nearby places of interest
- Promote special offers and events
- Direct access to update your information any time
- Link to your website, embedded video and slip reservations

WaterwayGuide.com

- 23.75% bounce rate (National Average = 41%)
- 2 Million Page-Views in 2015
- 3:48 Average Time-On-Site (National Average = 1:50)