



## 2016 Advertising Media Kit

PacificBoatBrokers.com is the online home of Pacific Boat Brokers Inc. a recognized leader in the west coast commercial vessel and licence brokerage industry. Building on 18 successful years PacificBoatBrokers.com is visited regularly by thousands of Canadian, American and International buyers. Advertise your marine focused business on PacificBoatBrokers.com and you'll benefit from our exposure in the marine industry marketplace.

### Website Statistics

Over the past 18 months statistics show that PacificBoatBrokers.com had more than 11 million page views and that on average:

Site visits **exceeded 49,000** per month and **76%** of visitors landing at PacificBoatBrokers.com remained and continued to browse the site.

**More than 12 pages** were viewed per visit and visitors browsed for **more than 6 minutes**.

(Source: Google Analytics July 01 2014 – December 31 2015)

### Target Your Customer

PacificBoatBrokers.com is where buyers come to find Commercial / Industrial Vessels & Licences, Pleasure Craft, Equipment and Marine Related Business Opportunities. If you're in the marine industry dealing with engines, electronics, fabrication, repairs, maintenance, equipment & supplies or professional services our exposure to a wide range of commercial and recreational buyers is what you're looking for.

Feature your business throughout the website on our heavily trafficked Search Result Pages and Specific Listing "detail" pages within our 3 main listing categories: Commercial Fishing, Pleasure, and Industrial.

We can also target your campaign by focusing advertising on specific areas within the three main categories. For example:

- Commercial Fishing – Licenced Vessels
- Pleasure Boats – Power
- Equipment
- Business Opportunities

### Advertising Rates / Creative Requirements

Ad Style	Size	Format	Cost / Invoicing
Skyscraper Banner	160 pixels wide x 600 pixels high	.jpg – animated .gif - .png 40kb maximum file size	\$75.00 per month

### Follow Your Campaign Online

Logon at any time to see how many times your ad has been displayed.

## [Content Restrictions / Advertising Guidelines](#)

PacificBoatBrokers.com believes that all of our site, including the ads should be consistent with our commitment to an interesting and informative user experience. We are committed to keeping our site clean, consistent, and free from misleading statements.

The following apply to all ads appearing on PacificBoatBrokers.com, these guidelines are subject to change at any time and PacificBoatBrokers.com reserves the right to refuse to publish any ad that we feel is inappropriate. We encourage you to be creative within the spirit and focus of PacificBoatBrokers.com and respect the following basic guidelines.

1. Ads must clearly represent the company, product, or brand that is being advertised.
2. Ads that contain a URL or domain name in the content must link to that same URL or domain and must link to content as presented in the advertisement.
3. Ads must not include unsubstantiated claims and must not be false, misleading, fraudulent, and deceptive or contain offensive, profane, vulgar, obscene or inappropriate language.
4. We may refuse ads for any reason, including our determination that they promote competing services or have a negative effect on our business or relationship with our users.
5. Ads cannot include any content that infringes upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary right and the advertiser must have intellectual property rights to the creative and be permitted to display such creative as advertising.

## [Contact Information](#)

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## [Disclaimer](#)

In no event shall Pacific Boat Brokers Inc. be liable for any claims of any kind for loss or damage of the advertiser's business, revenues or profits, the cost to the advertiser of other forms of advertising, or consequential damages of any nature arising out of or resulting from any such error or omission of any or any part of an advertisement.