

# A La Carte Purchases

Great Lakes Scuttlebutt offers a variety of services to promote your advertising accross an array of platforms. In this guide, you will find all options for those services.



# INDEX

## A La Carte Purchases

---

**PAGE 2 | GLS WEBSITE**

Website Advertising Options

**PAGE 3 | GLS WEBSITE**

Description of Materials and Deadlines

**PAGE 4 | DEDICATED  
EMAIL BLASTS**

Materials and Deadlines

*\*Our most popular option*

**PAGE 4 | SCUTTLEBITS  
NEWSLETTER**

Placement Options

Materials and Deadlines

**PAGE 5 | SOCIAL MEDIA**

Sponsored Content Options

Materials and Deadlines

**PAGE 6 | ONLINE MAGAZINE**

Advertisement Options

Material Needs and Deadlines

# WEBSITE

## A La Carte Purchases

Great Lakes  
Scuttlebutt

View Current Issue  
View Archives  
View Digital Edition

THE MAGAZINE NEWS GALLERY NEWS ARTICLES RESOURCES OUR COMPANY SHOP

Breaking News Stories

6

Unloaded: New Yacht Makers are Restoring Families Back to Real  
Wednesday, April 17, 2019

Thirty-Meter Hand Pumps: Essential  
Equipment for Boats  
Wednesday, April 17, 2019

Save Big on Raymarine Marine  
Electronics with the Trade Up Sales  
Friday, April 19, 2019

View All News Articles

1

Great Lakes Scuttlebutt Video Gallery

VIEW FULL VIDEO GALLERY

INTERVIEWS: GREAT LAKES BOAT SHOWS

HOW TO TUTORIAL: HOW TO  
NO-ROSE MARINE COATING

INTERVIEWS: NATIONAL BOAT SHOWS

PRODUCT SPOTLIGHT: CRACK & REPAIR

THIS WON'T CRACK

Great Lakes Scuttlebutt Subscriptions

Sign up online for a FREE subscription to our digital magazine, our FREE weekly Scuttlebits newsletter, or get Great Lakes Scuttlebutt delivered to your door.

DELIVERY TO YOUR DOOR

DELIVERY TO YOUR DOOR

News From Your Great Lakes

Lake Erie Region

Great Lakes Scuttlebutt, the Lake Erie Region, Michigan, Minnesota, New York, and Ontario. It's a beautiful fall weather for Lake Erie and the Detroit River is a new one.

Lake Erie now has the lake's lowest water record.

Lake Superior Region

Great Lakes Scuttlebutt, the Lake Superior Region, Michigan, Minnesota, New York, and Ontario. Name Grand Portage marina and ferry terminal to serve site Superior.

Sister waterways are the Great Lakes and the St. Lawrence Seaway.

\$100 deep water port to work as both site. Name something.

Lake Michigan Region

Great Lakes Scuttlebutt, the Lake Michigan Region, Michigan, Indiana, Illinois, and Wisconsin.

Key Marine Enhances Southern Michigan Production Capacity

Key Marine's 100th Yacht Launched in CORVUS 2023 LAUNCH

Why some new weather fronts are being seen in the Great Lakes is a secret.

Lake Huron Region

Great Lakes Scuttlebutt, the Lake Huron Region, Michigan and southeastern Canada.

Efforts to protect nesting

Kittiwak and gull seabirds

2

Quicklink Resources

3

Our Sponsors & Supporters

The Companies and organizations that support Great Lakes Scuttlebutt.

4

Great Lakes Scuttlebutt Story

Great Lakes Scuttlebutt magazine was founded in 1992 by Jerry Kring. The magazine is an information, yacht clubs, boat shows, marine stores and services publication. Great Lakes Scuttlebutt magazine covers the Great Lakes and western Lake Ontario. For many years we have covered the Great Lakes and provided the magazine along the Great Lakes. In 2000, Great Lakes Scuttlebutt magazine went fully digital. It started to use multiple media outlets, and a very powerful digital version of each issue.

Today, Great Lakes Scuttlebutt offers to issues every year, an additional 250 boat shows per year, and reaches tens of thousands of readers. Great Lakes Scuttlebutt magazine is a great place to provide an efficient meeting place for boaters and boating enthusiasts. We are happy to be the owners of the Great Lakes region.

