



Co-Op Program
2025-2026

Presented by **Lewis Marine Supply**



CATALOG

Our 2025 catalog will bring together the entire product offering from Lewis Marine Supply.

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Over **8,000** copies to be printed, advertising will be limited!

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Front Inside Cover - **\$6,000**

Back Inside Cover - **\$4,000**

Inside 2-Page Spread - **\$3,000**

Inside Full Page - **\$2,000**

Inside ½ Page - **\$1000**

Inside ¼ Page - **\$700**

Printed and digital copies in circulation for a minimum of 12 months



Please see last page for media specifications.



ANNUAL PROMO CATALOG



Our 2025 annual promo catalog will highlight vendor ads and exclusive specials and deals. Great for promoting new products.

Over **1,000** copies to be printed and distributed at special events & trade shows for extra exposure.

- Front Inside Cover - **\$4,000**
- Back Inside Cover - **\$3,000**
- Inside 2-Page Spread - **\$2,000**
- Inside Full Page - **\$1,500**
- Inside ½ Page - **\$750**
- Inside ¼ Page - **\$500**

Printed and digital copies in circulation for a minimum of 12 months

Please see last page for media specifications.



DESK CALENDAR | 12 MONTHS

\$2,500

INCLUDES:

3 small ads (1 ad on separate months), 1 large ad, 1 logo centered on the page, and logo on every calendar page.



FORT LAUDERDALE
220 SW 32nd Street
Ft. Lauderdale, FL 33315
Local: (954) 523-4371

CHARLESTON
3601-B Meeting Street Rd
Charleston, SC 29405
Local: (843) 554-3732

FOLEY
22442 Doc McDuffie Rd
Foley, Alabama 36535
Local: (251) 962-3752

lewismarine.com • sales@lewismarine.com

Vendor Ad 1 Here
Large Ad 10" x 3.5"

FEBRUARY 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1 <small>Chinese New Year</small>	2 <small>Groundhog Day</small>	3	4	5
6	7	8	9 <small>Nat'l Pizza Day</small>	10	11	12
13	14 <small>Happy Valentine's Day</small>	15	16 <small>St. Valentine's Day</small>	17	18	19
20 <small>St. Valentine's Day</small>	21	22	23	24	25	26
27	28	1	2	3	4	5



Vendor Ad 2 Here
Small Ad 6.75" x 2.50"

Vendor Ad 3 Here
Small Ad 6.75" x 2.50"

Vendor Ad 4 Here
Small Ad 6.75" x 2.50"

Vendor Logo 1 Here

Vendor Logo 2 Here

Vendor Logo 3 Here

Vendor Logo 4 Here

Vendor Logo 5 Here

Vendor Logo 6 Here

Vendor Logo 7 Here

Vendor Logo 8 Here

Vendor Logo 9 Here

Vendor Logo 10 Here

Vendor Logo 11 Here

Vendor Logo 12 Here

2025

PRIORITY WILL BE GIVEN TO OUR VIP PARTNERS

Please see last page for media specifications.

VIP PACKAGE



Price: **\$12,000**★

Value: \$13,000

- ★ **Master Catalog:** Full page ad in premium location.
- ★ **Annual Promo Catalog:** Full page ad
- ★ **Attire:** Co-branded polo shirts for Lewis Team or co-branded t-shirts for customers.
- ★ **Desk Calendar:**
 - 1 large ad in a month, 3 small ads, each on different months.
 - 1 large logo in middle of page,
 - 1 small logo at the footer of every page.
- ★ **Digital Content Package:**
 - HELM website (BtoB ordering system)
 - ◇ 1 Banner - 1 Month
 - 1 Featured email blast to over 17,000 actual customers
 - 2 Mentions on email blasts.
 - Showroom TV ad for a month
 - Social Posts
- ★ **Other Branding:**
 - Co-branded shirts for Lewis Team

Please see last page for media specifications.



