

ABOARD.com

Nauti-Links.com
Boat-Finder.com

Online Media-Kit

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Thank you for your enquiry about advertising opportunities in the Aboard portal.

We have several advertising options in the 2 main areas of our service the Nauti-Links directory and the multi-language Boat-Finder boat listing service (see more details below);

Why Advertise With Us?

You will find advertising with us an effective way to boost the performance of a web site by reaching a targeted audience within in the international recreational boating market. By choosing the Nauti-links section where your advertisement appears, you can narrow target your campaign.

Our target market are mainly boat owners and professionals within the boating industry and our site is the most international boating portal, with a special focus in the European market. We are also experts in on-line marketing and constantly achieve top positioning in search engines of the pages and websites we market.

Outline

| Nauti-Links directory | Cost | Pages View pm |
|---|------------------|----------------------|
| ▪ Nauti-links Home Page (150x150 banner) | £100 pm | 2500 |
| ▪ Nauti-links Categories Banner (300 x 80 banner) | £50 / £80 pm (*) | 1500-3000 |
| ▪ Boat-Finder Banner (200 x 5 banner) | £100 pm | 1500-3000 |
| ▪ Nauti-links Side Banner (200 x 53 banner) | £30 | 1500-3000 |
| ▪ Nauti-links Category Priority Listing (Position your nauti-links entry in the fist page of your category) | Ask | |

(*)£50 per month per advertiser any category except BOAT SALES sections that ere £80 per month.

| Boat-Finder boat listing system | No of Boats | Cost |
|--|--------------------|-------------|
| ▪ Boat-Finder Listing; this option will present your boats in the Boat Finder and create your own listing as a full Aboard client. | 25 | £25 pm |
| | 50 | £43 pm |
| | 75 | £50 pm |
| | 100 | £56.25 pm |

Advertising Performances

| | Impressions | Cost pm | CPM | CPM @ 50% |
|---------------------|--------------------|----------------|------------|------------------|
| NL Home Page | 5000 | £150 | 30 | 15 |
| NL Category (Sales) | 3000 | £80 | 27 | 13 |
| NL Category (Sales) | 1500 | £80 | 53 | 27 |
| NL Category (Other) | 3000 | £50 | 17 | 8 |
| NL Category (Other) | 1500 | £50 | 33 | 17 |
| NL Priority Listing | 1500 | £33 | 22 | 11 |

Business Packages

What can these packages do for YOU?

First time advertiser: 50% discount for the first 3 months (Excluding Boat-Finder listing)

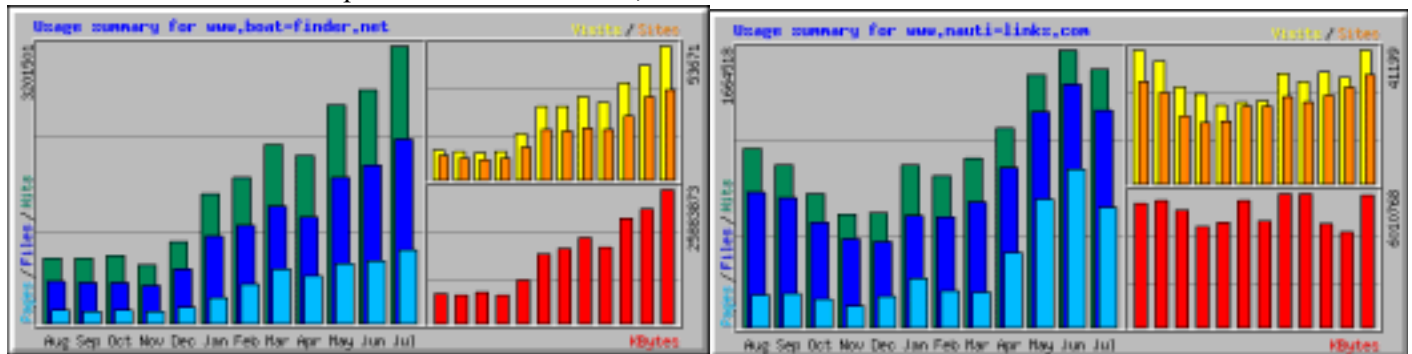
Online Frequency Discounts: 3-month: 5%; 6-month: 10%; 12-month: 20%

This promotion offers new advertisers the opportunity to experience the exceptional results achieved by other advertising partners, at a very low cost and minimal risk.

Site Statistics

| | Impressions per month: | Unique users per month: |
|-------------|------------------------|-------------------------|
| Nauti-Links | 715,000 | 53,671 |
| Boat-Finder | 854,465 | 41,199 |

Statistics are for the public areas of both sites, dated Jul-2004



PAYMENT for all options

Payment Terms are in advance.

