



MAPTECH® PRINT MEDIA

Explore
Connect
Engage

Readership Profile | Advertising Opportunities | Rates & Specifications

MAPTECH® AD SALES

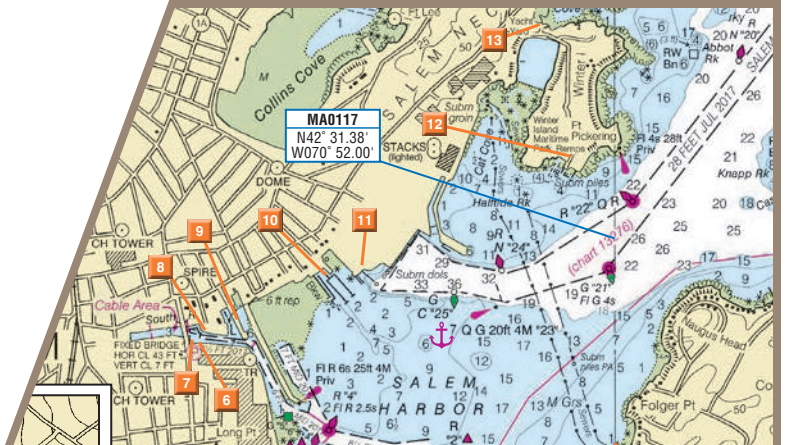
Dibbon Joy
860-742-7393
djoy@maptech.com

Eric Ramotowski
860-985-3505
ericcharts@aol.com

GRAPHICS MANAGER

Roxanne Castaldy 603-580-2021 rcastaldy@maptech.com

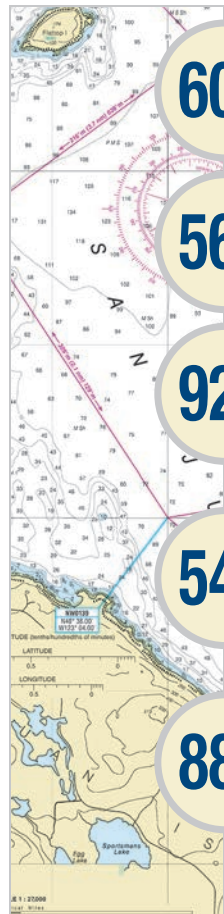
www.maptech.com
508-990-9020
90 Hatch Street, New Bedford, MA 02745



READERSHIP PROFILE

LOYAL CUSTOMERS FOR MORE THAN *50 Years!*

Maptech® customers are serious, active boaters. They enjoy travel, they spend generously on boating products and services, and they appreciate the luxuries of a cruising lifestyle.



60%

Annual Household Income

60% have an annual household income of more than \$200,000

56%

Age

56% are between 51 and 70 years of age
34% are under 50 years of age

92%

Primary Boat Usage

92% use their boat for cruising
60% are day or weekend cruisers
44% are extended cruisers
22% use their boat for fishing

54%

Days Per Year Spent on Board

39% of readers spend more than 60 days on board each year
37% spend from 30 to 59 days on board
22% spend from 10 to 29 days on board

88%

Vessel Data

88% of readers own at least one boat
40% at least one boat 36-50 feet in length
11% own a boat 51 feet or greater
55% own more than one boat
48% own power boats, 36% own sail boats and 11% own both

OWNING A MAPTECH® PRODUCT LIBRARY

Many of our Maptech customers begin with an Embassy Cruising Guide® and then add supplemental companion products to their chart library. Our readers' additional purchases have included:

72%

72% have purchased multiple titles of the Embassy Cruising Guide

67%

67% have purchased Maptech's ChartKit® Books

62%

62% have purchased Maptech's Waterproof Chartbooks

71%

71% have purchased Maptech's Waterproof Charts

WEB ANALYTICS OUR CUSTOMERS ARE ACTIVE ONLINE TOO!



