MBIA is enhancing the consumer-faced BoatMichigan.org website to include an easy-to-use business, product, and services directory, event listing and many more resources to be the go-to resource for boaters this offseason, and in the future. The site will also feature a “New Boater Area” welcoming the thousands of new boaters in our state.

Paid advertising, PR, and social media will promote the resource to consumers during a two-week run in January when consumers are used to being at the boat show. Social media will keep this momentum all winter long.

All MBIA members will receive their free product and services listings as they have in the past in the BoatMichigan Annual Directory, and be able to share their in-house events on the site.

*There are options to stand out in the crowd, You can’t afford to stop advertising now!

**INTRODUCTORY OFFER!**

**Advertising Opportunities**

*Contact Bethany Sly today to create a package to achieve your goals.*

Enhanced Listing with Photo / Logo $300 per year

Side Web Banner on Home Page - or - Subpages Size 160x600 limit of 5 rotating banners on each $240/month*

Bottom Page Web Banner on Home Page - or - Subpages Size 1130x140 limit of 5 rotating banners on each $120/month*

Video Pop Up (inside Pages) :10 produced by sponsor $400 per month

Donate a Giveaway to be featured to every visitor to the site! Minimum $500 value

* 1-year contract required

Contact Bethany Sly for more details!
bsly@mbia.org | 734-261-0123, ext. 2