

Service Descriptions & Fee Schedule

Below you will find all information regarding BurlingtonBoatyard.com fees and pricing for our various services.

All fees are in US Dollars.

Classified Ad Pricing for Boats

Individuals

| Boats & Other Watercraft | |
|--|-----------------------|
| Ad Duration: 8 Weeks | |
| Features: A Boatload* of Text & 3 Pictures | |
| | |
| Listing Price | Maximum Listing Price |
| \$1/ft | \$30 |

Special Considerations:

- As individual users, you enjoy the ability to round down if the length is not an even footage. (e.g. A 17.5' Bass Boat would be priced at an even \$17)
- You will also have the ability of renewing your listing(s) after an eight week duration for 25% off the renewal price.

Marinas & Dealers

| Boats & Other Watercraft | |
|--|--|
| Ad Duration: 8 Weeks | |
| Features: A Boatload* of Text & 3 Pictures | |
| | |
| Listing Price | |
| Flat Rate of \$11.95 per Listing | |

Special Considerations:

- You will have the ability of renewing your listing(s) after an eight week duration for 25% off the renewal price.
- For Marinas & Dealers that wish to advertise a large quantity of listings, please view our *Marina & Dealer Incentive Packages* located within in fee schedule.

*Burlington Boatyard deems a "Boatload" to be a maximum of 300 characters.

Classified Ad Pricing for Parts & Accessories

| Parts & Accessories | | |
|--|---------------|-------------|
| Ad Duration: 8 Weeks | | |
| Features: A Boatload* of Text & 3 Pictures | | |
| | | |
| Value of Item Listed | Listing Price | Limitations |
| up to \$85 | FREE | 10 Items |
| \$85.01 - \$200 | \$5.95 | None |
| \$200.01 - \$1000 | \$9.95 | None |
| \$1000.01 & Greater | \$14.95 | None |

Special Considerations:

- For Parts and Accessories dealers that may wish to advertise a large quantity of items, please email the BBY [sales staff](#) to discuss package pricing and the creation of a custom account.

*Burlington Boatyard deems a "Boatload" to be 300 characters.

Listing Enhancements & Feature Upgrades

Front Page Exposure

| Home Page "Boat of the Week" Enhancement |
|--|
| Enhancement Duration: 2 Weeks |
| Features: Home Page placement in Feature Box, Direct Click to your listing, Picture and Text Box |
| Enhancement Price: \$50 |

Special Considerations:

- The "Boat of the Week" Enhancement feature places your classified ad in the Feature Box on the BurlingtonBoatyard.com home page.
 - Your ad will appear with the selected picture you wish to stream in the box, a text box with the listing description and price, as well as a "direct click" feature which will bring interested users right to your ad.
 - You will also have the ability of renewing your listing(s) after the two week duration for 25% off the renewal price.
-

Newsletter Exposure

| "Newsletter Placement" Boat Listing Enhancement | |
|---|-------------------|
| Enhancement Duration: 2 Weeks | |
| Features: Picture, Text Box, Contact Information and Direct Click to your Listing | |
| Enhancement Pricing: See Below | |
| | |
| Quantity | Enhancement Price |
| 1 Boat/Watercraft | \$29.99 |
| 3 Boats/Watercraft | \$69.99 |
| 6 Boats/Watercraft | \$119.99 |
| 9 Boats/Watercraft | \$164.99 |
| 12 Boats/Watercraft | \$204.99 |

Special Considerations:

- The "Newsletter Placement" Boat Listing Enhancement will allow your listing to be seen in the weekly BurlingtonBoatyard.com newsletter.
- A picture you have selected of your boat(s)/watercraft will be placed within the "Boats of the Week" section of our newsletter, along with your text description, contact information (e-mail), and when clicked this will exclusively route the interested party to your ad on the BurlingtonBoatyard.com data base.