BtoB DEALER ORDER WEBSITE

- Banner featured for 1 month on HELM



EMAIL BLAST

- Featured Spot
- 2 Mentions
- Sent to 17,000+ Lewis Marine Supply customers.



LOBBY TV - MONTHLY AD

- TV screens in our lobby and showroom with vendor product.



SOCIAL POST

- Facebook, Instagram & LinkedIn (LMS)
- Post across multiple platforms.
- 3,000 FB followers and growing.

Please see last page for media specifications.





Logo on Lewis Marine or BOW VAN or TRUCK BOX WRAP



- Six - 7 new wraps per year.
- Featured logo on 2 sides of vehicle.
- Spread awareness in delivery areas in Florida.
- Select Lewis Marine or BOW.

**Logo on 6-7
Van Wraps**

\$3,000

**Logo on 6-7
Box Truck Wraps**

\$5,000



Please see last page for media specifications.



PROMOTIONAL ITEMS

- Custom branded shirts, hats and other promotional items.
- Increase brand awareness.
- Create a memorable consumer experience.
- Distributed throughout multiple locations/stores.
- Select Lewis Marine or BOW.

SHIRT PACKAGE

\$3,000

HAT PACKAGE

\$2,000

Other cool swag available!



Please see last page for media specifications.

RETAIL STORE END CAPS

- Featured brand on end cap with logo
- Be seen at five BOW locations
- End cap featured for 30 days
- Additional month for highlighted sale items exclusive at BOW for an additional fee



End Cap
Program

\$2,000



BOW - Boat Show CO-BRANDED BOOTH SPACE



- Create a store-like booth with top vendor reps available to answer questions and explain product benefits.
- Use your own branding in our shared booth.
- Recognized as a Premier Vendor.
- Three Major Trade Shows - Stuart, Sarasota, Palm Beach.

**All 3
Shows**
\$6,000

**Choose 1
Show**
\$2,500





SIGN-UP & REGISTRATION

Ask for a registration form to sign up



For questions & to submit your interest, please contact our marketing team at:

Scott.Spangler@lewismarine.com
 marketing@lewismarine.com
 954-767-1239



Co-op Menu



Program	Details	Max. Avail.	Cost	Qty.	Extended	Notes
VIP Package	Includes all items highlighted below. Valued at \$13,000	15	\$12,000		\$	
Lewis Marine Supply Catalog	Front inside cover	1	\$6,000		\$	
	Back inside cover	1	\$4,000		\$	
	Inside 2-page Spread	Varies	\$3,000		\$	
	Inside Full Page	Varies	\$2,000		\$	
	Inside 1/2 Page	Varies	\$1,000		\$	
	Inside 1/4 Page	Varies	\$700		\$	
Lewis Marine Supply Annual Promo Catalog	Front inside cover	1	\$4,000		\$	
	Back inside cover	1	\$3,000		\$	
	Inside 2-page Spread	Varies	\$2,000		\$	
	Inside Full Page	Varies	\$1,500		\$	
	Inside 1/2 Page	Varies	\$750		\$	
	Inside 1/4 Page	Varies	\$500		\$	
Lewis Marine Desk Calendar	1 month: 3 small ads, 1 large ad, 1 logo on every page	12	\$2,500		\$	
Digital Package - HELM	B2B website banner, email, TV screens for Featured Vendor of the Month	12	\$2,000		\$	
	Landing page with vendor product	12	\$3,000		\$	
Other Branding	Attire: co-branded shirts for Lewis Team	12	\$2,000		\$	
Marine Tech Tour - Dealer Training Event 2025 TBD	Includes 50 minute training seminar and expo booth with table		\$5,000		\$	
Sales Rep Training	60 minute training		\$750		\$	
	30 minute training		\$500		\$	
Van Wraps/Logos - Lewis Marine & BOW	Logo on 6-7 Van Wraps	30	\$3,000		\$	
	Logo on 6-7 Box Truck Wraps	30	\$5,000		\$	
BOW Stores	End Cap - Five (5) stores - 30 days	48	\$2,000		\$	
	Attire: co-branded hats	12	\$2,000		\$	
	Branded Show Bags (30,000)	14	\$4,500		\$	
BOW - Boat Show Co-Branded Booth	Co-Branded Booth Space - 3 Shows (Stuart, Sarasota, Palm Beach)	2	\$6,000		\$	
	Co-Branded Booth Space - 1 Show	2 per show	\$2,500		\$	
BOW - eBlast	New Product Launch eBlast	24	\$2,000		\$	
Digital Package - BOW.com	Logo link to Landing Page - 30 days	48	\$500		\$	
TOTAL AMOUNT (If individual items were selected)					\$	



