

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.



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**Our most popular option*

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Advertisement Options

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WEBSITE

A La Carte Purchases



Great Lakes SeattleLink

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Featured News Stories



Infobahn News Ferry Missions are heading back to their harbors
News April 11, 2016



Heavy Metal: Used Dumpers Essential Boat Safety Gear
News April 11, 2016



Sales Big on Raymarine Marine Electronics with the Trade Up Sales Event
News April 11, 2016

[View All News Articles »](#)

1

Great Lakes Scuttlebutt Video Gallery



GREAT LAKES SCUTTLEBUTT FRONT COVER

View Full Video Gallery



INTERVIEW: GREAT LAKES BOAT SHOWS




INTERVIEW: SCUTTLEBUTT BOAT SHOWS



HOW TO CHANGE A WHEEL



HOW TO CHANGE A WHEEL



HOW TO CHANGE A WHEEL



HOW TO CHANGE A WHEEL



Great Lakes Scuttlebutt Subscriptions

Sign-up online to receive 6 issues of our digital magazine or 6 FREE weekly bulletins (available) or get Great Lakes Scuttlebutt delivered to your door.

[SUBSCRIBE TO YOUR NEED](#)
[DELIVER TO YOUR DOOR](#)

News From Your Great Lakes

Lake Erie Region

News and updates from the Great Lakes Erie Region, including the latest in boating, fishing, and more.

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

Lake Michigan Region

News and updates from the Great Lakes Michigan Region, including the latest in boating, fishing, and more.

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

Lake Huron Region

News and updates from the Great Lakes Huron Region, including the latest in boating, fishing, and more.

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

Lake Ontario Region

News and updates from the Great Lakes Ontario Region, including the latest in boating, fishing, and more.

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

Boating Safety: How to Stay Safe on the Water

2

Quicklink Resources



FISHING REPORTS



WEATHER REPORTS



GREAT LAKES DESTINATIONS



BOAT TEST



BOAT SHOWS AND EVENTS



YACHTWORLD

Our Sponsors & Supporters

The Companies and organizations that support Great Lakes Scautillibury

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Great Lakes Scautillibury Story

Great Lakes Scautillibury magazine was founded in 1982 by Jerry Fife. He quickly established a "magazine model" with a focus on education, fun, and information for boaters and boatbuilders. After working the western basin of Lake Erie and western Lake St. Clair for years with great success, Jerry moved and passed the magazine along to his son, Don Kirk, who expanded the publication reach to the basins of Great Lakes Erie and Lake St. Clair. In 2009, the magazine went fully digital and features two separate digital platforms for a desktop or "responsive" format, social media outlets, and a very powerful digital version of each issue.

Today, Great Lakes Scautillibury is the most popular publication found at over 1,600 marine locations throughout the Great Lakes in addition to being the most popular boating publication of its kind. It is the only boating publication of its kind that is published of boats price every issue. Our mission has never changed. To provide an effective marketing platform for boaters and boating businesses. We're happy to serve the boaters of the Great Lakes Region.

Join us!

Great Lakes Scautillibury

Connecting the Great Lakes boating industry since 1982. Over 100 years of boating history. One place to go.

2014-2015 Great Lakes Scautillibury
Ad Price Reduced

The Magazine

Editorial Staff
Advertising Staff
Production Staff
Distribution Staff
Marketing Staff
Sales Staff

Video Gallery

Boating Tips
Boating Safety
Boating News
Boating Events
Boating Gear
Boating Gear Reviews
Boating Gear Reviews

Extras

Boating Tips & Tricks
Boating Safety
Boating News
Boating Events
Boating Gear
Boating Gear Reviews
Boating Gear Reviews

Our Company

Company History
Company Mission
Company Vision
Company Values
Company Goals
Company Objectives
Company Results

Sign-up for Email Updates

Connect with Us

[Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)

[THE MAGAZINE](#)
[VIDEO GALLERY](#)
[NEWS ARTICLES](#)
[RESOURCES](#)
[OUR COMPANY](#)
[SHOP](#)

[View Current Issue](#)