| "Newsletter Placement" Parts/Accessories Listing Enhancement | |
|---|-------------------|
| Enhancement Duration: 2 Weeks | |
| Features: Picture, Text Box, Contact Information and Direct Click to your Listing | |
| Enhancement Pricing: See Below | |
| | |
| Quantity | Enhancement Price |
| 1 Part/Accessory | \$14.99 |
| 3 Parts/Accessories | \$34.99 |
| 6 Parts/Accessories | \$59.99 |
| 9 Parts/Accessories | \$84.99 |
| 12 Parts/Accessories | \$104.99 |

Special Considerations:

- The "Newsletter Placement" Parts/Accessories Listing Enhancement will allow your listing to be seen in the weekly BurlingtonBoatyard.com newsletter.
 - A picture you have selected of your part(s)/accessories will be placed within the "Featured Parts and Accessories" section of our newsletter, along with your text description, contact information (e-mail), and when clicked this will exclusively route the interested party to your ad on the BurlingtonBoatyard.com data base.
-

Blog Exposure

| "Blog Placement" Boat Listing Enhancement | |
|---|-------------------|
| Enhancement Duration: 2 Weeks | |
| Features: Picture, Text Box, Contact Information and Direct Click to your Listing | |
| Enhancement Pricing: See Below | |
| | |
| Quantity | Enhancement Price |
| 1 Boat/Watercraft | \$14.99 |
| 3 Boats/Watercraft | \$34.99 |
| 6 Boats/Watercraft | \$59.99 |
| 9 Boats/Watercraft | \$84.99 |
| 12 Boats/Watercraft | \$104.99 |

Special Considerations:

- The "Blog Placement" Boat Listing Enhancement will allow your listing to be seen in the BurlingtonBoatyard.com blog.
- A picture you have selected of your boat(s)/watercraft will be placed within the BurlingtonBoatyard.com blog, along with your text description, contact information (e-mail), and when clicked this will exclusively route the interested party to your ad on the BurlingtonBoatyard.com data base.

| "Blog Placement" Parts/Accessories Listing Enhancement | |
|---|-------------------|
| Enhancement Duration: 2 Weeks | |
| Features: Picture, Text Box, Contact Information and Direct Click to your Listing | |
| Enhancement Pricing: See Below | |
| | |
| Quantity | Enhancement Price |
| 1 Part/Accessory | \$7.99 |
| 3 Parts/Accessories | \$17.99 |
| 6 Parts/Accessories | \$29.99 |
| 9 Parts/Accessories | \$42.99 |
| 12 Parts/Accessories | \$54.99 |

Special Considerations:

- The "Blog Placement" Parts/Accessories Listing Enhancement will allow your listing to be seen in the BurlingtonBoatyard.com blog.
 - A picture you have selected of your part(s)/accessories will be placed within the BurlingtonBoatyard.com blog, along with your text description, contact information (e-mail), and when clicked this will exclusively route the interested party to your ad on the BurlingtonBoatyard.com data base.
-

Marina & Dealer Incentive Packages

For Marinas & Dealers that may have a large quantity of boats, watercraft, parts and accessories to advertise, BurlingtonBoatyard.com has developed three incentive packages that combine a variety of BurlingtonBoatyard.com advertising features and listing enhancements.

These packages are offered at highly discounted rates compared to national competitors, as well as if you were to individually purchase such services here on BBY.

Platinum Package- \$999.99

- 60 Boats/Watercraft, 8 week duration, Updateable/Managed Inventory during the life of the account (e.g. replace sold boats/watercraft with new listings).
- Select 10 Boats/Watercraft to appear in the front page Feature Box for a 2 week duration (Renew each for 25% off standard price).
- Select 12 Boats/Watercraft to appear for free in the BurlingtonBoatyard.com “Featured Boats” section of the Newsletter for 4 weeks. (Renew each for 10% off standard price).
- Select 6 Boats/Watercraft to appear for free in the BurlingtonBoatyard.com “Featured Boats” section of the Blog for 2 weeks. (Renew each for 10% off standard price).
- Select 25 Parts/Accessories (any value), 8 week duration, Updateable/Managed Inventory during the life of the account.