Number of page views in the past year:
1.2 million



Unique visitors in the last 12 months:
545,000



Average time spent on our site:
3 minutes, 20 seconds



A snapshot of our busy season:
July brings 65,000 visits to maptech.com



EMBASSY CRUISING GUIDE®

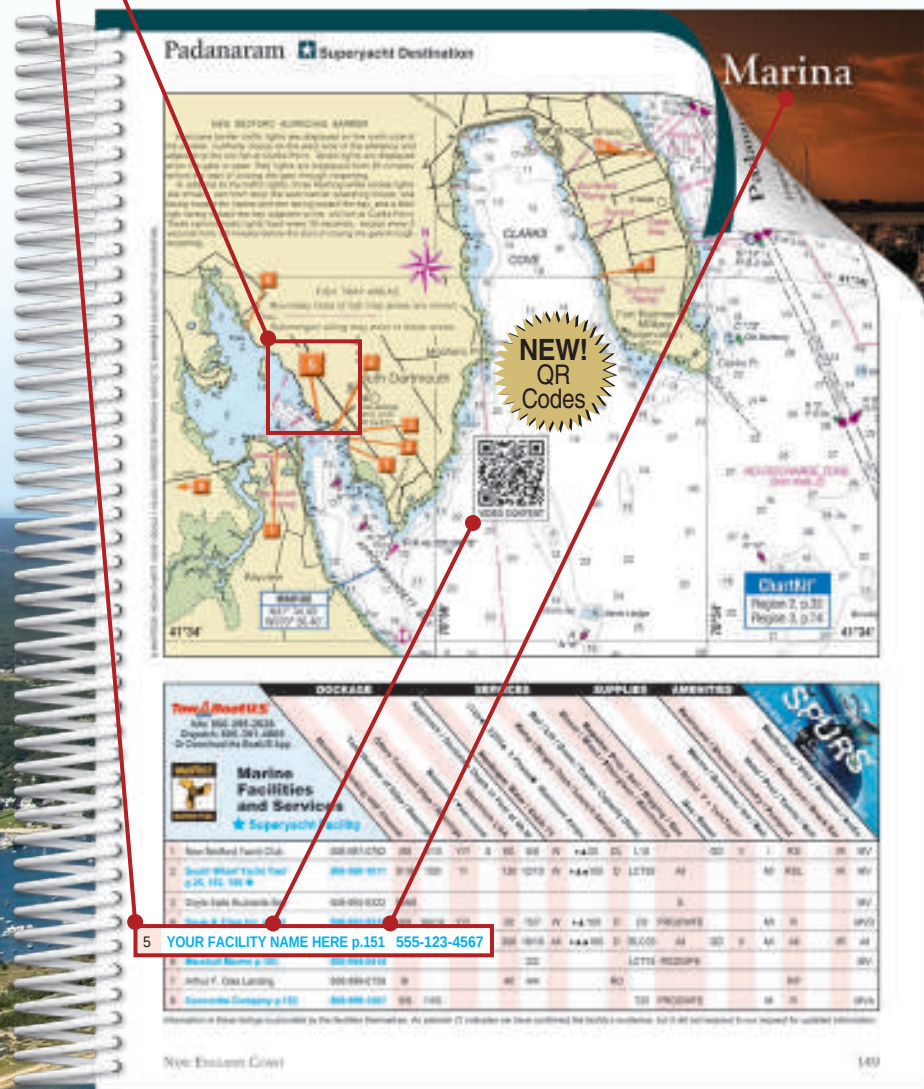
HIGH-VISIBILITY ADVERTISING

CONNECT WITH BOATERS. Advertisers receive enhanced recognition with a highlighted **FACILITY TABLE** listing showing your **CHART LOCATION** and your ad's **PAGE NUMBER**. Boaters will easily see your services and will quickly know where and how to find you. Sponsor a **QR CODE** for even greater emphasis, and boaters can preview amenities prior to arrival.

MAPTECH® AD SALES

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WE COVER YOUR MARKET

One ad gives you **TWO YEARS** of advertising in the most trusted cruising guide available.



- Embassy Cruising Guides are sold at **national boating chains, local marine stores, online retailers, and boat shows.**
- Our large distribution guarantees your ad is placed before an attentive, **responsive audience** of active boaters.
- Cruisers will see your ad in the Embassy Guide **every time** they plan a voyage.
- The Guides include everything a boater needs to know—from where to **dock**, to where to **dine**, to where to **shop**. It's a perfect showcase for any business.



Sample Ads

MORE THAN PRINT ADS...

DIGITAL OPTIONS AVAILABLE!

