



DIRECT BERTH

GLOBAL MARINAS DIRECTORY MEDIKIT 2011

DirectBerth.com

Marketing solution for Marinas and
Nautical Professionals

More than 60.000 unique visitors in 2010

E-MARKETING EXPECT MORE EXPOSURE THAN ALL NATIONAL MAGAZINES COMBINED

DIRECT BERTH.COM **A GUIDING LIGHT FOR YACHT OWNERS**

THE BUSINESS OF MARINAS

Direct Berth Global Marinas Directory provides a unique state-of-the-art online platform, guide and search engine. We provide yacht owners an easy portal and fast access to find marinas, berths & moorings next to facilities, yacht services, yacht transport and Marina lifestyle/real estate.

WE ARE UNIQUE...

No other Marinas platform provides the depth or scope of its clients/advertisers information and enables yacht owners to keep abreast of marina news, special berth offers and your marina updates.



WITH INTERNATIONAL FOCUS...

The visitors of DirectBerth.com, our international audience represents over 100 countries, are boat owners from smaller yachts up to captains and crews from super yachts.

DirectBerth.com enables them to find what they want, when they need it.


The information is offered in 6 languages and Google visibility on 60 own registered domain names covering all possible nautical key words.

...THE RIGHT CHOICE.

Reach only the ones genuinely interested in your offerings. DirectBerth.com stands out from the crowd, providing objective, perspective and real-life information that owners can refer back to time and time again.

HIGH TRAFFIC, PROFESSIONAL LAYOUT,
CORE BUSINESS = MARINAS, INTERNATIONAL AUDIENCE, LOW, COMPETITIVE ADVERTISING RATES

Directberth.com should be an integral part of the advertising schedule for any company involved.



FACTS AND FIGURES

- Advertising on DirectBerth.com allows you to be seen by the world's largest audience of active yacht owners/ fluent boating enthusiast.
- Currently the best web portal for Marinas
- Our nautical global marinas directory publishes 12.600 marinas in more than 100 countries and we are targeting to represent 18.000 marinas
- Google positioning: 1st page ranking & 60 registered domains
- More than 60.000 unique visitors within our first year and growing every day
- More than 3-5 page views per visitors
- More than 4 minutes per visit
- The only true Global Marinas Directory in this segment
- Optimizes your own website and indexation
- Proven success with in many markets a fact



RATE CARD 2011 ADVERTISING OPTIONS

MARINA PAGE

Our simplified site navigation gives easy access to our Marinas advertisers unique personal page.

This page covers:

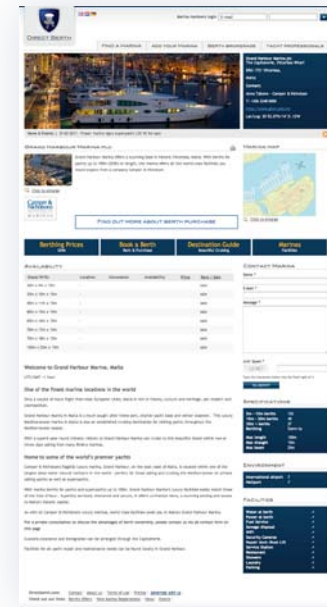
- Marina: contact details, introduction/description & pictures
- Facilities and general services
- Special Offers
- Berths for sale, rent, transient travellers including reservation application
- Active web-link and contact marina form
- Marina plan/map,
- Interactive Map and Satellite Imagery to pinpoint your marina location.
- Customizable *Click through* buttons linking to your webpages: Berth Application form, pricelist, newsletter subscription, events and more...

Advertising period	Rate per year	Rate per month
12 months	€ 420,-	€ 35,-
Please contact us for Special Offers		

In addition you are able to promote other companies and activities in your marina e.g yacht services, restaurants, shops.

UPDATE YOUR MARINA ADVERTISING PAGE 24/7. - UNIQUE

Create and update your personal marina page online fast and easy 24/7 (unique in the market) when changes occur or if you want to share news, events, introduce special offers. Marinas create their own personal username and password for editing or update purposes.



RATE CARD 2011 ADVERTISING OPTIONS

2. BANNERS

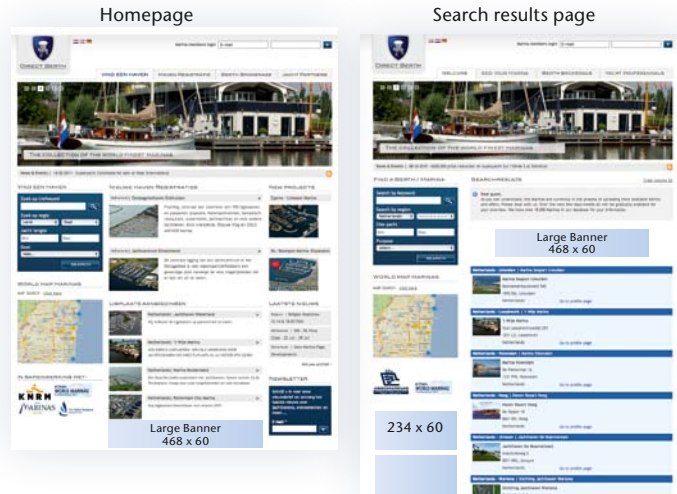
Leaderboard and two types of banners for each marketing budget.

HOME PAGE:

1. Leaderboard - Large image on top of page.
2. Large Banner 468 x 60 (maximum of 6 banners) positioned on bottom of home page.

SEARCH RESULTS PAGE:

1. Large Banner on top of Marina Search result page. Banner appears every few seconds (max. 6 banners)
2. Small banner 234 x 60 positioned left of search results.
3. Lower Price with longer contract duration of 3-12 months.