Marine News from the Great Lakes

Facebook icon

Twitter icon

Instagram icon

YouTube icon

Keyword Search

5

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 services, is proud to announce the global launch of its latest innovation, the elite electric outboard motor. The 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 in parallel deliver high efficiency with near-silent operation. With a focus on minimal maintenance and cutting-edge 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 eco 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-use 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 multiple charging options, including 110/220V AC, 12V DC and solar with the use of optional ePropulsion 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 three-feet in length and weighing 14.7 pounds including the built-in battery, the elite stores easily and the one-click quick-release bracket allows for installation and removal in a matter of seconds. The tiller handle converts to a perfectly balanced carry handle. With multiple trim and tilt angles, adjustable steering resistance and shaft length, and a shallow-

Browse News by Region

Great Lakes

Lake Michigan

Lake Erie

Lake Huron

Lake Ontario

Lake Superior

Beyond the Lakes

View All

Browse by Topic

COVID-19

How-To & DIY's

Boating Jobs

Used Boats

Recipes

ELECTRONICS

Racing

Women In Boating

Charters

Boat Show

Fishing

Environmental

Impact

Engines

GIFT IDEAS

Motors

Software & Apps

Charity

Destination

Cleaners

Events

New Boat Models

Kids & Pets


Accessories





Clothing & Shoes


Sailing

Lighting

3










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Marine News from the Great Lakes

Latest News




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

Tuesday, March 5, 2024

Somerset, NJ – ePropulsion, the global provider of marine electric propulsion solutions, proudly unveiled their newest achievement: the elite electric outboard motor. Honored as a 2024 Miami Innovation Award Winner in the Electric Motor/Battery Powered Propulsion/Hybrid and Boats category at the Discovery Boating Miami

[READ MORE](#)



Browse News by Region

Great Lakes

Lake Michigan

Lake Erie

Lake Huron

Lake Ontario

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**

Scuttlebutt[®] The Community for Boaters

have that perfect boat day you've been waiting for



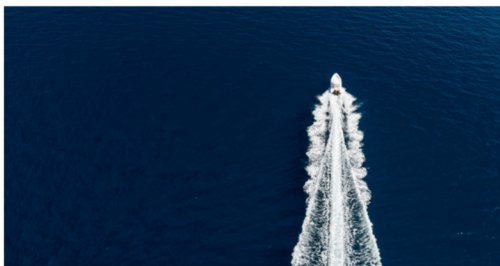
Download Scuttlebutt



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.

SCUTTLEBITTS NEWSLETTER

A La Carte Purchases

8

Scuttlebitts APRIL 19, 2024
NEWSLETTER



SPRING ISSUE OUT NOW

Trailer Boating, Brokers and Dealers, Boat Maintenance

[CLICK TO READ NOW](#)

9

TOP NEWS OF THE WEEK

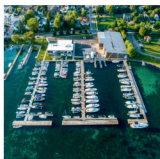
6



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 ComBox Edge Communications Gateway.

[Read Story](#)



IRISH BOAT SHOP BRINGS PARDÓ YACHTS TO NORTHERN MICHIGAN WATERS

Irish Boat Shop has established a partnership agreement with Spring Brook Marine in Chicago to offer Pardó Yachts to customers in Northern Michigan.

[Read Story](#)

UPCOMING EVENTS



SUNCOAST BOAT SHOW

Marina Jack
Sarasota, Florida
April 19-21, 2024

[Learn More](#)

**STARTS
TODAY!**



CATAWBA ISLAND BOAT SHOW

Catawba Island Club
Port Clinton, Ohio
April 26-28, 2024

[Learn More](#)

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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

