

Maritime information and eCommerce for private and business trade

Mission Statement

With over 380,000 pages, Yachtdatabase.com is one of the world's largest sites for sailing and yachting. Our mission is to deliver maritime information, create contacts between boat owners and provide an eCommerce platform for private and business traders.

Target Group

Our target group are boat buyers as well as experienced boat owners who, for the maintenance of their boat, need new motors, electronic equipment, sails or any other spare parts.

International Campaigns

Yachtdatabase.com is accessible in 11 languages. This allows you to run campaigns nationally as well as internationally in one or more languages.

Non-maritime Advertisements

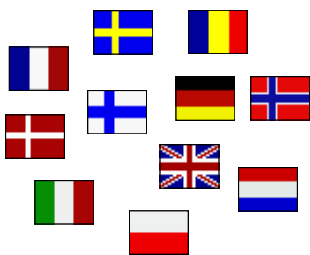
Yachtdatabase.com is a maritime site, and at present moment we principally accept advertisements relevant to the maritime community.

Other types of advertisements may be admitted upon individual agreement. Yachtdatabase.com maintains the right to refuse material which diverges from the image of the site.

Engagement

On average, our visitors spend 4 minutes per visit, browsing 9 pages in this time. The ratio of impressions between sailboats and motorised boats is 80/20. Boats for sale account for 50% of all impressions.

By using Yachtdatabase.com, you ensure that every click is relevant.



Banner Placement

Rate Card

Banner Placement		Rate Card	CPM (EUR)
1024 x 180 (A)	160 x 600 (B)	Banner	
		Topbanner 1240 x 180 (A) 930x 180	20
	300 x 80 (C)	Sticky banner 140 x 600 160 x 600 (B)	20
	300 x 250 (D)	Side banner 300 x 80 (C)	16
	300 x 250 (E)	Side banner 300 x 250 (D)	16
	768 x 90 (H)	Side banner 300 x 250 (E)	14
	300 x 250 (F)	Side banner 300 x 250 (F)	10
	300 x 250 (G)	Side banner 300 x 250 (G)	8
	1024 x 180 (I)	Search-banner 728 x 90 (H)	16
		Foot banner 1240 x 180 (I) 930x 180	14

Prices exclude VAT

Offer:

For campaigns of 12+ months we offer a 30% discount off all prices above.

Targeting

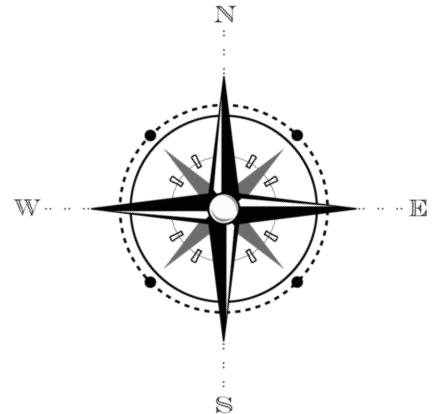
Languages: Danish, Swedish, Norwegian, Finnish, English, German, Dutch, Polish, French, Italian and Romanian.

Submission of Banners

All materials, including banners should be sent to banner@udkik.dk

Please attach the following:

- Banner size (width x height)
- URL (web address) you want the banner to link to.
- Banner placement on the page.
- Beginning and end date for the campaign.
- Number of requested impressions within the campaign period.
- Requested banner language (see Targeting).



Banner	Format	Type	Size	Loop	Animation
Top banner	970 x 90 930 x 180 1024 x 180	gif, jpg, png	Max 45 KB	Max 3	Max 15 sec.
Foot banner	970 x 90 930 x 180 1024 x 180	gif, jpg, png	Max 45 KB	Max 3	Max 15 sec.
Search banner	768 x 90	gif, jpg, png	Max 30 KB	None	Not allowed
Side banner	300 x 250	gif, jpg, png	Max 45 KB	Max 3	Max 15 sec.
Side banner	300 x 80	gif, jpg, png	Max 30 KB	Max 3	Max 15 sec.
Sticky banner	140 x 600 160 x 600	gif, jpg, png	Max 45 KB	Max 3	Max 15 sec.

Animation

For the sake of visitors' convenience we request that animations loop no more than 3 times total or contain more than one longer sequence of maximum 15 seconds. It is recommended that advertisements include a small delay in the animation to ensure that pages have finished loading before the animation starts.

Sound

Sound is not permitted.