You can choose to pay using any of the payment methods listed below;

- Credit Card: Visa, Master Card, JCB.
You can either call us for or Fax us your card type, card number, expiry date, cardholder's name, address and signature.
State the amount to be charged to the card in Pounds Sterling.
- Money Transfer: payable to "ABSITE LTD" in Pounds Sterling
Account no. 00903418, Bank sort-code 20-65-82
Addressed to Barclays Bank, 1 Pall Mall East, London SW1Y
- Cheque: payable to "ABSITE LTD", please allow 1 week for cheque clearance.
A £6 cheque clearance surcharge must be added to any cheque from outside the UK.

Commissions

All recognized advertising agencies can earn a 15% commission on space and position.

Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

Nauti-links Home Page BANNER ADVERTISING

- Consists in the insertion of a Banner in the Nauti-Links Home Page linking to your Web site
- The period of time specified; minimum two months and maximum 6 months, starting the 1st or the 15th of any calendar month.
- Price is £100 (GBP) per month (VAT will be charged for companies based in the UK)
- You can either send us your banner or we can create it for you!



PLACEMENT

There are 4-banner positions in each Nauti-links category:
The banner will be presented in the right side of the Nauti-Links Home Page.

BANNER SPECIFICATIONS

Max width 150 pixels - Max height 150 pixels
The file will be in a GIF or JPG Format
File size is up to 10Kb
(If you need help creating the banner you can contact our production department)

Nauti-links Category BANNER ADVERTISING

- Consists in the insertion of a Banner in the Nauti-Links section specified linking to your Web site
- The period of time specified; minimum three months, starting the 1st or the 15th of any calendar month.
- Price is £50-£80 (GBP) per month (VAT will be charged for companies based in the UK)
- There is a 10% discount offered for booking in more than one section simultaneously.
- You can either send us your banner or we can create it for you!



PLACEMENT

There are 5-banner positions in each Nauti-links category:
We are offering your banner to have guaranteed position
The banner will be presented in the agreed section(s) of the Nauti-Links, before the List of other Nautical links, immediately after the alphabetical list of pages.

BANNER SPECIFICATIONS

Max width 300 pixels - Max height 80 pixels
The file will be in a GIF or JPG Format
File size is up to 10Kb
(If you need help creating the banner you can contact our production department)

Boat-Finder Home Page BANNER ADVERTISING

- Consists in the insertion of a Banner in the Boat-Finder Home Page linking to your Web site
- The period of time specified; minimum three months, starting the 1st or the 15th of any calendar month.
- Price is £100 (GBP) per month (VAT will be charged for companies based in the UK)
- You can either send us your banner or we can create it for you!



PLACEMENT

There are 3-banner rotating positions in the Boat-Finder home page:
The banner will be presented in the right side Just below the latest additions.

BANNER SPECIFICATIONS

Max width 200 pixels - Max height 53 pixels
The file will be in a GIF or JPG Format
File size is up to 10Kb
(If you need help creating the banner you can contact our production department)

Nauti-links Category PRIORITY LISTING

- Consists in the position of your Nauti-Links entry in the first page of your main category (Other categories can be added)
- The period of time specified; minimum three months, starting the 1st or the 15th of any calendar month.
- Price is £400 (GBP) per year (VAT will be charged for companies based in the UK)
- There is a 10% discount offered for booking in more than one section simultaneously.
- You can add your logo to the listing.



PLACEMENT

The first page of each Nauti-Links category lists in alphabetical order a selection of sites.
Your entry will be listed among these sites in the first page of the agreed section(s) of the Nauti-Links.
All other listings are placed under the alphabetical menu.

SPECIFICATIONS

Your Nautilinks entry that can be enhanced with your logo (70x70 px), description and links to your Web site and email address.

Nauti-links Side BANNER Run of Site

- Consists in the insertion of a Banner in the Nauti-Links pages under the side menu
- The period of time specified; minimum three months, starting the 1st or the 15th of any calendar month.
- Price is £30 (GBP) per month (VAT will be charged for companies based in the UK)
- There is a 10% discount offered for booking in more than one campaign simultaneously.
- You can either send us your banner or we can create it for you!



PLACEMENT

There are 5-banner rotating positions in the Nauti-Links listing pages:
The banner will be presented in the left side just below the categories menus

BANNER SPECIFICATIONS

Max width 200 pixels - Max height 53 pixels
The file will be in a GIF or JPG Format
File size is up to 10Kb
(If you need help creating the banner you can contact our production department).

Boat-Finder boat listing

- Consist of listing your boats in our Boat-Finder service
- Boats for Sale or Charter, New or Pre-owned
- You also get a listing of your boats in a Boat-Finder mini-site that can be customised to match your website style
- Remote management of your list of boats, (contact us for other options).
- Top ranking of your boats in Google and other search engines.



Use the Boat-Finder to list your boats in Aboard and either as stand alone web site or integrated in your current web site.



PLACEMENT

Your boats listed in the public Boat-Finder and in your own Boat-Finder site.
Automatically Nauti-links Priority listing + Aboard Market-Place + Nauti-links Banner (run of site).

For more information on this service, please visit <http://www.boat-finder.com> or call our sales team.