

REACH RECREATIONAL MARINE PROFESSIONALS

Advertise with NMMA Currents + NMMA.org

Why NMMA

The National Marine Manufacturers Association (NMMA) is the nation's leading trade association representing boat, marine engine, and accessory manufacturers. Collectively, NMMA members manufacture an estimated 80 percent of marine products used in North America. NMMA is dedicated to the advocacy for and promotion of the recreational boating industry across all facets.

NMMA Currents

11,250

Circulation

36%

Gross Open Rate

34%

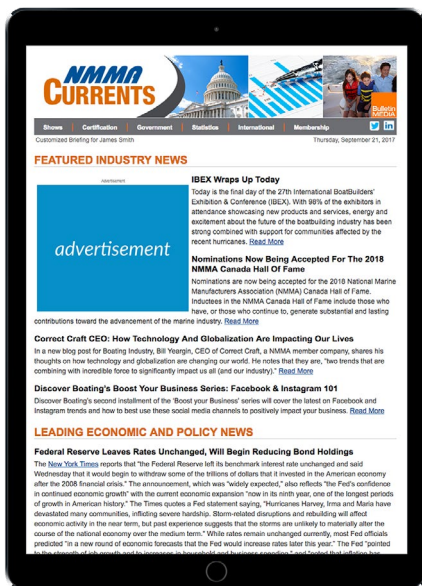
Mobile Open Rate

99.87%

Delivery Rate

5x Weekly

Frequency



About

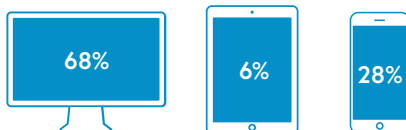
NMMA Currents is daily digital news briefing delivered to more than 11,000 recreational marine professionals each weekday morning. NMMA provides Bulletin Media with a regularly updated subscription list ensuring you will reach only members or affiliates in good standing with the association. NMMA Currents analyzes key media coverage of boating and marine industry news provided by NMMA, along with content derived from television, print, and the Internet over the previous 24 hours, all brought together in a simple, easy to read email format.

Featured Sections

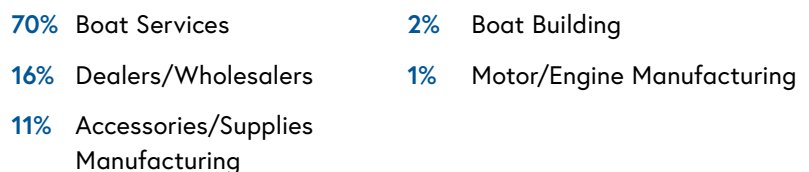
Featured Industry News
Manufacturing News

Leading Economic and Policy News

Opens by Platform



Recreational Boating Businesses in the U.S.



Benefits of Advertising in a Bulletin Media Briefing



Exclusive Delivery

Exclusive delivery to 11,000 NMMA members and affiliates.



Dynamic & Custom Content

Animated GIFs and custom content accepted at no additional cost.



33.3% Min Share of Voice

Prominent rotating ad units. Ask us about 100% SOV opportunities.



Responsive Email Design

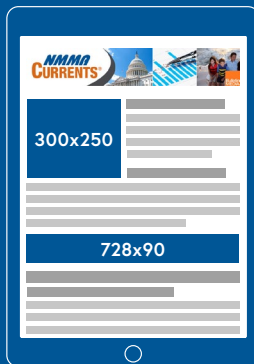
Easily displays across platforms.



NMMA Association Branded

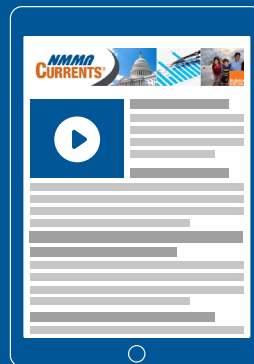
Produced in partnership with NMMA.

Ad Size and Type Options



Standard IAB

300x250, 160x600, 728x90



Video (Static Frame)

300x250



Advertiser Supplied Content

Logo 120x60 | Text

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NMMA.org

Receiving more than 14,000 unique visitors per month NMMA.org is the official website of the National Marine Manufacturers Association, and it acts as a constantly-updated repository for key statistics, issues and events that matter to NMMA members. With sections for members only, a listing of shows and trade events, tips and tools for driving the business of recreational marine manufacturing, and an updated listing of government relations issues, the website is an invaluable tool for empowering NMMA members and a strong platform for marine industry advocacy.

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The screenshot displays the NMMA.org website interface. At the top, the logo for the National Marine Manufacturers Association is visible, along with navigation links for ABOUT, GROW BOATING, CAREER NETWORK, NEWS, and LOGIN / JOIN. A secondary navigation bar includes Membership, Statistics, Government Relations, Certification, Shows/Trade Events, and International. The main banner features a boat on the water with the text "Become a Member" and "Help us protect and promote recreational boating. Join NMMA". Below this, there are three news articles: "Call for Nominations: 2017 Presidential Green Chemistry Challenge Awards", "Boat Building Forecasts Indicate Growth through 2019, New Report Available", and "Correct Craft Companies Celebrate Manufacturing Day". A search bar is located at the bottom of the news section. The footer contains a grid of links for MEMBERSHIP, STATISTICS, GOVERNMENT RELATIONS, CERTIFICATION, SHOWS/TRADE EVENTS, and INTERNATIONAL, along with a NEWS section and contact information for the National Marine Manufacturers Association.

300x250

728x90

NMMA Currents and NMMA.org Rate Card

NMMA members receive **20% discount** on ad buys.

NMMA Currents Rates

PACKAGE	COST PER DROP	TOTAL COST
5 Drops	\$400	\$2,000
13 Drops	\$340	\$4,420
26 Drops	\$272	\$7,072
52 Drops	\$204	\$10,608
104 Drops	\$143	\$14,872

NMMA.org Run-of-site Rates

IMPRESSIONS	CPM
50-99k	\$25
100-199k	\$22.50
200-299k	\$20
300k+	\$17

Combine the *NMMA Currents* banner program with NMMA.org

and receive an additional **10% discount**.

All costs are net.



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