NEW! Sponsor an Aerial Drone Video

Command Attention with a Unique Point of View!

- Turn your facility into a compelling visual story
- Video footage is filmed by an experienced sea captain and FAA-licensed drone operator

Digital eBooks

Engage Your Customers

- Convenient and interactive access for digital devices
- Simply tapping an ad opens an advertiser's website

Digital Advertising on Maptech.com

Promote Your Online Presence

- Take advantage of our high-traffic retail site and submit an ad for posting on maptech.com
- Opportunities include featured aerals and billboard, leaderboard and button ads

Sponsored Content in Horizons Digital Newsletter

Take Advantage of Our Boating Audience

- Our "News from our Partners" benefit from above-average open and click-through rates

Premium Destination Pins on MOREmaptech.com

Increase Your Visibility

- Customers explore destinations with our geo-referenced data and multi-layered map views
- Marine facility ADVERTISERS are designated and highlighted as PREMIUM locations

MORE
MAPTECH ONLINE RESOURCE
www.moremaptech.com

Maptech's interactive online facility guide provides useful marine facility information with direct links to premium facilities' websites. **Drone videos now available for select harbors!**

Digital Map Options

- Satellite Image
- Road Map
- NOAA Chart
- Harbor Videos





DRONE VIDEOS

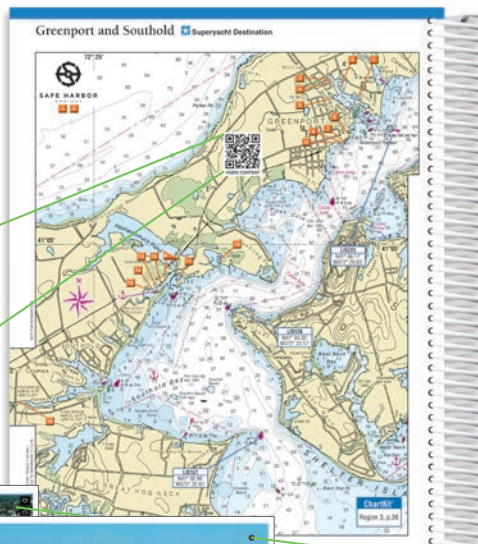
SPONSOR an AERIAL DRONE VIDEO!



VIDEO CONTENT

Purchase a QR Code in Maptech's Embassy Cruising Guide® to highlight your business with dynamic and accurate aerial video footage.

Aerial videography available for select harbors. Contact our sales department for sponsorship availability. Already have drone footage of your facility? We can also print and link a QR code to your video!



This digital advertising opportunity offers:

Customer Interaction

Embassy Cruising Guide® readers scan a **QR CODE** for immediate video viewing.

Opening and closing screens display "Brought to you by:" and offer a **DIRECT LINK** to the sponsor's website.

We provide a video **URL** for use on participating sponsors' **WEB** and **SOCIAL MEDIA** sites.

A Unique Viewpoint

•Take your business to the next level with our **STATE-OF-THE-ART** aerial filming.

•Turn your marine property into a **compelling VISUAL STORY**

•Show the **beauty** of your waterfront and **DRIVE CUSTOMERS** to your business.

On-Trend Technology

Aerial video footage filmed by an **experienced sea captain** and **FAA-LICENSED** drone operator.

Maptech® Drone Videos will be available for viewing on our interactive **Maptech Online REsources** website, **MoreMaptech.com**.

Contact Us
for more info

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www.maptech.com • 508-990-9020



MAPTECH ONLINE RESOURCE



moremaptech.com

Highlight your facility on Maptech's interactive online facility guide!

Maptech advertisers get premium attention on moremaptech.com. Boaters will easily see your location and amenities, and can quickly find your website. SPONSOR a DRONE VIDEO for even greater presence!

Digital Map Options



Satellite Image



Road Map



NOAA Chart



Harbor Videos



Your Marine Facility Data is Easily Accessible

- ▶ Advertisers' PREMIUM facilities are indicated by brightly colored pin icons.
- ▶ Clicking on locator pins will display facility information for that location. PREMIUM facilities will include links to the advertiser's website.
- ▶ Zooming-in allows boaters to pinpoint your exact location.
- ▶ Boaters search by facility name or by entering a city and state.



