



Q: Why Advertise with Boater's Bonanza?

A: Boater's Bonanza is the Most Comprehensive, Most Effective, Cheapest, Most Accessible and Most Useable Advertising Media in the Area!

The Boater's Bonanza Mission Statement

The mission of Boater's Bonanza is to simplify on-line shopping by providing a centralized merchant information venue for local level customers. Consumers search, view and select products and services from merchants that offer savings opportunities at a user-friendly site. Merchants benefit by acquiring new customers, encouraging repeat visits, and boosting customer loyalty. Offering on-line discount coupons is the key feature that connects customer and merchant.

Key Merchant Benefits

Target On-line Consumers

Boater'sBonanza.com provides an ideal method to connect with the growing number of on-line consumers who are now more readily reached through the Internet rather than the traditional media vehicles of newspaper and television.

Gain a Competitive Advantage

BoatersBonanza.com allows local merchants to establish a local Internet presence in the on-line world as the Internet transitions to a mainstream media. While the Internet has become positioned as an outlet for national brands over the past decade its use as a local advertising forum is in its infancy. Local advertising through Internet outlets such as BoatersBonanza.com is expected to grow to a \$9 billion niche by the end of 2010.

Achieve High Impact Promotions

The Internet provides more impact than a standalone promotion program for one company or product. Establishing coupons as an on-line promotional tool will drive sales and increase consumer loyalty.

Attract New Customers

BoatersBonanza.com delivers exposure throughout the region, attracting a steady stream of fresh customers receptive to try new products and services.

Increase Return on Advertising Investment

The cost per coupon redeemed via the BoatersBonanza.com Internet method is significantly lower than most direct mail, newspaper and in store promotions. Internet advertising is 24/7/365 allowing virtually limitless availability to potential customers. The advertising cost per impression is substantially decreased as the merchant web page is not subject to the throw-away nature of print media. Further, those who are impacted by the advertising are actively seeking opportunities to spend. This is far more effective than incidentally reaching readers browsing print ads when they are not in a product selection mode.

Quantify Program Effectiveness

The BoatersBonanza.com web site provides browsing statistics which allow merchants to track the coupons individual consumers select. This provides the opportunity to fine-tune offerings of complimentary products, competitive situations, and other promotional activities.

Local Demographic Targeting

Boater's Bonanza solicits the usership of county residents who are boat owners, waterfront residents and others. Boaters and waterfront home owners are among the most affluent of our local residents and are most likely to spend disposable income on recreation. While Boater's Bonanza is focused on a nautical theme it is a welcome outlet for all local merchants seeking customers with greater than average income and a demonstrated willingness to spend.

Enhance Consumer Response

Unlike established web sites with single brand identity and national level focus; local consumers are receptive to targeted promotions for neighborhood merchants. Local businesses provide immediacy of purchase delivery, the opportunity to browse similar products, and input from knowledgeable shop owners. The opportunity for interaction is the key ingredient in building consumer loyalty.

Co-operative Advertising

Boater's Bonanza actively seeks opportunities to co-opt advertising with its participating merchants. Merchants with retail space are required to keep racks on their check-out counters filled with Boater's Bonanza "mini-flyers". All merchants with web sites are required to display the Boater's Bonanza logo and provide a link to the BoatersBonanza.com site. In addition, we seek opportunities to sponsor merchants' events, classes, sales, tournaments and other public gatherings, and to purchase advertising space in merchants' flyers, meeting agendas, directories, menus and other print media available to the public.

Pricing and Demographics

Competitive Edge

Merchants who advertise with Boater's Bonanza immediately enjoy the benefits of continuous on-line access for internet-savvy local consumers. These consumers access the Boater's Bonanza web site while actively engaged in a purchase decision. By contrast, local print media provides a non-timely impression in a format that is generally discarded. As such, participation in Boater's Bonanza should not be evaluated against print media solely with respect to pricing, but rather, it should be considered with respect to availability and timeliness.

Competitive Pricing

Advertising with Boater's Bonanza is far less expensive than print alternatives. The table below compares our Advertising Rates, in effect as of March 1, 2007 with currently published rates for typical, local, boating-related print advertising outlets. Advertising on Boater's Bonanza web site makes strong economic sense, and given the edge as described above, it is clearly the strongest advertising alternative in Southwest Florida.

We're not Just for Water Activity Focused Merchants

Boater's Bonanza makes sense for all types of merchants. In spite of our boating theme, the same individuals who will seek out our web site time and again for their boat related purchases will also view non-marine categories of merchants. Our focus in attracting web site users is through both water activity themes and those which create general public awareness.

Demographics

Boaters are an affluent segment of society with an above-average standard of living. They live in larger homes, own more vehicles and "toys", dine out more often, and have greater wealth than the average citizens. According to Florida Fish and Wildlife Conservation Commission statistics are 17,100 vessels registered in Charlotte County, 17,800 in Sarasota County, and over 37,800 more in neighboring Lee County. This is our web site's target audience.

Please contact us at: sales@boatersbonanza.com.

Price Comparisons for One Calendar Quarter

Boater's Bonanza

Color	24/7	\$.89-\$1.39/day	\$270/quarter
-------	------	------------------	---------------

Waterline by Sun Newspapers (13 consecutive insertions)

B&W ¼ Page	Weekly	\$350/week	\$4550/quarter
B&W Bus. Card	Weekly	\$80/week	\$1040/quarter

H2O by Herald-Tribune Newspapers

B&W ¼ Page	Bi-monthly	\$400/bi-monthly	\$600/quarter (1.5 issues)
B&W 1/16 Page	Bi-monthly	\$104/bi-monthly	\$156/quarter (1.5 issues)

Dollar Saver

Color, ¼ Page	Bi-Weekly	\$250/bi-weekly	\$1500/quarter
---------------	-----------	-----------------	----------------

Green Sheet

Color, ¼ Page	Weekly	\$250/week	\$3250/quarter
---------------	--------	------------	----------------

Harbor Style Magazine

Color ¼ Page	Monthly	\$439/month	\$1317/quarter
--------------	---------	-------------	----------------

Note: All rates used in this comparison were the published rates in effect as of December 1, 2006. Decreased rates were available for all advertisers through longer advertising subscription commitments.

Please contact us at: sales@boatersbonanza.com.