OPTIMIZE YOUR WEBSITE TRAFFIC TO MAXIMIZE YOUR SALES

Banner 2011	Banner	3 months/€ pm	6 months/€ pm	9 months/€ pm	12 months/€ pm
Marina search results page/ global searches	468 x 60	425	340	320	290
Marina search results page/ national search	468 x 60	175	140	130	120
Marina search results page/ global searches	234 x 60	230	185	170	160
Marina search results page/ national search	234 x 60	110	88	80	75
Leaderboard Photo Homepage	-	Price on request	Price on request	Price on request	Price on request

RATE CARD 2011 ADVERTISING OPTIONS

YACHT PROFESSIONALS

Yacht builders, naval architects, yacht transport, interior & comfort, boat care & maintenance, magazines, charter, sailing schools, yacht brokers and more...

Yacht owners can find, search and link to the website of the world's best specialist, (super)yacht suppliers and services . In yachting matters we have assembled true industry professionals.

Advertising options:

1. Expression: Logo + intro text (50 words) + website link.
Your company logo and brief introduction and a link to your website will be placed under the best category of Yacht Professionals.
2. Banner(s) on the Home page of Yacht Professionals: 468 x 60 pixel.



OPTIMIZE YOUR WEBSITE TRAFFIC TO MAXIMIZE YOUR SALES

	Banner	3 months/€ pm	6 months/€ pm	9 months/€ pm	12 months/€ pm
Option 1	–	–	24	–	20
Option 2	468 x 60	425	340	320	290

RATE CARD 2011 ADVERTISING OPTIONS

4. OPT-IN E-MAIL

Opt-in is permission based marketing.

On DirectBerth.com we currently hold over 2.500 users and this is growing every day.

Next to this our Berth Brokerage Division has a selected group of 750 registered clients.

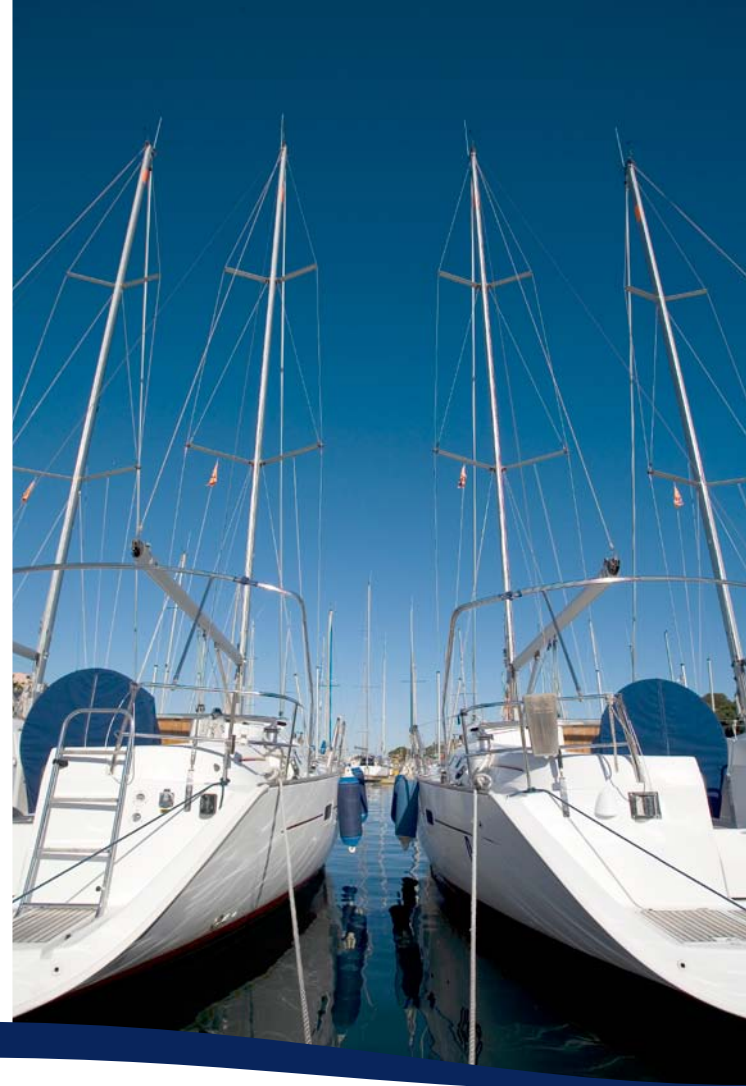
Option 1

A special/ personalized message is addressed to a receptive target group. This message can create a sales leads and links to your website. We do report detailed statistics on this online mailing campaign.

Option 2.

A high quality information pack for a selected group of 50 Yacht owners with yacht of 50ft and higher. This mail is done by regular mail or hand delivered mail.

A. Option 1	Price on request
B. Option 2	Price on request
C. Option 3	Price on request



5. NEWSLETTER SPONSORSHIP

Direct Berth offers Newsletter Sponsorships designed to drive response and generate awareness. Our lists are 100% permission based and continually monitored, ensuring that a highly-engaged and active audience is reached.

Subscribers show an active interest in topics by signing up for a newsletter. Newsletter Sponsorships leverage relationship with subscribers to cut through In-box clutter to grab attention.

You can insert your company brand image, products and services, buttons in our monthly newsletter addressed to all registered users.

Banner	486 x 60	Price on request
Skyscraper	120 x 600	Price on request
Medium	300 x 250	Price on request





For further information on how on-line advertising with Direct Berth International can benefit your organization, please get in touch.

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