

Port of Port Townsend's current marketing campaigns

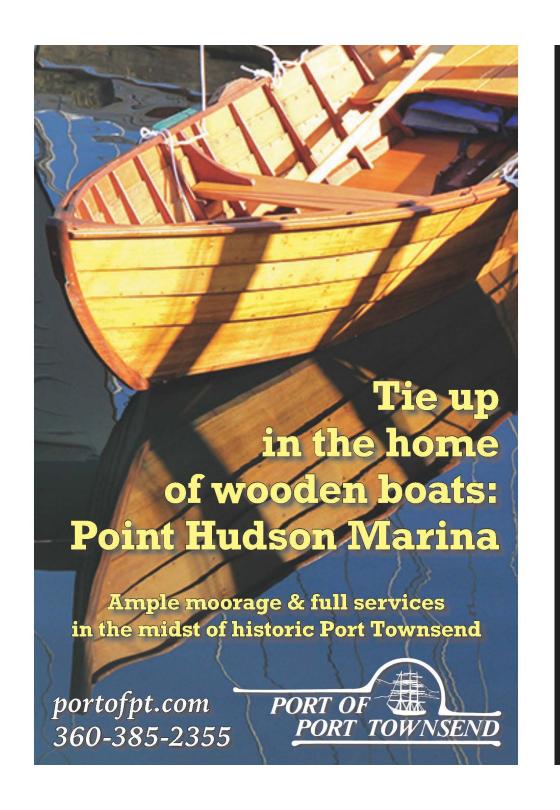
### Marketing

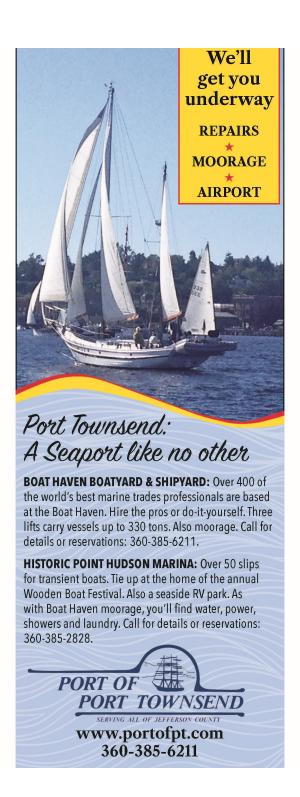
- O Social Media Marketing and
- Search Engine Marketing
- O With Keven Elliff, Port's webmaster, a \$5,000 campaign planned for late summer and fall.
- O Targeted to Facebook & Google



Guest Moorage Outreach Outreach to recreational boaters for guest moorage, via 48 Degrees North, Visitor Guides

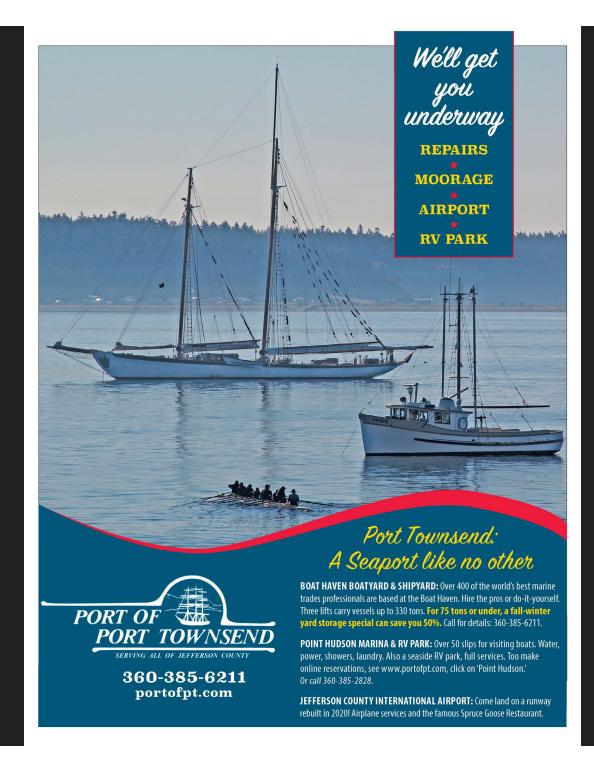






48° North ad Feb. 4, 2021

Leader VG 2021 Final



Outreach to commercial fishing fleet in partnership with PTMTA members

Full page, joint marketing in:

- National Fisherman
- Fishermen's News
- Pacific Fishing

July, August, September Port & PTMTA members pay 50%



# Reach 20,000 commercial fishing boats, at a discount price Partner with PTMTA and Port of PT

onal Fishermán

Yearbook

The Port and PTMTA are partnering on group ads, anchored and 50% funded by the Port, to offer low rates to PTMTA members in three commercial fishing trade magazines that reach the fleet:
National Fisherman, Pacific Fishing and Fisherman's
News.