ABOUT US

MARINA

YACHT STORES

BOAT SHOWS

BOATING BUSINESSES

OVER 1500 LOCATIONS

Great Lakes  
Scuttlebutt

A monthly magazine for Great Lakes

Covering the Great Lakes Region, including the St. Lawrence Seaway

©2019 Great Lakes Scuttlebutt. All rights reserved.

The Magazine

ABOUT GREAT LAKES

ABOUT GLOBE

<div data-bbox="375 3

Great Lakes  
Scuttlebutt

VIEW CURRENT ISSUE  
SITE SEARCH

THE MAGAZINE VIDEO GALLERY NEWS ARTICLES RESOURCES OUR COMPANY SHOP

Marine News from the Great Lakes

ePropulsion Unveils Revolutionary Elite Electric Outboard Motor

Published: Monday, January 29, 2024

New Technology and Meticulous Design Combine to Create the Smallest in ePropulsion's Extensive Electric Outboard Portfolio

Somerset, N.J. – ePropulsion, the global leader in marine electric propulsion systems and solutions, is proud to announce the launch of the ePropulsion Elite electric outboard motor. The ePropulsion Elite, which has been created for the tender and smaller boating market, represents a new era in clean, quiet, and eco-friendly marine propulsion. The direct-drive motor and advanced design propeller deliver high efficiency with near-silent operation, making it a game-changing page technology. This addition to the ePropulsion range raises the bar in electric boating standards.

"We are excited to start the year by introducing the Elite electric outboard motor, a game-changer in marine propulsion," said Danny Tao, Co-founder and CEO of ePropulsion. "With its innovative features and commitment to sustainability, we believe the Elite will redefine the electric boating experience for enthusiasts worldwide."

Designed to be the most compact and lightweight electric outboard in its class, the ePropulsion Elite 500W electric outboard is an easy-to-learn alternative to small internal combustion engines. Sport mode adds an additional 50% boost in power for challenging conditions, bringing the top speed to over five miles per hour. With a built-in 100W solar panel and a 12V AC/DC power source, the Elite can charge its internal lithium-ion converters; it can be fully charged in around four hours. For added capability and convenience, the Elite includes a USB-C output that allows users to charge and power other electrical devices.

At just under one-foot in length and weighing 14.7 pounds including the built-in battery, the Elite has a sleek body and the one-click quick-release bracket allows for rapid removal and reinstallation in a matter of seconds. The tiller handle converts to a permanent steering handle. With multiple trim and tilt angles, adjustable steering resistance and shaft length, and a shallow-

3

Keyword Search

SEARCH NEWS

5

Browse News by Region

Browse by Topic

GIFT IDEAS  
How To's & DIYs  
Boating 101  
Used Boats  
Boat Shows  
Electronics  
Racing  
Workshop In Boating  
Camping  
Boat Show  
Fishing  
Environmental  
Insect  
Engines

Marina  
Software & Apps  
Charity  
Destination  
Cleavers  
Events  
New Boat Models  
Boats & Pets  
Accessories  
Clothing & Shoes  
Sailing  
Lighting

5

Great Lakes  
Scuttlebutt

VIEW CURRENT ISSUE  
SITE SEARCH

THE MAGAZINE VIDEO GALLERY NEWS ARTICLES RESOURCES OUR COMPANY SHOP

Marine News from the Great Lakes

Latest News

ePropulsion's Revolutionary Elite Electric Outboard Motor Wins Innovation Award in Miami

Published: Monday, March 5, 2024

Somerset, N.J. – ePropulsion, the global provider of marine electric propulsion solutions, proudly unveiled their newest achievement: the ePropulsion Elite electric outboard motor won the Miami Innovation Award Winner in the Electric Motor/Battery Power category at the Discovery Boating Miami

READ MORE

6

Keyword Search

SEARCH NEWS

5

Browse News by Region

# WEBSITE

## A La Carte Purchases

1

### STATIC LEADER BOARD BANNER, TOP | \$500/month

#### LOCATION

- "Under the fold" on homepage
- At the top of the Main Video Gallery page

#### MATERIALS

- 728px wide x 90px tall JPG, GIF, or PNG
- The URL to which it should be linked

#### SUBMISSION

- Deadline: one week before publication
- Submit in Google Form emailed to you

2

### STATIC HOMEPAGE BANNER, MIDDLE

\$300/month

#### LOCATION

- Between "News From Your Great Lakes"

