



About Us



CorrectCraftFan.com is a robust independent online community of Correct Craft and Nautique inboard boat enthusiasts. The site provides a place for true fans to interact — sharing pictures and stories of their beloved Correct Craft boats, discovering helpful resource materials like vintage brochures or manuals, and discussing related topics with fellow members.

This unique community of loyal, dedicated Correct Craft owners is not only passionate about their boats but also the boating lifestyle in general —

from water sports and water sports equipment to boat performance and maintenance.

The collections of individuals who actively contribute to site discussions create one of the best inboard boating resources found anywhere. The vast information found in our Forums section is matchless.

Whether buying, selling or simply owning a Correct Craft or Nautique, CorrectCraftFan.com is the foremost Correct Craft reference site on the Internet.

Our Success

Thanks to our members, we've grown immensely since our 2003 launch.

In 2010, CorrectCraftFan.com received over 622,000 visits generating 5.8 million page views!

An average visit lasted 8 minutes and in July 2010, the site peaked at over 72,000 visits for the month.

Site traffic statistics calculated through Google Analytics.

Demand for our two regional reunions, one in the Midwest and the other in the Northeast, has made them an annual occurrence with attendees traveling from around the country and across the globe.

In 2010, these events attracted more than 250 attendees with 80+ Correct Craft boats on-hand, spanning the 1950s to today.






Partnership Opportunities


Learn more about our annual reunions at:


<http://www.correctcraftfan.com/reunions>





We invite you to tap in to this unique community of loyal, dedicated fans of Correct Craft high-performance towboats. We offer several partnership opportunities, including:

 **Online Advertising** – Choose from top and side banners with various levels of run-of-site options.

 **Reunion Sponsorship** – Bolster our annual member get-togethers via a monetary contribution (e.g. funding an in-water clinic or contributing toward meal costs) and/or by providing products or services as promotional giveaways. Sponsorships are available at Platinum, Gold and Silver levels. Your contribution will be acknowledged on all reunion related pages throughout the site, on the official reunion banner (on prominent display at each event), as well as on the reunion t-shirts provided to all attendees.

 **Product Reviews** – Provide products to our staff and trusted members; we'll try it out and write a review for the site that includes a link to your store. *(Best when combined with either Online Advertising or Reunion Sponsorship.)*

 **Affiliate Program** – We'll send traffic your way for a percentage of any resulting sales.

 **Market Research Data** – We're currently developing a member questionnaire and ongoing poll inquiry to glean more information about our community. You may submit relevant questions and purchase this one-of-a-kind information on a quarterly basis.

Our advertising and sponsorship partners also receive access to banner results, providing real-time statistics on your marketing investment.

Contact Us

Visit us at:

<http://www.correctcraftfan.com>

We hope this information has piqued an interest about ways in which your company can collaborate with CorrectCraftFan.com.

For your reference, the following page contains a current price sheet.

Contact Keith Bagley at Keith@CorrectCraftFan.com or (978) 660-2445 to discuss further or with any questions.

We look forward to hearing from you.



Price Sheet

Online Advertising

We currently offer four banner options – see below for details. Prices are a flat fee per-month and generally invoiced on a quarterly basis. Dimensions are in pixels. Run-of-site options subject to availability.

Note: CPM represents Cost Per 1,000 impressions. CPM amounts are used only to represent the approximate value of your advertising spend and are based on 2010 average monthly impressions (less homepage impressions) from Google Analytics.

If you do not yet have a banner image, we can produce one for you (with your approval), at no additional cost. See our site for samples of the banners we have created for current partners.

Top Banner A (500x60)
 25% run-of-site = \$200 (~\$1.81 CPM)
 50% run-of-site = \$375 (~\$1.69 CPM)

Side Banner Tall (125x300)
 25% run-of-site = \$125 (~\$1.13 CPM)
 50% run-of-site = \$215 (~\$0.97 CPM)

Top Banner B (242x60)
 25% run-of-site = \$145 (~\$1.31 CPM)
 50% run-of-site = \$275 (~\$1.24 CPM)

Side Banner Square (125x125)
 25% run-of-site = \$110 (~\$1.00 CPM)
 50% run-of-site = \$195 (~\$0.88 CPM)

Reunion Sponsorship

We currently offer three levels of event sponsorship. Your contribution is acknowledged via company logo placement on CorrectCraftFan.com *Reunions* and *Links* pages (with a link to your site), event banners and reunion t-shirts. Logo size/placement varies according to sponsorship dollar value. See below for details.

Tier	Platinum	Gold	Silver
Sponsorship Dollar Value	\$500 or more	\$251 - \$499	Up to \$250