★ The three magazines together reach 20,000 readers, mostly commercial skippers.

★ The ads will appear in late summer and early fall.

★ Each block is part of a fullcolor, full-page ad that promotes the Port of PT as the best place for haulouts and marine trades talent.

★ Rates per block for each magazine are shown below, as is the size for each ad block.

★ 6 ad blocks per page.







Ad Block shown actual size: 2.157" wide by 2.75" tall. See a sample ad on the back of this page.

#### Reserve your block today!

Contact Diana Talley of PTMTA at 360-379-8285, or email her at lunataku@gmail.com.

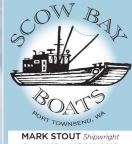


✓ 3 Lifts up to 330 tons

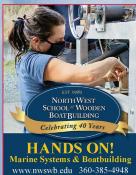
**✓ 50% Off Yard Rates**75 tons or less, starts Oct.

✓ 400 Skilled
Marine Trades Workers





MARK STOUT Shipwright
Since 1983 \* 907-299-9063
scowbayboats@gmail.com



PORT TOWNSEND

A full service boatyard for all your COMMERCIAL FISHING needs

(360)385-5727 www.havenboatworks.com



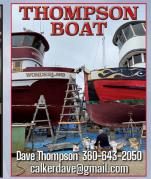
FULL SERVICE MARINE MAINTENANCE & REPAIR

PAINT / ALUMINUM / ELECTRICAL HYDRAULICS / SYSTEMS AUTHORIZED DEALER A HONDA & YANMAR





Aluminum Marine Hardware



#### **Do-it-Yourself or Hire the Coast's Best Marine Trades Pros**

PT Marine Trades Assoc: ptmta.org • Port of PT: portofpt.com, 360-385-6211

"Port Report"

Quarterly newsletter to inform local taxpayers, voters, via Leader, PDN and websites

July focus is Port Townsend's wooden boat fleet, in partnership with Moorage Tenant's Association, timed to Wooden Boat Festival



### PORT REPORT

## ECONOMIC VITALITY COMMUNITY PARTNERSHIPS OPENNESS & ACCOUNTABILITY STEWARDSHIP

SPRING-SUMMER 2021 NEWSLETTER from the PORT OF PORT TOWNSEND

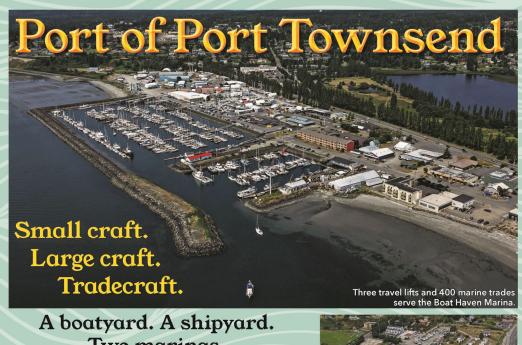


Sailmaker Lacey Capel does the final floor work on the mainsail for the 35-foot Baba. Alison HickenWood works behind her. Port Townsend Sails has become part of the Shipwright's Co-op.

Ads planned in annual cruising and tide guides:

- Waggoner Guide
- Northwest Boat Travel
- Ports & Passes





Two marinas. Three haulouts. World's best marine trades. Northwest's coolest town.

OBoat Haven Marina has three lifts up to 330 tons, a boatyard and shipyard where you can hire pros or do your own work. 400 of the world's best marine trades craftspeople can help with any job. Fuel dock, laundry, showers, chandleries and a nearby grocery store. The quiet and beautiful Point Hudson Marina & RV Park has 50 transient slips and is at the edge of Victorian Port Townsend's commercial district.

Visit www.portofpt.com for details on the FALL-WINTER 50% DISCOUNT YARD RATES for vessels up to 75 tons.







Boat Haven: 360-385-6211 boathaven@portofpt.com Point Hudson: 360-385-2828 pointhudson@portofpt.com

www.PortofPT.com