#### MATERIALS

- 300px wide x 250px tall JPG, GIF, or PNG file
- The URL to which it should be linked

#### SUBMISSION

- Deadline: one week before publication
- Submit in Google Form emailed to you

3

### ROTATING 468x60 BANNER

\$100/month

#### LOCATION

- Appears on multiple pages including:
  - The bottom of all news articles
  - Below "Quicklink Resources" on the homepage
  - At the bottom of other internal pages

#### MATERIALS

- 468px wide x 60px tall JPG, GIF, or PNG file
- The URL to which it should be linked

#### SUBMISSION

- Deadline: one week before publication
- Submit in Google Form emailed to you

4

### STATIC HOMEPAGE BANNER

\$200/month

#### SINGLE LOCATION

- Next to "Our Sponsors & Supporters" on the homepage

#### MATERIALS

- A 300px wide x 250px tall JPG, GIF, or PNG file
- The URL to which it should be linked

#### SUBMISSION

- Deadline: one week before publication
- Submit in Google Form emailed to you

5

### ROTATING SIDEBAR BANNER

\$300/month

#### LOCATION

- Appears on the right-hand side of many internal pages
- Alongside all news articles and the boat show calendar

#### MATERIALS

- A 300px wide x 250px tall JPG, GIF, or PNG file
- The URL to which it should be linked

#### SUBMISSION

- Deadline: one week before publication
- Submit in Google Form emailed to you

6

### 'FEATURED' NEWS ARTICLE

\$300/each

#### LOCATION

- On home page until 'pushed off' by other news articles
- Free social post to go along with article
- Appears immediately, remains indefinitely

#### MATERIALS

- Should include an article of at least 300 words
- No less than one photo (No word count limit)

