

# YACHTOPOLIS.COM

... THE BIGGEST. JUST THAT!



**MEDIA KIT 1/2018**

# Why advertise on Yachtopolis?

Through Yachtopolis, shipyards and brokers can easily reach real nautical consumers and real buyers.

We certainly offer an outstanding platform where buyers, shipyards, brokers and dealers of motorboats and yachts meet regardless of location or language.

This provides an excellent opportunity for all advertisers.

- Yachtopolis targets a niche market and offers an extremely specific and valuable demographic.
- Yachtopolis reaches visitors who are at a close point of purchase of boats and yachts.
- Yachtopolis visitors are mostly from: Italy, France, Germany, United Kingdom, USA, Russia, Spain, Greece, Netherlands, Croatia and more...
- Based on internet averages, Yachtopolis is visited more frequently by males who are in the age range 25-34, are graduate school educated and browse this site from work
- The number of Yachtopolis monthly visitors can easily be compared with circulation of most popular nautical magazines.

All advertising campaigns served through our AD SERVERS are completed with IAB compliant statistics, which provided detailed information of AdViews, AdClicks and CTR rate for each campaign.



# Your NEW BOAT / YACHT on the 1st Page

# 390 €

Monthly Flat Rate

Exclusive presentation of NEW BOATS and NEW YACHTS. Each vessel is represented with image and basic data. Location is usually divided between 6 different vessels, randomly sorted by launch date or length.

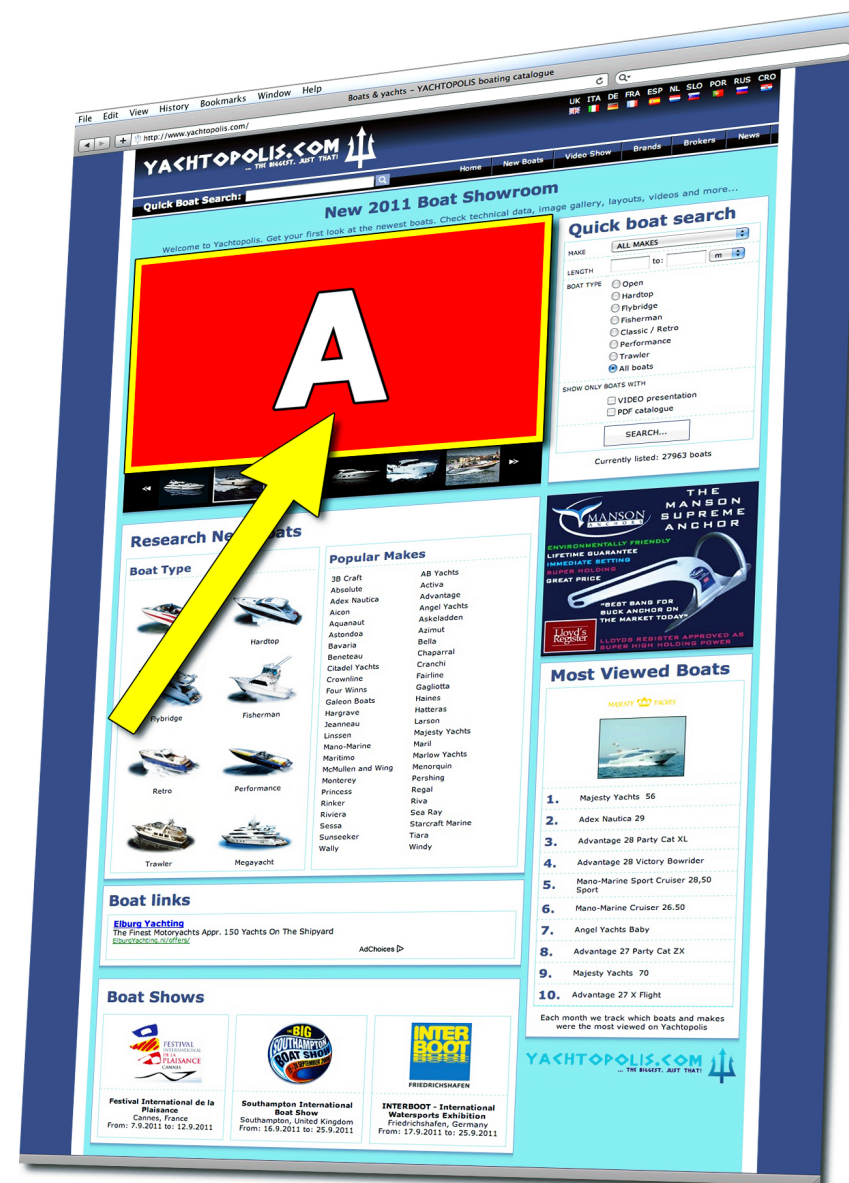
Optionally, advertiser could exclusively occupy location (only his vessel is represented with 6 different photos). Each AD (vessel) is linked to a special page, which includes (if available) technical data, full image gallery, layout, PDF catalogue and even video.

