

SCIBS EXHIBITOR MARKETING

With Australia's premiere marine lifestyle show fast approaching, now is the time to ramp up your marketing to drive success. Working collaboratively with *Trade-a-Boat* has opened doors for more reach and better content for all exhibitors.

Opportunities exist to be part of the highly regarded Year Book, immortalised in film, in digital display advertising and through the pages of *Trade-a-Boat* in the issues leading up to the gates' opening.

Contact either the **SCIBS** team directly or **Trade-a-Boat** about our exclusive bundles or for a more tailored package.

DIGITAL	TRADE-A-BOAT	SCIBS YEARBOOK	RICH MEDIA & SOCIAL	
PLATINUM (6 Month Campaign) Total value \$25.899 Bundled price \$18.000 \$3.000 per month (6 months) Booking deadline Thursday, November 25, 2021	<ul style="list-style-type: none"> • 100K impressions \$5,000 value • Solus EDM \$2150 value • 6 Month Trade A Boat dealer subscription free of charge 	<ul style="list-style-type: none"> • 5 x Full Page adverts + 1 DPS \$8,150 value • Product review leading up to show • Dominant placement in show-preview Bonus • Dominant positioning in post-show recap Bonus • Ongoing editorial support 	<ul style="list-style-type: none"> • DPS advert \$6,000 value • Major Feature/ Product review Bonus (limited to first 5 customers) 	<ul style="list-style-type: none"> • Pre-show image/ link post Bonus • At-show 1-3mins Walkthrough or Interview, published on Social • Inclusion in overall show-recap Video
GOLD (3 or 6 Month Campaign) Total value \$11.090 Bundled price \$9.750 \$3250 (3m) or \$1625 (6m) Booking deadline Thursday, February 17, 2022	<ul style="list-style-type: none"> • 60k impressions \$3,000 value • 2 x Content Clips \$1,100 value • 3 Month Trade A Boat dealer subscription free of charge 	<ul style="list-style-type: none"> • 3 x Full Page ads \$4,290 value • Product review leading up to show • Coverage in show-preview Bonus • Coverage in post-show recap Bonus 	<ul style="list-style-type: none"> • Full Page - Premium Position \$3,250 value • Feature / Product review Bonus 	<ul style="list-style-type: none"> • Pre-show image/ link post Bonus • At-show 30-120 sec Walkthrough or Interview, published on Social • Inclusion in overall show-recap Video
SILVER (1 Month Campaign) Total value \$4480 Bundled price \$4000 Booking deadline Thursday, April 21, 2022	<ul style="list-style-type: none"> • 1 x Content Clip in TAB EDM \$550 value 	<ul style="list-style-type: none"> • Full page \$1,430 value • Coverage in show-preview Bonus • Coverage in post-show recap Bonus 	<ul style="list-style-type: none"> • Full Page • Run of Book \$2,500 value 	<ul style="list-style-type: none"> • At show 15-30 sec Social video Bonus • Pre-show image/ link post Bonus
BRONZE (1 Month Campaign) Total value \$3270 Bundled price \$3000 Booking deadline Thursday, April 21, 2022	<ul style="list-style-type: none"> • 2 x Banner ads in TAB EDM \$500 value 	<ul style="list-style-type: none"> • 1 x Half Page ad \$870 value • Minor coverage in show-preview Bonus • Minor coverage in post-show recap Bonus 	<ul style="list-style-type: none"> • 1 x Half Page ad Run of Book \$1,900 value 	
VIDEO EXTENSION 3 min product or service video (done prior to event). Cut into pre-show marketing social edits and to use for presentation at-show advertising (own screens at stand) \$5000				

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RATES

ADVERTISING YEARBOOK 2022	RATE
DOUBLE PAGE SPREAD PREMIUM ISFC DPS (reserved)	\$7,500
DOUBLE PAGE SPREAD PREMIUM (first 30 pages)	\$6,000
DOUBLE PAGE SPREAD RUN OF BOOK	\$5,000
FULL PAGE PREMIUM (first 30 pages)	\$3,250
FULL PAGE RUN OF BOOK	\$2,750
1/2 PAGE	\$1,900

DPS

Trim: 297mm(h) x 420mm(w)
Bleed: 307mm(h) x 430mm(w)
Type Area: 272mm(h) x 395mm(w)
Inside front cover: SOLD
Outside back cover: SOLD

FULL PAGE

Trim: 297mm(h) x 210mm(w)
Bleed: 307mm(h) x 220mm(w)
Type Area: 272mm(h) x 185mm(w)
**First 30 pages \$3000*

HALF PAGE

Trim: 148.5mm(h) x 210mm(w)
Bleed: 158.5mm(h) x 220mm(w)
Type Area: 123mm(h) x 185mm(w)

Also available - Trade-a-boat ad and content opportunities. Rates starting from \$500.

CONTENT ONLY OPTION YEARBOOK	WORD COUNT
DOUBLE PAGE SPREAD \$2,500	incl. 250-350 words + 2-4 images
FULL PAGE \$1,800	incl. 150-200 words + 1-2 images
1/2 PAGE \$1,000	incl. 30 words + 1-2 images

PRINT DEADLINES

CONTENT DEADLINE: FRIDAY APRIL 08, 2022

AD MATERIAL DEADLINE: WEDNESDAY APRIL 27, 2022

CONTACTS

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*All prices are ex GST

TRADE-A-BOAT DEADLINES

ON SALE	ISSUE	CONTENT DEADLINE	AD & FINAL PAGO DEADLINE
Thursday, December 09, 2021	546	Monday, November 08, 2021	Thursday, November 18, 2021
Thursday, January 13, 2022	547	Monday, November 22, 2021	Thursday, December 2, 2021
Thursday, February 10, 2022	548	Monday, January 10, 2022	Thursday, January 20, 2022
Thursday, March 10, 2022	549	Monday, February 07, 2022	Thursday, February 17, 2022
Thursday, April 07, 2022	550	Monday, March 07, 2022	Thursday, March 17, 2022
Thursday, May 05, 2022	551	Monday, April 04, 2022	Thursday, April 14, 2022
Thursday, June 09, 2022	552	Monday, May 09, 2022	Thursday, May 19, 2022
Thursday, July 07, 2022	553	Monday, June 06, 2022	Thursday, June 16, 2022

