

## Get onboard! Exclusive new marketing opportunity

Be part of the first-ever Welcome to the Water® coupon book and raise your profile with a guaranteed audience of boaters, by participating in the Accessory Funding Model (AFM).

It's an incredibly cost-effective way to reach highly qualified, motivated consumers—people who are actively seeking boating products and services.

Welcome to the Water® coupon books will be distributed at:

Boat shows—NMMA shows draw nearly one million people annually ([www.boatshows.com](http://www.boatshows.com))

Yacht clubs & marinas

Discover Boating events & promotions

National Marina Days ([www.nationalmarinaday.org](http://www.nationalmarinaday.org))

## Participation is easy. Submit your AFM payment today, then follow these simple steps:

Reserve your space, email Freya Olsen at: [folsen@nmma.org](mailto:folsen@nmma.org) with the subject line stating: AFM Coupon.

Create your compelling offer.

Send us your offer details and artwork using the specs provided below.

We will provide a PDF digital proof for your review and approval.

Approve your coupon—it's as easy as that.

**Materials should be submitted no later than 5/1/13 to Freya Olsen at: [folsen@nmma.org](mailto:folsen@nmma.org)**

## Coupon Specifications

Actual coupon size: is 6" x 2.5"

*Here is what we need from you:*

Provide logo as a hi-resolution eps, jpeg or tiff.

Provide product photo at a resolution of 300dpi for quality reproduction.

The sample shown here is for reference only when designing your coupon.

*(Not shown to actual scale.)*



**NorCross**  
Marine Products Inc.

**Pink Camouflage  
Medium Cooler Bag  
(24-can)**

**\$49.99**

**Buy 1 Get 1 Free\***

We are closing out our first generation Pink Camouflage Medium Cooler Bags. They incorporate many of the same features as current generation products, but have lower density insulation and a metal zipper. Don't wait to get yours.

\*Prices valid only while supplies last.

For questions or more information, please contact Freya Olsen at: [folsen@nmma.org](mailto:folsen@nmma.org)