Maptech Print Media | www.maptech.com | 508-990-9020

AD DIMENSIONS

FULL PAGE AD

Add .125" bleed to all sides

.5" safety margin required to keep important elements out of binding zone

FULL PAGE AD

Trim Size: 8.375" x 10.875"

Bleed Size: 8.625" x 11.125"

Live Area: 7.375" x 9.875"

HALF PAGE AD

HALF PAGE HORIZONTAL

Ad Size: 7.1875" x 4.5625"

HALF PAGE VERTICAL

HALF PAGE VERTICAL

Ad Size: 3.5" x 9.2635"

QUARTER PAGE AD

QUARTER PAGE VERTICAL

Ad Size: 3.5" x 4.5625"

EIGHTH PAGE AD

QUARTER PAGE HORIZONTAL AD

QUARTER PAGE HORIZONTAL

Ad Size: 7.1875" x 2.1875"

EIGHTH PAGE HORIZONTAL

Ad Size: 3.5" x 2.1875"

EMBASSY CRUISING GUIDE AD RATES & SIZES

PLACEMENT OPTIONS FOR ANY BUDGET

Our talented sales team will work to meet your needs and stay within budget. Customized ad packages are available... and encouraged! Contact a sales rep for more information. Placement options may include:

- Inside Front Cover
- Front-of-the-Book Display Section
 - Page 1
 - Table of Contents Adjacent Pages
 - Superyacht Feature Section
- Harbor Chapters
- Regional Chapters
- Back Cover with fold-over Bookmark
- Inside Back Cover with fold-over Bookmark
- Multi-page Spreads
- Shared Multi-Merchant Ads for Popular Destinations
- Co-op ads for Regional and National Marine Services

TWO-YEAR AD RATES

HARBOR CHAPTER RATES FULL COLOR

Full page	\$3,500
1/2 page	\$2,500
1/4 page	\$1,500
1/8 page	\$1,000

DISPLAY SECTION RATES FULL COLOR

Inside Front Cover	\$6,000
Back Cover & Bookmark	\$7,500
Inside Back Cover & Bookmark	\$7,500
Full page	\$4,500
1/2 page	\$3,000
1/4 page	\$2,000
1/8 page	\$1,300

EMBASSY GUIDE AD SIZES (width x height)

AD DESCRIPTION	AD SIZE	LIVE AREA	BLEED
Inside Front Cover	8.5" x 10.875"	7.5" x 9.875"	9.0" x 11.375"
Inside Back Cover	8.5" x 10.875"	7.5" x 9.875"	9.0" x 11.375"
Back Cover	8.5" x 10.875"	7.5" x 9.875"	9.0" x 11.375"
Bookmark	4.5" x 10.875"	4.0" x 9.875"	5.0" x 11.375"
Full page	8.375" x 10.875"	7.375" x 9.875"	8.625" x 11.125"
1/2 page horizontal	7.1875" x 4.5625"		
1/2 page vertical	3.5" x 9.2635"		
1/4 page horizontal	7.1875" x 2.1875"		
1/4 page vertical	3.5" x 4.5625"		
1/8 page horizontal	3.5" x 2.1875"		

EMBASSY GUIDE AD SALES

Dibbon Joy
860-742-7393 | djoy@maptech.com

Eric Ramotowski
860-985-3505 | ericcharts@aol.com

GRAPHICS MANAGER

Roxanne Castaldy
603-580-2021 | rcastaldy@maptech.com

Print Ready Ads

- **PDF, TIF or JPEG** - acceptable formats
- **300 dpi at 100% size** - please note sizes at left, including full-page bleeds and safety margins
- **FILE SUBMISSION** - send completed files to rcastaldy@maptech.com

Need Help Creating Your Ad? Please Send Us the Following Materials

Design assistance is available from Maptech's graphics team at no additional cost. Please submit the following to rcastaldy@maptech.com:

- **TEXT** - Include all text you wish to appear in your ad, including your contact info: address, phone number, web address, email, social media handle, etc.
- **PICTURES and LOGOS** - Submit high-resolution digital photos (300 dpi at actual print size) and vector art for best print quality. Please do not submit web images, screenshots and low-resolution phone pics.
- **LAYOUT and COLOR SUGGESTIONS** - Please provide a design concept. You know your business best, and it's always ideal to get input right from the source.

