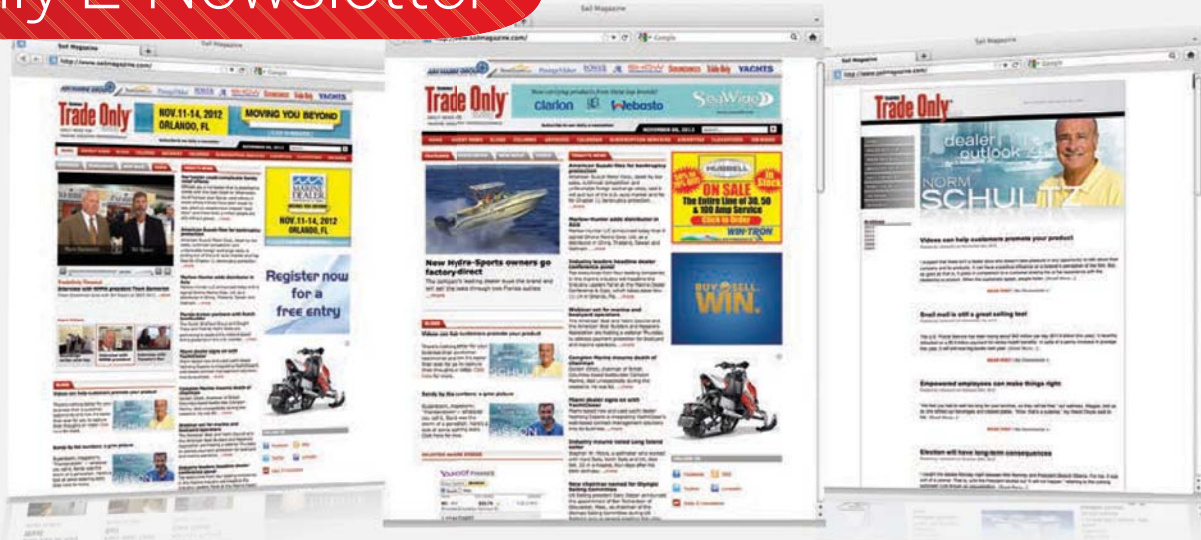


Daily E-Newsletter



Trade Only's daily e-newsletter has fast become the 'go to' place for news and information in the marine industry. This comes as no surprise to 15,690 loyal subscribers who have always held the highest regard for *Trade Only* news-magazine. The very same editorial resources used to put together the premier trade magazine in the business are now being utilized to deliver that same impact within the e-newsletter. The *Trade Only* e-newsletter is published new every weekday of every week and characterized by its fast-paced reports and breaking news special editions. Marine marketers can now deliver their message to this highly qualified audience by advertising in the Trade Only e-newsletter...

- Published new every weekday - no repeats
- News Alerts fast tracked as stories break
- 15,690 subscribers
- 440,000 potential gross impressions every month
- Excellent advertiser efficiencies
- Print e-newsletter & website combo rates available

Leaderboard

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HOME SUBSCRIBE CALENDAR A VIEW FROM HERE DEALER OUTLOOK

TODAY'S NEWS October 10, 2011

BoatUS president loses cancer battle
BoatUS president and publisher Nancy Michelman died Friday at the age of 60 after a year-long battle with cancer. ...more

Liberty Associates transfers interest in boatbuilder
Liberty Associates ceased providing management services to American Marine Holdings, which builds the Fourth, Grand and Pro-Line lines, and Liberty's affiliate transferred its nominee ownership interest in American Marine to First Capital, a portfolio company of HIG Capital, the company announced. ...more

Arc Lite Power buys California shipyard
Arc Lite Power LLC, a San Diego-based marine hybrid systems company, signed an agreement to purchase National City, Calif., shipyard Knight & Carter Marinas, the companies announced. ...more

Shows and Events
This roundup of shows and events includes news from the American Boat and Yacht Council, the International Superyacht Society, Mystic (Conn.) Seaport, Win-Ton Electronics, the Kemah (Texas) Boardwalk Marina and D&G Attractions. ...more

Marine consultant signs marketing deal
Wheelhouse Technologies Inc. and Steve D'Antonio Marine Consulting announced a new joint marketing and cooperation agreement. ...more

Canadian builder partners with Costa Rican company
Canadian custom yacht builder Covey Island Boatworks announced an investment and strategic partnership with Costa Rica-based Cabo Rich Custom Yachts. ...more

Study: Top 9 Dealer Marketing Tools
Are you using the right marketing tools to get more business? Read what other dealers are using to get customers in their doors and how the right marketing can improve customer traffic in your dealership. ...more

Furuno honored at NMEA convention
Marine electronics manufacturer Furuno said it received several awards at the recent National Marine Electronics Association convention. ...more

Classified Advertisements

CONTRACT MANUFACTURER, BUILDER OR YACHT PARTNER OPPORTUNITIES
Avalon Yachts seeks a contract manufacturer or possible established yacht company partner to build its exciting new, fuel efficient and fast 65' patented HYPERM/TM powered jet yacht...click here to see full ad

MARINA MANAGEMENT REQUEST FOR PROPOSALS

	Leaderboard	Banners	Skyscraper	Tile
	468 x 70 pixels	468 x 60 pixels	250 x 125 pixels	125 x 125 pixels
MONTH	\$4,800	\$4,300	\$4,000	\$2,600
WEEK	\$1,850	\$1,550	\$1,550	\$1050

All prices are net. All positions subject to weekly rotation.

Acceptable e-Newsletter Files: Time and animations are limited to 8 seconds of play. Ads not to exceed 50K in size. JPGS and GIFS accepted only; no flash ads. Rotation in animated ads is limited to 3 rotations within the 8 seconds of play.