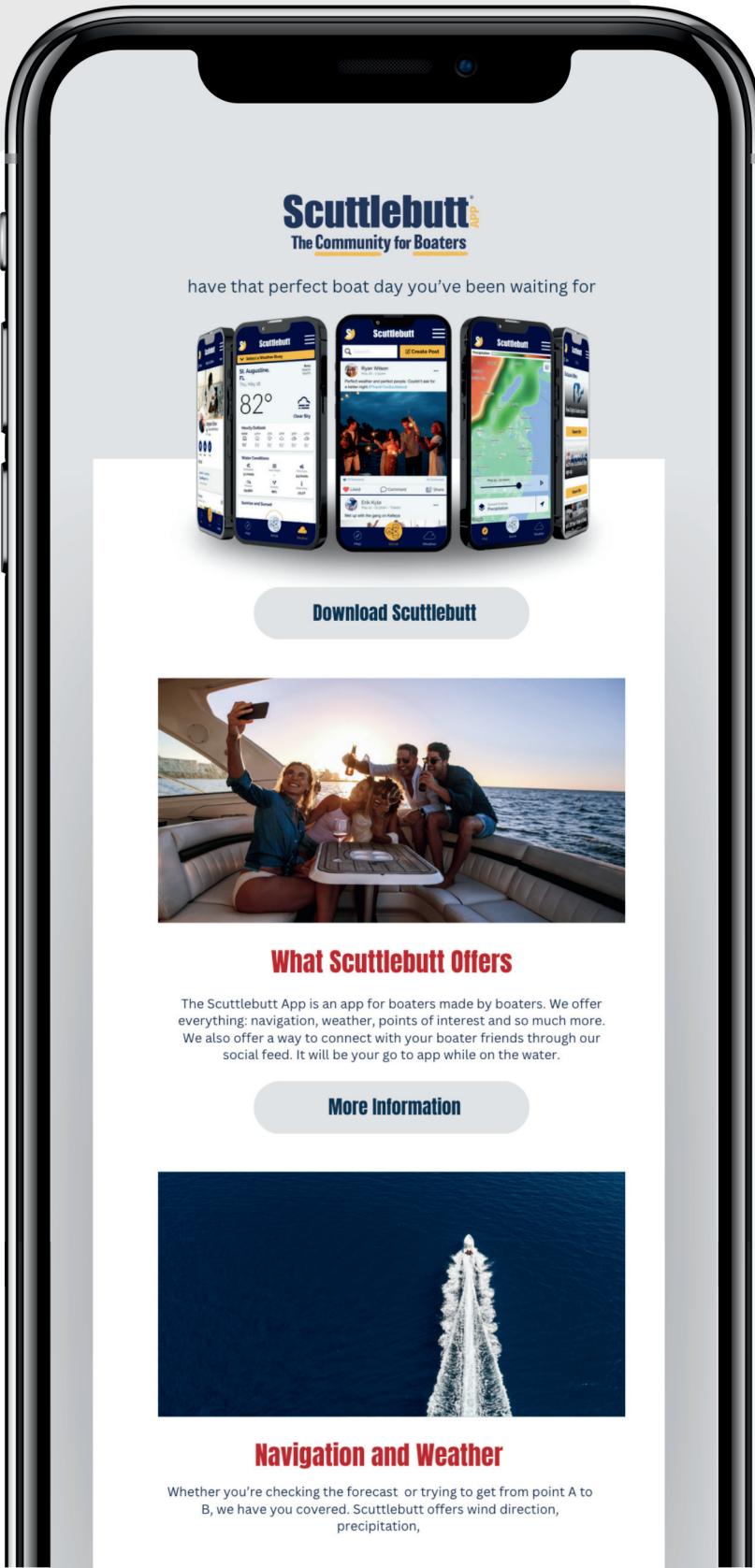
#### SUBMISSION

- Deadline: one week before publication
- Submit in Google Form emailed to you

# DEDICATED EMAIL BLASTS

A La Carte Purchases

\*\* Scuttlebutt App Dedicated Email Blast Example



have that perfect boat day you've been waiting for

**Scuttlebutt**  
The Community for Boaters

Download Scuttlebutt

**What Scuttlebutt Offers**

The Scuttlebutt App is an app for boaters made by boaters. We offer everything: navigation, weather, points of interest and so much more. We also offer a way to connect with your boater friends through our social feed. It will be your go to app while on the water.

**More Information**

**Navigation and Weather**

Whether you're checking the forecast or trying to get from point A to B, we have you covered. Scuttlebutt offers wind direction, precipitation,

OUR MOST  
POPULAR OPTION

## DEDICATED EMAIL BLASTS

**\$2,000/email**

### EXAMPLE LAYOUT

1. Logo with transparent header
2. Header
  - a. 1-10 words
  - b. This could also be used as the subject for the email
3. Hero Image
  - a. The main image you would like
  - b. Above the fold of the email
4. Optional: Sub header for below hero image
  - a. 1-25 words
5. Main Call to Action
  - a. This will be in button form
6. Link for the hero image and button
7. One to three features for the content of the email
  - a. This will make up the body of the email blast
  - b. Same format as the hero section (main image, heading, button, link)
8. Lastly, a 'call to action' section.
  - a. Contact information
  - b. Website
  - c. Repeating Button

### HTML CODING

We also allow our advertisers to make their own email

- This file should be a HTML file
- There is no length maximum

### WORKING WITH OUR TEAM

For the dedicated email blasts, we will work closely with you to ensure your email is perfect (if you are not sending in your own HTML file). File sizes and specs will be given once we start the process.

# SCUTTLEBITS NEWSLETTER

## A La Carte Purchases

**8**  
Scuttlebits APRIL 19, 2024  
  
SPRING ISSUE OUT NOW  
Trailer Boating, Brokers and Dealers, Boat Maintenance  
[CLICK TO READ NOW](#)

**9**  
TOP NEWS OF THE WEEK

**6**  
  
GOST® TEAMS UP WITH KVH INDUSTRIES TO LAUNCH ADVANCED SUPERYACHT SECURITY PACKAGES  
The new security packages merge GOST's Apparition, a top-tier touchscreen marine security system, with KVH's CommBox Edge Communications Gateway...  
[Read Story](#)

  
IRISH BOAT SHOP BRINGS PARDY YACHTS TO NORTHERN MICHIGAN WATERS  
Irish Boat Shop has established a partnership agreement with Spring Brook Marine in Chicago to offer Pardo Yachts to customers in Northern Michigan...  
[Read Story](#)

**10**  
UPCOMING EVENTS

  
SUNCOAST BOAT SHOW  
April 19-21  
[Learn More](#)

  
CATAWBA ISLAND BOAT SHOW  
Catawba Island Club  
Port Clinton, Ohio  
April 26-28, 2024  
[Learn More](#)

