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

11,050
Circulation

38%
Gross Open Rate

39%
Mobile Open Rate

99.91%
Delivery Rate

5x Weekly
Frequency

About

NMMA Currents is daily digital news briefing delivered to 11,050 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
Leading Economic and Policy News
Manufacturing News

Recreational Boating Businesses in the U.S.

70% Boat Services
16% Dealers/Wholesalers
11% Accessories/Supplies Manufacturing

2% Boat Building
1% Motor/Engine Manufacturing
Benefits of Advertising in a Bulletin Media Briefing

- **Exclusive Delivery**
  Exclusive delivery to 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

- **Video (Static Frame)**
  300x250

- **Advertiser Supplied Content**
  Logo 120x60 | Text

---

[View Detailed Ad Specs] [View Sample of NMMA Currents]
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.
NMMA Currents and NMMA.org Rate Card

NMMA members receive 20% discount on ad buys.

**NMMA Currents Rates**

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>COST PER DROP</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Drops</td>
<td>$400</td>
<td>$2,000</td>
</tr>
<tr>
<td>13 Drops</td>
<td>$340</td>
<td>$4,420</td>
</tr>
<tr>
<td>26 Drops</td>
<td>$272</td>
<td>$7,072</td>
</tr>
<tr>
<td>52 Drops</td>
<td>$204</td>
<td>$10,608</td>
</tr>
<tr>
<td>104 Drops</td>
<td>$143</td>
<td>$14,872</td>
</tr>
</tbody>
</table>

**NMMA.org Run-of-site Rates**

<table>
<thead>
<tr>
<th>IMPRESSIONS</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-99k</td>
<td>$25</td>
</tr>
<tr>
<td>100-199k</td>
<td>$22.50</td>
</tr>
<tr>
<td>200-299k</td>
<td>$20</td>
</tr>
<tr>
<td>300k+</td>
<td>$17</td>
</tr>
</tbody>
</table>

Combine the NMMA Currents banner program with NMMA.org and receive an additional 10% discount.

All costs are net.

Email us at advertise@bulletinmedia.com

Click to View All Bulletin Media Briefings