PROOFING - You will receive a proof sheet by email. Please respond with edits or approval to rcastaldy@maptech.com within 2 business days.

MAPTECH® CHARTKIT® BOOKS

UNBEATABLE LONGEVITY FOR YOUR ADVERTISING INVESTMENT

Performance Proven by Generations of Boaters

A mainstay in the boating scene for almost half a century, ChartKit® books are full-color reproductions of the latest editions of NOAA charts bundled together into cruising regions. ChartKit® books are consistently reliable...no electronics required!

Why Use a ChartKit®?

Most people would say it's because one ChartKit® saves them hundreds of dollars compared with buying individual NOAA charts. Others would tout ChartKit® features and benefits which include:

- **LATITUDE/LONGITUDE WAYPOINTS for GPS** • **AERIAL PHOTOGRAPHY** • **CONVENIENT SIZE and EASY-TO-USE FORMAT** • **GREAT BACKUP TO DIGITAL CHARTS**

Explore our ChartKit editions at www.maptech.com. Contact your sales representative for information on advertising opportunities.



BE SEEN BY THOUSANDS! MUST-HAVE CHARTS FOR EVERY BOATER

CHARTKIT® books offer full-color reproductions of NOAA charts. Large 22 x 17" charts are spiral-bound into easy-to-use regional collections. ***Our top-selling product is unbeatable in the paper chart market!***

Titles and Regions

Block Island, RI to the Canadian Border
Region 2

New York to Nantucket and to Cape May, NJ
Region 3

Chesapeake and Delaware Bays
Region 4

Norfolk, VA to Florida and the Intracoastal Waterway
Region 6

Florida East Coast and the Keys
Region 7

Florida West Coast and the Keys
Region 8

The Bahamas
Region 9

The Virgin Islands and Puerto Rico
Region 10

Southern and Central California
San Francisco Bay to Ensenada, Mexico
Region 12

Pacific Northwest to Northern California
Region 15

New Orleans to Panama City, FL
Region 16

Get MORE from Your ChartKit® Ad

MORE

MAPTECH ONLINE RESOURCE
www.moremaptech.com



Grow your digital presence with us!

Get **PREMIUM** status on moremaptech.com with your ChartKit® ad. Premium locations are highlighted with specially-colored locator pins and include one-click access to the advertiser's website.

AD DIMENSIONS

BACK COVER* FULL PAGE AD

← Side Binding
.5" safety margin required to
keep important elements out
of binding zone

Add .25" bleed to all sides

BACK COVER* and FULL PAGE ADS

Trim Size: 22.0" x 17.0"

Bleed Size: 22.25" x 17.25" *Binding is on

Live Area: 21.0" x 16.0"

the right side

HALF PAGE AD

HALF PAGE AD: Ad Width: 10" Ad Height: 13"

Already advertising a full page in the Embassy
Cruising Guide? We can easily transform your
art into a half-page ChartKit ad!

EIGHTH PAGE AD

EIGHTH PAGE AD Ad Width: 5" Ad Height: 7.5"

Currently have a quarter page ad in the Embassy
Guide? Let us convert that into an eighth page
ChartKit ad.

CHARTKIT® AD RATES & SIZES

GO BEYOND THE LIMITS OF A DIGITAL SCREEN WITH LARGE, FULL-SIZE ADS

A MAINSTAY FOR GENERATIONS

YOUR POSTER-SIZED AD will target the elite of the boating
market. With a strong retail presence and national distribution,
your advertisement will reach thousands of boaters. *More than
1 million ChartKit® books have been sold in the last 40 years!*

EXCLUSIVE FEATURES

- Lat/Lon readouts of major navigational aids
- GPS datums for satellite navigation
- Magnetic courses with distances in nautical miles
- Complete scale information in nautical miles, meters
and/or yards
- Compass rose with annual increase in variation
- "Go-to" page numbers and inset keys for enlarged areas
- Cross-referenced with Embassy Cruising Guides