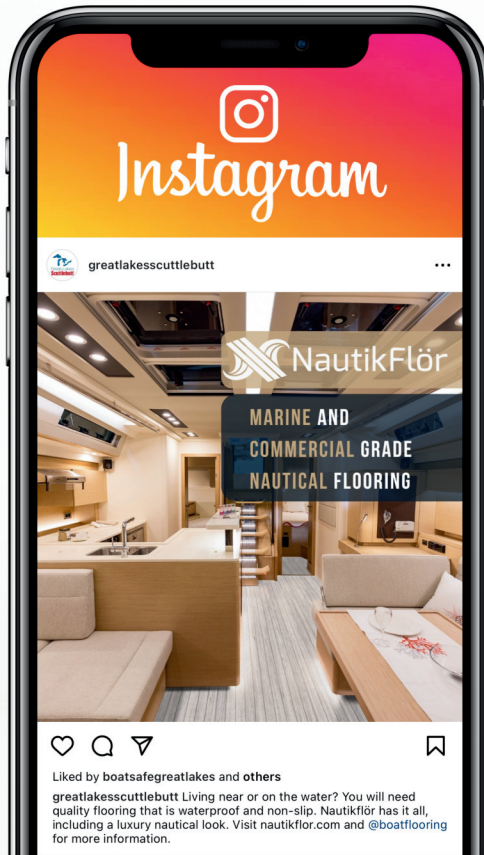
- Deadline: TBD depending on issue
- Submit elements in Google Form emailed to you

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

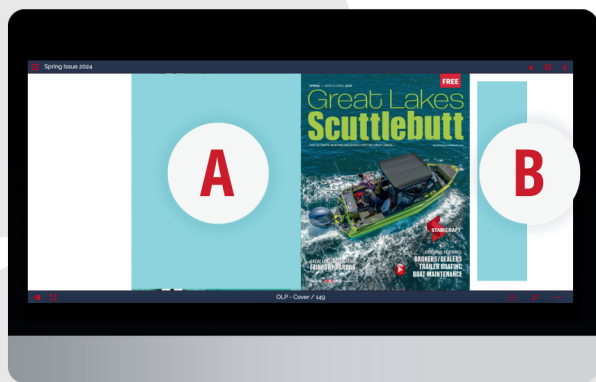
- Verbiage - Maintain a 280-character limit
- Include hashtags you wish to use
- Photo(s) optional

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

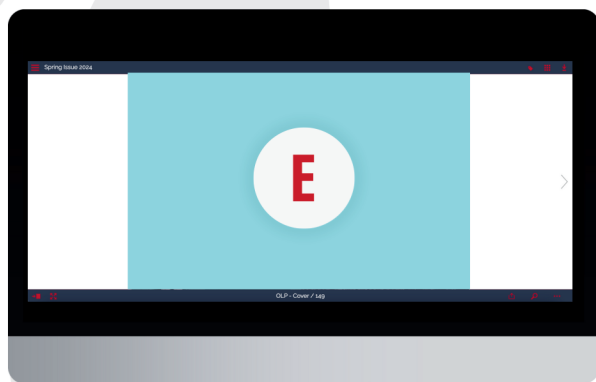


B

AD NEXT TO COVER MATERIALS

\$1,500/issue

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

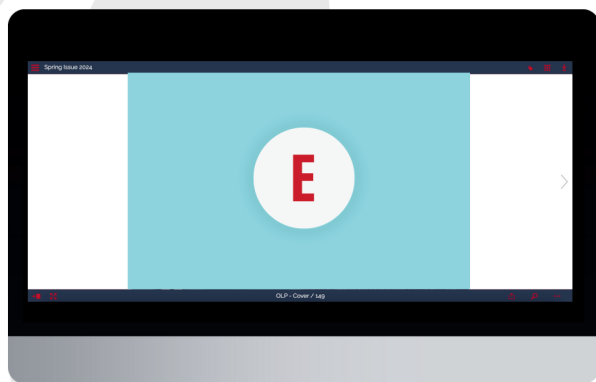


C

ALONGSIDE PAGES 1-4 MATERIALS

\$1,000/issue

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

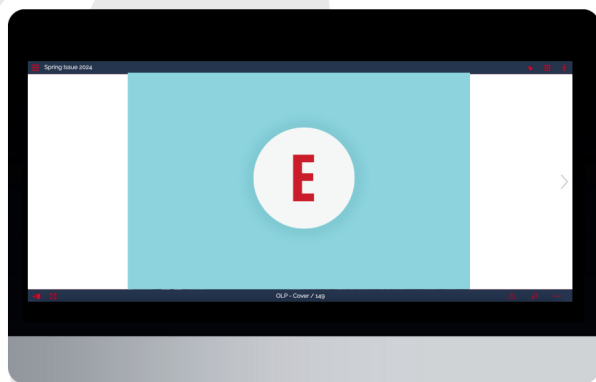


D

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