To keep our "COVER PAGE" fresh and attractive, we do not recommend advertisement of the same single vessel for over 30 days.

Location	1st PAGE - TOP
Position	A (as displayed on the screenshot)
Size	640x480 pix / bordered
Type	JPG image + short boat description
Rotation	1/6 (RND)
Monthly price	<b>390,- EUR</b> / flat rate

OR optionally

Rotation	6/6 (EXCLUSIVE)
Monthly price	<b>1190,- EUR</b> / flat rate



# Your BANNER on the 1st Page

# 390 €

Monthly Flat Rate

Exclusive location to display banner on Yachtopolis 1st PAGE. Banner is displayed just below SEARCH FORM and SEARCH BUTTON, and therefore receives exceptional attention.

Location is especially suitable for advertising the whole range of luxury brands, products and services.

Location	1st PAGE - RIGHT
Position	B (as displayed on the screenshot)
Size	300x250 pix
Type	JPG, GIF or SWF
Rotation	multiple (RND)
Monthly price	<b>390,- EUR</b> / flat rate



# BANNER on SEARCH RESULTS

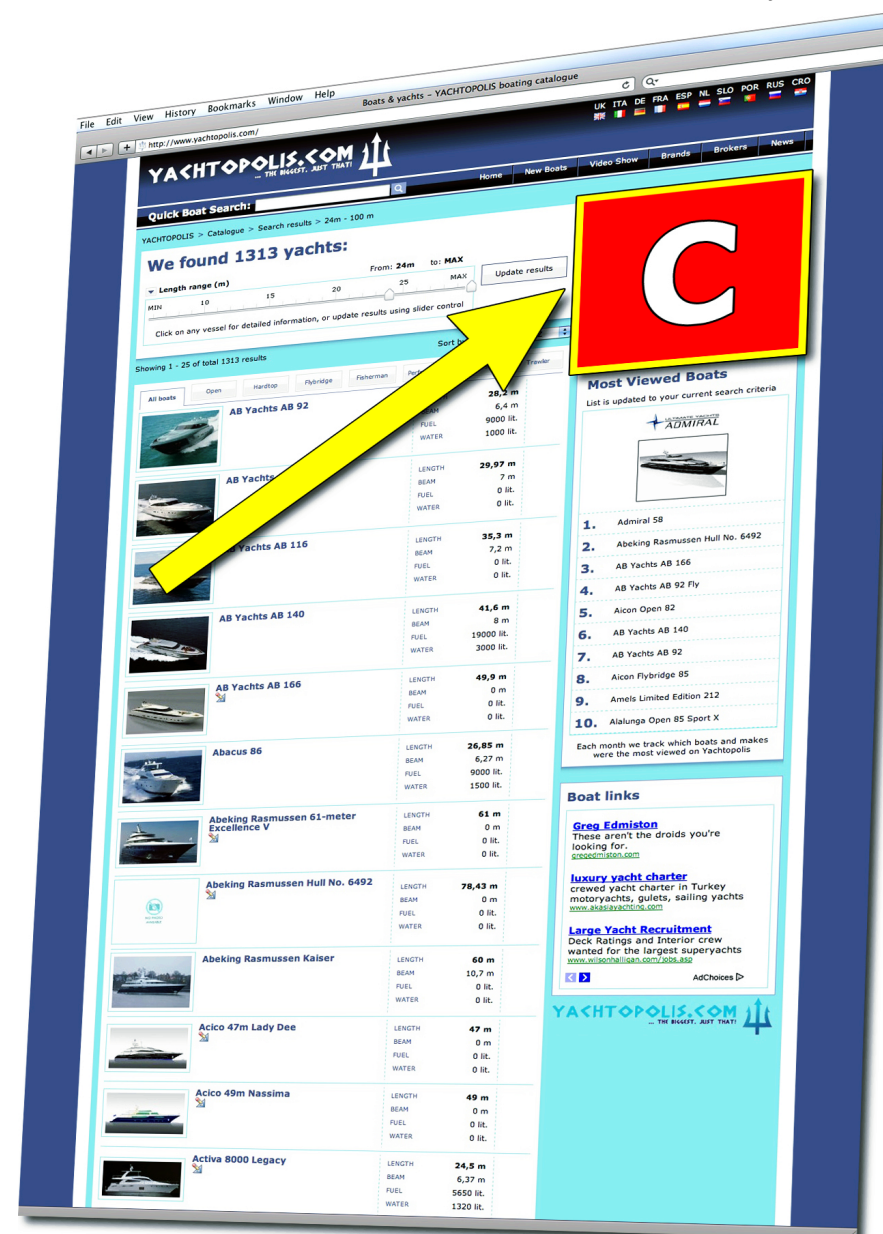
# 290 €

Monthly Flat Rate

Your banner will be displayed on top of SEARCH RESULTS, regardless of search criteria.

Location is especially suitable for advertising the whole range of nautical sector. For example: special offers, boat shows, boat equipment, moorings... etc.

Location	SEARCH RESULTS - RIGHT
Position	B (as displayed on the screenshot)
Size	300x250 pix
Type	JPG, GIF or SWF
Rotation	multiple (RND)
Monthly price	<b>290,- EUR</b> / flat rate