CHARTKIT AD SALES

Dibbon Joy | 860-742-7393 | djoy@maptech.com

Eric Ramotowski | 860-985-3505 | ericcharts@aol.com

GRAPHICS MANAGER

Roxanne Castaldy | 603-580-2021 | rcastaldy@maptech.com

Print Ready Ads

- **PDF, TIF or JPEG** - acceptable formats
- **300 dpi at 100% size** - please note sizes at left, including
full-page bleeds and safety margins
- **FILE SUBMISSION** - send files to rcastaldy@maptech.com

Need Help Creating Your Ad? Please Send Us the Following Materials

Design assistance is available from Maptech's graphics team at no additional cost. Please submit the following to rcastaldy@maptech.com:

- **TEXT** - Include all text you wish to appear in your ad, including your contact info: address, phone number, web address, email, social media handle, etc.
- **PICTURES and LOGOS** - Submit high-resolution digital photos (300 dpi at actual print size) and vector art for best print quality. Please do not
submit web images, screenshots and low-resolution phone pics.
- **LAYOUT and COLOR SUGGESTIONS** - Please provide a design concept. You know your business best, and it's always ideal to get input right from the source.

PROOFING - You will receive a proof sheet by email. Please respond with edits or approval to rcastaldy@maptech.com within 2 business days.

CHARTKIT® AD SIZES (width x height)

AD DESCRIPTION	AD SIZE	LIVE AREA	BLEED
Front Cover Photo	22" x 13"	21" x 12.5"	22.25" x 13.25"
Back Cover Ad	22" x 17"	21" x 16"	22.25" x 17.25"
Inside Back Cover Ad	22" x 17"	21" x 16"	22.25" x 17.25"
Interior Full Page Ad	22" x 17"	21" x 16"	22.25" x 17.25"
Interior Half Page Ad	10" x 13"		
Interior Display Ads	5" x 7.5"		

AD RATES

AD LOCATION	RATE
Front Cover Photo and Back Cover Ad	\$7000
Inside Back Cover Ad	\$4000
Page One Ad	\$3500
Interior Full Page Ad	\$3000
Interior Half Page Ad	\$2500
Interior Eighth Page Display Ads	\$750



BACK COVER AD

WATERPROOF CHARTBOOKS

TOUGH ENOUGH FOR EVEN THE MOST ACTIVE BOATERS

WATERPROOF PAGES are printed on tough, tear-resistant synthetic material and bound with a waterproof spiral. Popular for their convenient size and reasonable price point, Maptech® Waterproof Chartbooks offer great value and long-lasting visibility. Explore the chartbook collection at www.maptech.com.

FULL-SIZED FEATURES IN A WATERPROOF COMPACT-SIZED BOOK

- Full-color
- 12" x 17" charts
- Spiral binding
- GPS waypoints and pre-plotted courses
- Marina locators
- Restaurant, fuel and boat ramp locations
- Ideal for fishing boats, sailboats, trawlers and trailerable boats
- Waterproof, synthetic pages and binding

WATERPROOF

CHARTBOOK AD SALES

Dibbon Joy | 860-742-7393 | djoy@maptech.com

Eric Ramotowski | 860-985-3505 | ericcharts@aol.com

GRAPHICS MANAGER

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COAST TO COAST CRUISING REGIONS

Penobscot Bay to Mount Desert Island

Casco Bay to Camden

Cape Cod Canal to Casco Bay, Maine

Buzzards Bay, South Cape & the Islands

Narragansett Bay to Cuttyhunk

Long Island Sound

South Shore Long Island

Hudson River and N.Y. Harbor

New Jersey Coast

Upper Chesapeake Bay

Lower Chesapeake Bay

Florida Keys

San Francisco Bay, Monterey Bay and the Delta

Los Angeles to San Diego

San Juan Islands

Puget Sound

AD DIMENSIONS

BACK COVER and FULL PAGE ADs

Add .25" bleed to
all sides

.5" safety margin
required to keep
important elements
out of binding zone

BACK COVER and FULL-PAGE ADs

Trim Size: 12.25" x 18.0"

Bleed Size: 12.75" x 18.5"

Live Area: 11.25" x 17.0"

HALF PAGE AD

HALF PAGE AD

Ad Width: 11.0"

Ad Height: 8.0"

Ads per page: 2

SIXTH PAGE AD

SIXTH PAGE AD

Ad Width: 4.5"

Ad Height: 5.375"

Ads per page: 6

WATERPROOF CHARTBOOK

AD DESCRIPTION	AD SIZE	RATE
Back Cover Ad	12.25" x 18.0"	\$4000
Full Page Ad	12.25" x 18.0"	\$4000
Half Page Ad	11.0" x 8.0"	\$2000
Sixth Page Ad	4.5" x 5.375"	\$750

Sample Waterproof
Chartbook Ads



RICHARDSONS'®

Chartbook + Cruising Guides

REACHING CRUISERS IN THE GREAT LAKES!

