**MARINE FABRICATOR ADVERTISEMENT RATES**

Prices are subject to change.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>6x</th>
<th>4x</th>
<th>1x</th>
<th>BUYER'S GUIDE</th>
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<tr>
<td>Full page</td>
<td>$3,550</td>
<td>$4,075</td>
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<td>$3,200</td>
<td>$3,750</td>
<td>$4,100</td>
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<td>1/2 island</td>
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<td>$3,300</td>
<td>$3,550</td>
<td>$3,550</td>
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<tr>
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<td>$2,825</td>
<td>$3,250</td>
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<tr>
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<td>$1,900</td>
<td>$2,275</td>
<td>$2,600</td>
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<tr>
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<td>$1,400</td>
<td>$1,650</td>
<td>$1,900</td>
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<tr>
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<td>$6,750</td>
<td>$7,750</td>
<td>$8,400</td>
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Special positions add 10% to earned rate

**NET Digital Rates**

Prices listed are per month

- **Leaderboard** (Mobile)
  - Size: 728 x 90 px (320 x 50 px)
  - 3X: $650, 6X: $550, 12X: $450

- **Wide skyscraper**
  - Size: 160 x 600 px
  - 3X: $600, 6X: $500, 12X: $400

- **Mid-rectangle**
  - Size: 300 x 250 px
  - 3X: $600, 6X: $500, 12X: $400

- **Sponsored content**
  - Custom
  - 3X: $850, 6X: $750, 12X: $650

- **E-Newsletter**
  - Size: 600 x 90 px
  - 3X: $750, 6X: $700, 12X: $650

- **Position #2**
  - Size: 600 x 90 px
  - 3X: $650, 6X: $600, 12X: $550

- **Position #3**
  - Size: 600 x 90 px
  - 3X: $550, 6X: $500, 12X: $450

- **Sponsored content**
  - Custom
  - 3X: $850, 6X: $800, 12X: $750

- **Sponsored e-mail**
  - Custom
  - 3X: $1,500, 6X: $1,500, 12X: $1,500

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**2019 READER SURVEY**

- **100%** Read or looked at ads and 61% read or looked at 6 or more
- **94%** Are owners, designers and fabricators
- **96%** Read for new products and services
- **81%** Keep and refer to past issues
- **96%** Make or influence decisions
- **96%** Read all of the last 4 issues
- **97%** Pass on their issue of Marine Fabricator to someone else
- **88%** Either visit the company website, email or call the company when interested in a product advertised

Source: 2019 IFAI Reader Survey conducted July 2019

**READER PROFILE**

For a more detailed audience breakdown, contact your IFAI Sales Representative.

- **72%** Marine Aftermarket Fabrication (interior and exterior)
- **15%** Marine OEM
- **10%** Automotive Fabrication
- **3%** Marine Interior Design

Source: 2019 IFAI Reader Survey conducted July 2019

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**DIVISION REPRESENTED**

Marine Fabricators Association

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Marine Fabricator

Celebrating its 25th year with a fresh, new design, Marine Fabricator delivers valuable craftsmanship techniques and how-to information to help decision makers build successful marine fabrication enterprises. Business owners use the publication as the primary resource for their business needs, hands-on education and product information. The Buyer’s Guide provides readers with a convenient year-round resource for making buying choices. Marine Fabricator is the official publication of the Marine Fabricators Association (MFA), a division of IFAI.

Marine Fabricator has been a key vehicle in reinforcing our ongoing relationships in the vital industry of marine fabricators. We see a very solid ROI when we invest in ongoing advertising campaigns.

Steve Fredrickson
Sales Director at Sattler Corp.
member since 2006

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**MARINE FABRICATOR EDITORIAL CALENDAR**

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<thead>
<tr>
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<td>Nov. 17, 2019</td>
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<td>Exterior “how-to”</td>
<td>Flooring Fabrication</td>
<td>U-zip with Flap</td>
<td>Cockpit Covers</td>
<td>Upholstery Patterning</td>
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<tr>
<td>Interior “how-to”</td>
<td>Techniques and Tips</td>
<td>Customer service</td>
<td>Pricing and estimating</td>
<td>Hiring and training new employees</td>
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<td>Business</td>
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<td>New Products</td>
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<td>News</td>
<td>Industry and IFAI news</td>
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