# BANNER on ALL PAGES

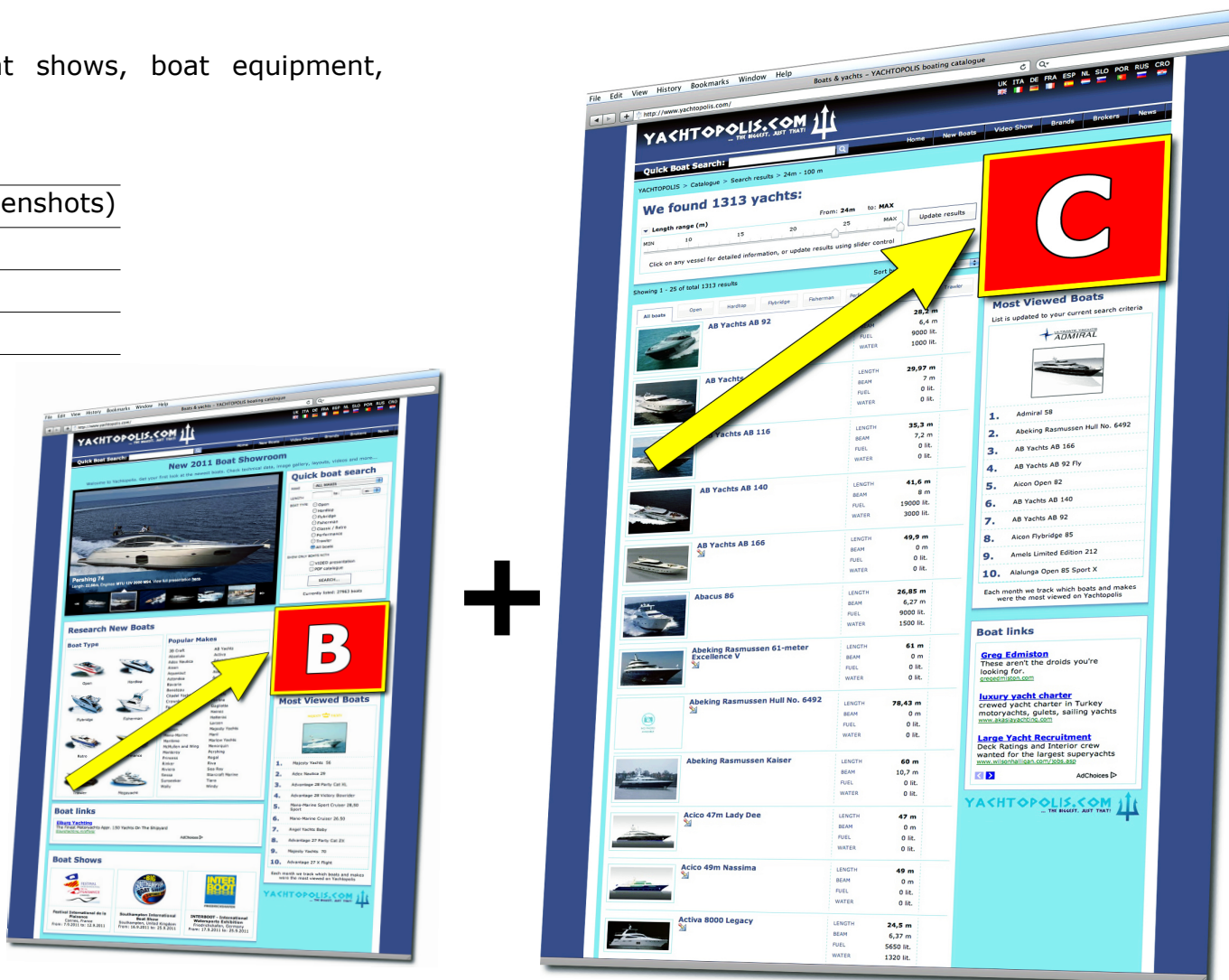
# 590 €

Monthly Flat Rate

Exclusive location to display banner on Yachtopolis 1st PAGE. Banner is displayed just below SEARCH FORM and SEARCH BUTTON, and therefore receives exceptional attention. At the same time, your banner will be displayed on top of SEARCH RESULTS. Always visible, regardless of search criteria.

Location is suitable for: special offers, boat shows, boat equipment, moorings... etc.

<b>Location</b>	ALL PAGES - RIGHT
<b>Position</b>	B + C (as displayed on the screenshots)
<b>Size</b>	300x250 pix
<b>Type</b>	JPG, GIF or SWF
<b>Rotation</b>	multiple (RND)
<b>Monthly price</b>	<b>590,- EUR</b> / flat rate



# BANNER at a SELECTED BRAND

# 190 €

Monthly Flat Rate

Your banner will be displayed on the right side of SEARCH RESULTS, but ONLY for a SELECTED BRAND. Additionally, your banner will be displayed when visitors will select a single boat from a SELECTED BRAND. Briefly: whenever a visitor browses through the whole range of a SELECTED BRAND, or reviews data of a single vessel from a SELECTED BRAND, your banner will be displayed. Always.

Location is very suitable for dealers of new / used vessels from selected brand. Very suitable also for advertising DEMO BOATS, NEW BOATS on stock, high quality USED BOATS, or any other marketing campaign.

Location	SELECTED BRAND - RIGHT
Position	D + E (as displayed on the screenshots)
Size	300x250 pix
Type	JPG, GIF or SWF
Rotation	multiple (RND)
Monthly price	<b>190,- EUR</b> / flat rate



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