RICHARDSONS'® CHARTBOOK + CRUISING GUIDES are designed for vessels traveling the Great Lakes, the Hudson River and surrounding waterways. They provide a great opportunity for advertisers to target a message to this specific, inland audience. Spiral-bound and 12.25" x 18" in size, the Chartbook + Cruising Guides come complete with marine facilities, aerial photos and navigational reference data.

Print Ready Ads

- **PDF, TIF or JPEG** - acceptable formats
- **300 dpi at 100% size** - please see sizes at right
- **FILE SUBMISSION** - send to rcastaldy@maptech.com

Need Help Creating Your Ad?

Design assistance is available at no additional cost. Please submit the following to rcastaldy@maptech.com:

- **TEXT** - Include all text you wish to appear in your ad
- **PICTURES and LOGOS** - Submit high-resolution digital photos (300 dpi at actual print size) and vector art.
- **LAYOUT and COLOR SUGGESTIONS** - Samples and design preferences are welcome!

PROOFING - You will receive a proof sheet by email. Please respond with edits or approval within 2 business days.

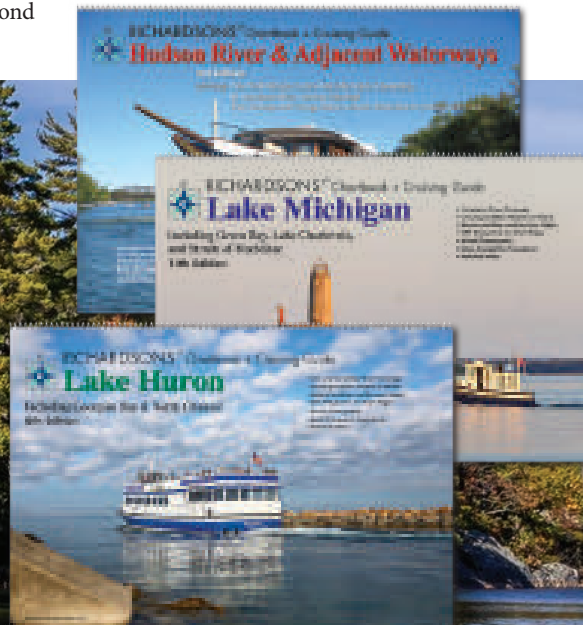
RICHARDSONS'® Chartbook + Cruising Guide

AD DESCRIPTION	AD SIZE	RATE
Front Cover Photo/Back Cover Ad	18.0" x 12.25"	\$4000
Full Page Ad	18.0" x 12.25"	\$2500
Half Page Ad	8.25" x 11.0"	\$1500
Eighth Page Ad	3.75" x 5.0"	\$600

CHARTBOOK + CRUISING GUIDE EDITIONS

Lake Superior Lake Erie
Lake Michigan Lake Ontario
Lake Huron Hudson River & Adjacent Waterways

Visit www.maptech.com for product info!



AD DIMENSIONS

↑ Top Binding
.5" safety margin required to keep important elements out of binding zone

FRONT COVER PHOTO
BACK COVER AD
FULL PAGE AD

Add .25" bleed to all sides

FRONT COVER PHOTO
BACK COVER AD
FULL PAGE AD

Trim Size: 18.0" x 12.25"

Bleed Size: 18.5" x 12.75"

Live Area: 17.0" x 11.25"

HALF PAGE AD

HALF PAGE AD

Ad Width: 8.25"

Ad Height: 11.0"

Ads per page: 2

EIGHTH PAGE AD

EIGHTH PAGE AD

Ad Width: 3.75"

Ad Height: 5.0"

Ads per page: 8

RICHARDSONS' AD SALES

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