PRINT & DIGITAL AD SPECS

CATALOG

Cover full page ad with 1/4" bleeds

Artwork size w/ bleeds: 8-7/8" x 11-3/8"

Trim Size: 8-3/8" x 10-7/8"

Bleed: 1/4" on all sides*

Live area: 7-3/8" x 9-7/8"

- *For COVER ADS add 1/4" bleeds instead of 1/8"

- Keep all important elements inside the live area

- Do not include crop marks

Inside full page ad with 1/8" bleeds

Artwork size w/ bleeds: 8-5/8" x 11-1/8"

Trim Size: 8-3/8" x 10-7/8"

Bleed: 1/8" on all sides*

Live area: 7-3/8" x 9-7/8"

- Keep all important elements inside the live area

- Do not include crop marks

Half page horizontal ad (No bleeds)

Artwork size: 7-3/8" x 4-7/8"

Do not include crop marks or bleeds

Half page vertical ad (No bleeds)

Final Artwork size: 3-1/2" x 9-11/16"

Do not include crop marks or bleeds

Quarter ad vertical (No bleeds)

Final Artwork size: 3-1/2" x 4-7/8"

Do not include crop marks or bleeds

PROMOTIONAL ITEMS

Vector Logo & eps. file - LMS will resize it

SLIDES

High quality images & product information

DESKPAD CALENDAR

Large ad (No Bleeds)

Final Artwork size: 10" x 3-1/2"

- Keep all important elements at least 1/8" away from the edge.

- Do not include crop marks or bleeds

Small ads (No Bleeds)

Final Artwork size: 6-3/4" x 2-1/2"

- Keep all important elements at least 1/8" away from the edge.

- Do not include crop marks or bleed

ANNUAL PROMO CATALOG

1 page ad with bleeds

Artwork size w/ bleeds: 9" x 11-1/2"

Trim Size: 8-1/2" x 11"

Bleed: 1/8" on all sides*

Live area: 8" x 10-1/2"

- Keep all important elements inside the live area

- Do not include crop marks

Half page Horizontal ad (No bleeds)

Artwork size: 7-3/4" x 4-3/4"

Do not include crop marks or bleeds

File formats

Only high resolution, print quality PDFs with fonts embedded can be accepted. PDFs should be created using Acrobat Distiller, Adobe InDesign or another professional quality page layout program. We do not recommend setting print ads in Photoshop.

Resolution

Image resolution: 300 dpi

Line art, including text set in Photoshop: 600-1200 dpi

NOTE:

Type will reproduce best if set in a page layout program. Make sure black text is 100% black and NOT made of multiple colors.

Color space

- All our products are printed in CMYK. No RGB colors.
- Ads files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.
- Use 100% black for type. NOTE: Photoshop CMYK default black is 4-color. When RGB black is converted to CMYK it is a 4-color black.

Document size

PDFs should be created to the exact ad dimensions. Do NOT include extra margins, crop marks or other non-printing information.

Delivery method

- Preferred delivery method is email.
- For larger files, please use a dropbox service or other form of cloud based platform such as wetransfer.com

www.lewismarine.com
marketing@lewismarine.com
954-767-1239

Please contact the Marketing Department for due dates at marketing@lewismarine.com.