**10**

**8**

### LEADERBOARD BANNER

**\$500/email**

### MATERIALS

- 600px wide x 200px tall JPG, GIF, or PNG file
- The URL to which it should be linked

**9**

### TOP BANNER

**\$300/email**

### MATERIALS

- 468 px wide x 60px tall JPG, GIF, or PNG file
- The URL to which it should be linked

**6**

### TOP FEATURED NEWS

**\$300/article**

*\*This includes having your article on the website. Refer to page 2*

### MATERIALS

- Article, press release or story
- 2+ high resolution images
- The URL to which it should be linked

**10**

### BOTTOM BANNER

**\$100/email**

### MATERIALS

- 468 px wide x 60px tall JPG, GIF, or PNG file
- The URL to which it should be linked

### CUSTOM SECTION

**\$500/email**

### MATERIALS

- Not shown on example
- A custom section within our newsletter
- Work with our content team on this

## SUBMISSION

- Deadline: TBD depending on issue
- Submit elements in Google Form emailed to you

# SOCIAL MEDIA

A La Carte Purchases

## ALL PLATFORMS

*\$500/post on all platforms*



### **FACEBOOK** \$250/post **MATERIALS**

- Verbiage - Provide as complete sentences
- Video or Photo(s) are highly recommended
- Send Video as MP4 file; Photos as JPGs

### **INSTAGRAM** \$250/post **MATERIALS**

- Verbiage - Provide as complete sentences
- Video or Photo(s) are highly recommended
- Send Video as MP4 file; Photos as JPGs

### **X Formerly Twitter** \$250/post **MATERIALS**

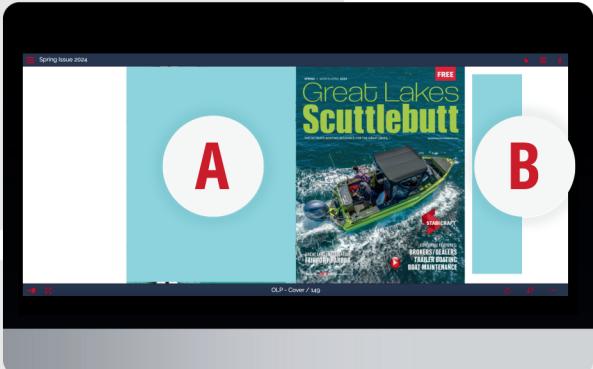
- Verbiage - Maintain a 280-character limit
- Include hashtags you wish to use
- Photo(s) optional

## SUBMISSION

- Deadline: TBD depending on issue
- Submit elements in Google Form emailed to you

# ONLINE MAGAZINE

A La Carte Purchases



A

## PAGE NEXT TO COVER MATERIALS

**\$2,000/issue**

Ad size: 8.5" w by 10.875" h  
CMYK Flatten PDF File

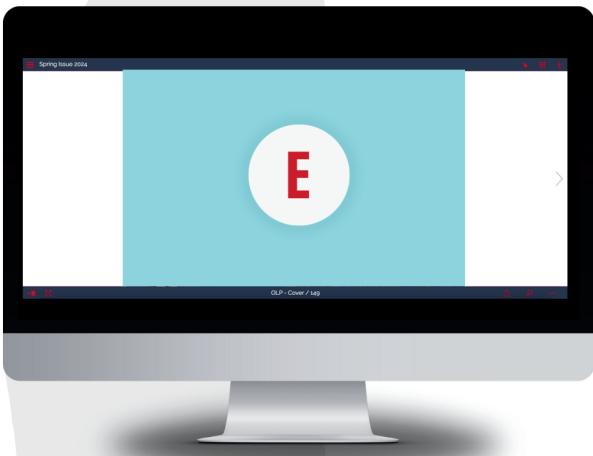


C

## ALONGSIDE PAGES 1-4 MATERIALS

**\$1,000/issue**

160px wide by 600px tall  
JPG, GIF or PNG file



D

## ALONGSIDE INTERNAL PAGES MATERIALS

**\$500/issue**

160px wide by 600px tall  
JPG, GIF or PNG file

E

## INTERSTITIAL PAGES MATERIALS

**\$1,000/issue**

Ad size: 8.5" w by 10.875" h  
CMYK Flatten PDF File

## SUBMISSION

- Deadline: TBD depending on issue
- Submit elements in Google Form emailed to you