

Media Kit



**Burlington
Boatyard.com**

ANCHORED IN VERMONT

**Welcome to the BurlingtonBoatyard.com Media Kit;
anything and everything you need to know for a
successful online advertising campaign from one of
Vermont's fastest growing businesses.**

BurlingtonBoatyard.com is dedicated to providing you with a reliable and 'local' marketplace to buy or advertise boats, parts, marine accessories, along with updated information surrounding community lake events and news. Using a number of new media features, such as our very own blog, forum, podcast, video channel, news stream, RSS Feed, segmented newsletters, affiliate partnerships -- we go above and beyond to connect the marine community in every aspect.

BurlingtonBoatyard.com delivers this informative and entertaining content in a variety of formats -- from multimedia, to video, to mobile, to everyday news stories. We are constantly creating new and original features such as The Lake Champlain Angler, The BBY Video Channel, The Boatyard Podcast, Micks Picks, and more!

BurlingtonBoatyard.com offers a number of different banner & multimedia ads. Our in-house design team can create your ad following your creative direction or you may submit your own banner ad following our guidelines and specs. Each ad will link to the advertiser's website. In addition, we continue to incorporate new ad sizes as they become standardized by the online publishing industry.

Burlington Boatyard is here to connect you with the widest audience possible.

Our Advertising opportunities include:

- Segmented Newsletters**
- Direct Mail**
- Blog Advertising**
- Homepage Advertising**
- Video Advertising**
- Email Marketing Advertising**
- Podcast Advertising**
- Forum Advertising**
- Sponsor Advertisement Opportunities**

Growing Quickly

BurlingtonBoatyard.com, having just relaunched this past June, already has a loyal following of almost 30,000 people. From the everyday boater and weekend warrior, to business owners and local community and state organizations, Burlington Boatyard has a viewership that is growing daily.

While our users span across the Northeast, 90 percent of our audience is based in Vermont and Upstate New York.

New Media Channel

Burlington Boatyard considers itself ahead of the curve when it comes to new media features in the boating - fishing industry on the Internet. Our blogs, podcasts, video channels, segmented newsletters, forums, and other growing interactive features put us in the position to offer your business the opportunity to reach the largest audience possible.

Our Mission

Burlington Boatyard, LLC prides itself in connecting with the Vermont boating community in every aspect. Our core values of loyalty, commitment, affordability, and enthusiasm represent the essence of small business in the Green Mountain state. We are dedicated to providing you with the highest quality services available, on both a professional and personal level, while acting as a beneficial and contributing member to Vermont's marine and small business communities.



You're probably asking yourself, "What makes these guys so great?"

Here at Burlington Boatyard, we know that there are many different ways of selling a boat -- from your local papers and magazines that "come and go", to national websites that over charge and throw an ad up on the web with millions of other classifieds. Burlington Boatyard is here to ensure that a boat sells & reaches the RIGHT audience - making sure your advertisement does the same!

Standard Ad Units

The following are the advertising ad units & sizes.
(please call for details)

Homepage Exposure
345x240

Sponsored By Logo: Boat Dealers/Services/Forum/Community - Lake Events **88x31**

Medium Rectangle - BBY News Section **300x250**

Badge - Newsletter - Blog
160x60

Half Page - Newsletter - Blog
300x600

Skyscraper - Newsletter - Blog
160x600

Pre-Video Roll - Video Channel Video Ad/Static Ad (**custom**)

Podcast - Audio Channel Audio Channel (**custom**)

Call or Email us today for more information!

Burlington Boatyard will work with you to make sure that your campaign gets the best placement and yields the most results.

Our creative team will gladly help build your ad, if you neither have the time,



Don't be Left Stranded on the Water
Contact Burlington Boatyard's Sales Team to navigate you through all the possible advertising opportunities and how we can put your business ahead of the competition.

Lake Champlain International Principal Sponsor

One day in April 2008, our CEO Guy Mitrano approached Lake Champlain International -- one of the largest lake focused non-profit corporations in Vermont - whose



nor assets to do so. All of our ad packages are custom priced and we will work with you to ensure you get the best value and exposure possible.

mission is the conservation, restoration and revitalization of Lake Champlain and the Lake Champlain watershed. Mitrano initially inquired about advertising Burlington Boatyard's services at the upcoming LCI events. After some further discussion and learning more about our mission, LCI directors asked BBY managing members to join them in their cause. It was

then that Burlington Boatyard became a principal sponsor of Lake Champlain International, Inc. Our vision of bringing lake enthusiasts together - both in Vermont and Upstate New York - coupled with our focus of reinvesting in the marine community, signaled to LCI that whether it was classified services or our new media channels, BBY is a proponent of a healthier Lake Champlain.

Vermont's Only Exclusive Online Marine Marketplace



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For more information, contact the Burlington Boatyard sales team by phone @ 1.877.BOAT.BBY or by email at sales@burlingtonboatyard.com