

# PRODUCT SHOWCASE PACKAGES

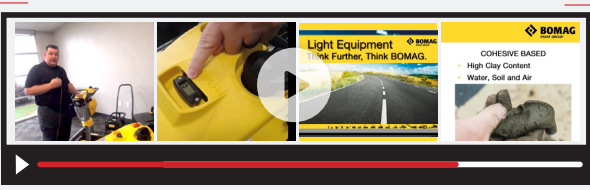
HAS THE PANDEMIC DISRUPTED YOUR TRADE SHOW PLANS? Here's some great solutions to showcase your product range to aquaculture industry professionals using our VIDEO, PRINT and DIGITAL media.

## VIDEO

### Video Product Showcase package with live Q & A

A great opportunity for your sales rep to “mic up” and talk about your company’s latest products and services for 2021.

Includes over \$8K value of benefits



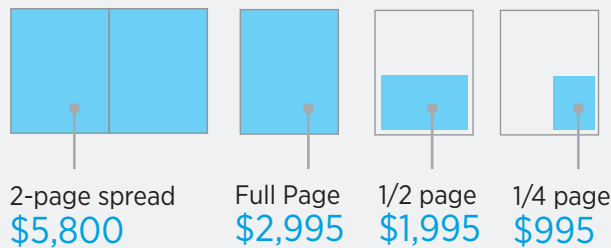
- Help with recording your video
- A host to manage any slides with your presentation and incoming questions from attendees
- Marketing of your Video Product Showcase to our digital readers using:
  - Digital E-Blasts (x2)
  - E-Newsletter advertising (x2)
  - Social media post (x1)
- Lead Generation – List of attendees who register for your Product Showcase
- Recording remains posted in the VIDEO section of our website for the rest of the year (helping your SEO and Google search analytics). Send the link of your showcase recording to your potential sales leads at any time! Use it as a sales tool!

Price: \$4,600

## MAGAZINE

### Product Showcase package

Use as much or as little text and photos to present your 2021 product range to our industry readers in the next issue.



Basic (100 words & photo) \$395

## DIGITAL

### Product Showcase package

Drive industry traffic to your product or service via WEBSITE, E-NEWSLETTER and E-BLAST marketing

Package offers over \$4K in marketing value



- Up to 500 words & 1 x image posted on our website’s “Showcase” page
- Sponsored Spotlight in 1 x weekly e-newsletter
- 1 x E-Blast promotion

Price: \$2,500

All sponsored content will be labelled “Sponsored” when published and must be approved by our Editor before it runs in our media.

**Contact your advertising rep to schedule your next packages today!**

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