Gold Package- \$749.99

- 40 Boats/Watercraft, 8 week duration, Updateable/Managed Inventory during the life of the account (e.g. replace sold boats/watercraft with new listings).
- Select 6 Boats/Watercraft to appear in the front page Feature Box for a 2 week duration (Renew each for 25% off standard price).
- Select 6 Boats/Watercraft to appear for free in the BurlingtonBoatyard.com “Featured Boats” section of the Newsletter for 2 weeks. (Renew each for 10% off standard price).
- Select 10 Parts/Accessories (any value), 4 week duration, Updateable/Managed Inventory during the life of the account.

Silver Package- \$499.99

- 20 Boats/Watercraft, 8 week duration, Updateable/Managed Inventory during the life of the account (e.g. replace sold boats/watercraft with new listings).
- Select 3 Boats/Watercraft to appear in the front page Feature Box for a 2 week duration (Renew each for 25% off standard price).
- Select 3 Boats/Watercraft to appear for free in the BurlingtonBoatyard.com “Featured Boats” section of the Newsletter for 2 weeks. (Renew each for 10% off standard price).

If you are interested in purchasing one of the above packages, please email the BBY [sales staff](#) to personally work with our team regarding the creation and activation of your account.

Marina & Dealer Website Design and Management

BurlingtonBoatyard.com provides website hosting, design, and management to Marinas & Dealers, which enables their businesses to enjoy web presence and marketing campaigns to grow outward and reach more customers locally and regionally.

All subscribers of this service will receive personal consultation from the BBY Chief Technical Officer and web design team, to determine particular features and specifics relating to the set up, layout, and maintenance of your business' website.

The basic fees and rates are listed below. During your consultation, determinations will be made to evaluate any requests that would increase such fees based on complexity, advanced programming or page features (Flash, Search, etc.), or decrease such fees if prior logos, graphics, and other works are possessed by the businesses.

| Marina & Dealer Website Design and Management Service | |
|--|--------------------|
| Service Perk: All Marinas & Dealers will be able to list their boat/watercraft inventory on the BurlingtonBoatyard.com searchable database for free throughout the life of their account for this service. | |
| | |
| Service | Service Fee |
| Consultation with BBY Chief Technology Officer and Web Design Team | FREE |
| Initial Design Fee | \$199.99 |
| Monthly Website Management & Maintenance | \$99.99/mo |
| Monthly Hosting Fee | \$14.99/mo |

If you are interested in this service for your business, please email the BBY [sales staff](#) to schedule a consultation to speak directly with our CTO regarding the planning, development, and design of your website, and gain exposure to a broader customer base on the web.

Business to Business (B2B) Advertising

BurlingtonBoatyard.com offers the opportunity to advertise your business services and products to a vast market of those interested in the marine lifestyle.

The BBY website will have three designated areas in which you will be able to place your business' advertisement in an organized, neat, and highly visible fashion. These three areas are:

Boat Dealers
Boat Services
Lifestyle

The pricing is as follows:

| Service | Service Fee |
|---|--------------------|
| Business Advertisement on Designated Website Region | \$199.99/mo |

BBY also offers the same business advertisement options within our weekly Newsletter and Blog, should you not wish to advertise directly on the site regions noted above.

The pricing is as follows:

| Service | Service Fee |
|---|--------------------|
| Business Advertisement in BBY Weekly Newsletter | \$129.99/mo |
| Business Advertisement in BBY Blog | \$89.99/mo |

BurlingtonBoatyard.com will honor a 10% discount for businesses that advertise consecutively in these regions.

Feel free to email customerservice@BurlingtonBoatyard.com with any questions or for clarification regarding BBY services and fees.

